

Western Edition



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Retention Through Employer Branding in a Down Economy

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Retention Through Employer Branding in a Down Economy

May 31, 2023 | Speaker: Sezzy Beasley



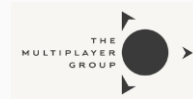
About me

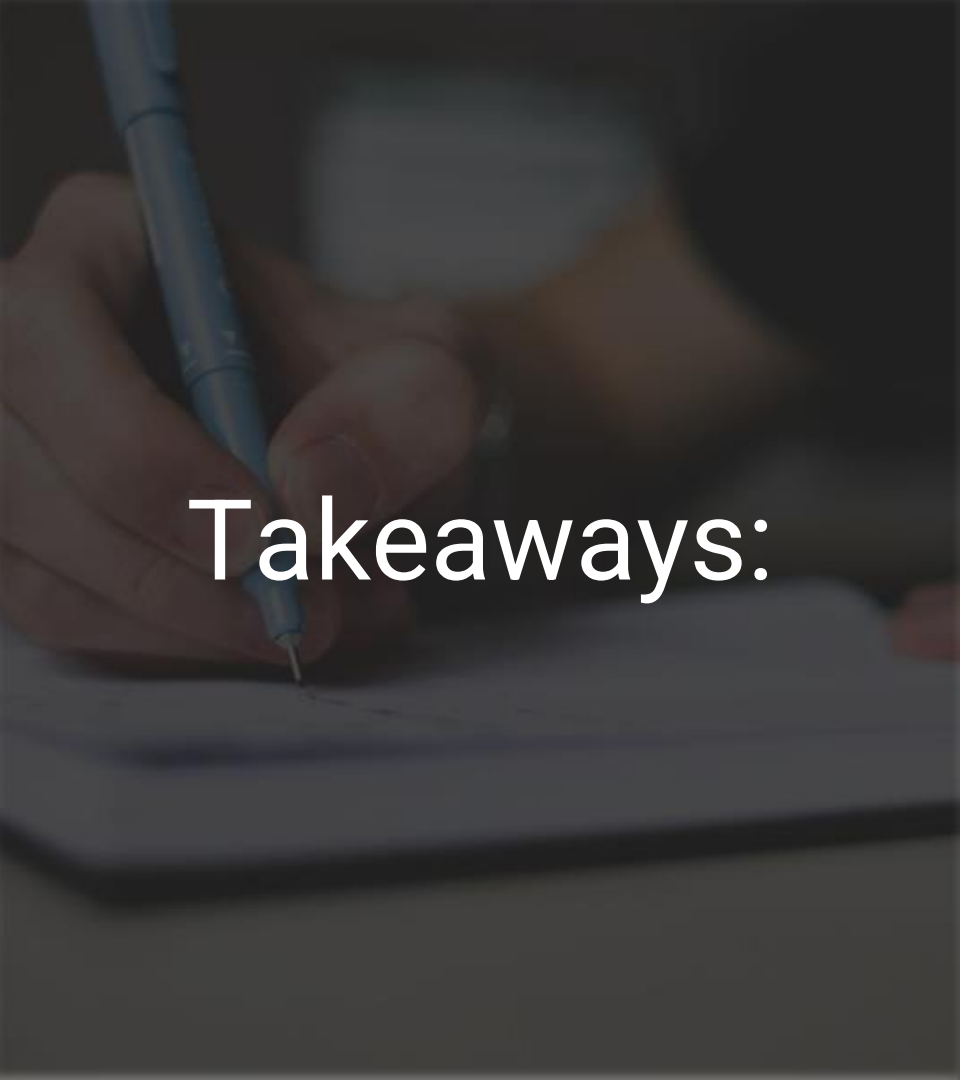


Sezzy Beasley

- 15+ years HR (People & Culture) experience
- Strategic marketing & communications background
- Global international teams / worldwide networks

Director, HRBP for TiMi Studio Group, North America Region



A close-up photograph of a hand holding a blue pen, writing on a white notepad. The background is dark and out of focus. The word 'Takeaways:' is overlaid in white text on the left side of the image.

Takeaways:

1. Strategies for employer branding during tough times
2. Identify and prioritize target markets for retention
3. Ways to focus on retention instead of recruitment
4. How to keep wellness, learning and development during down times

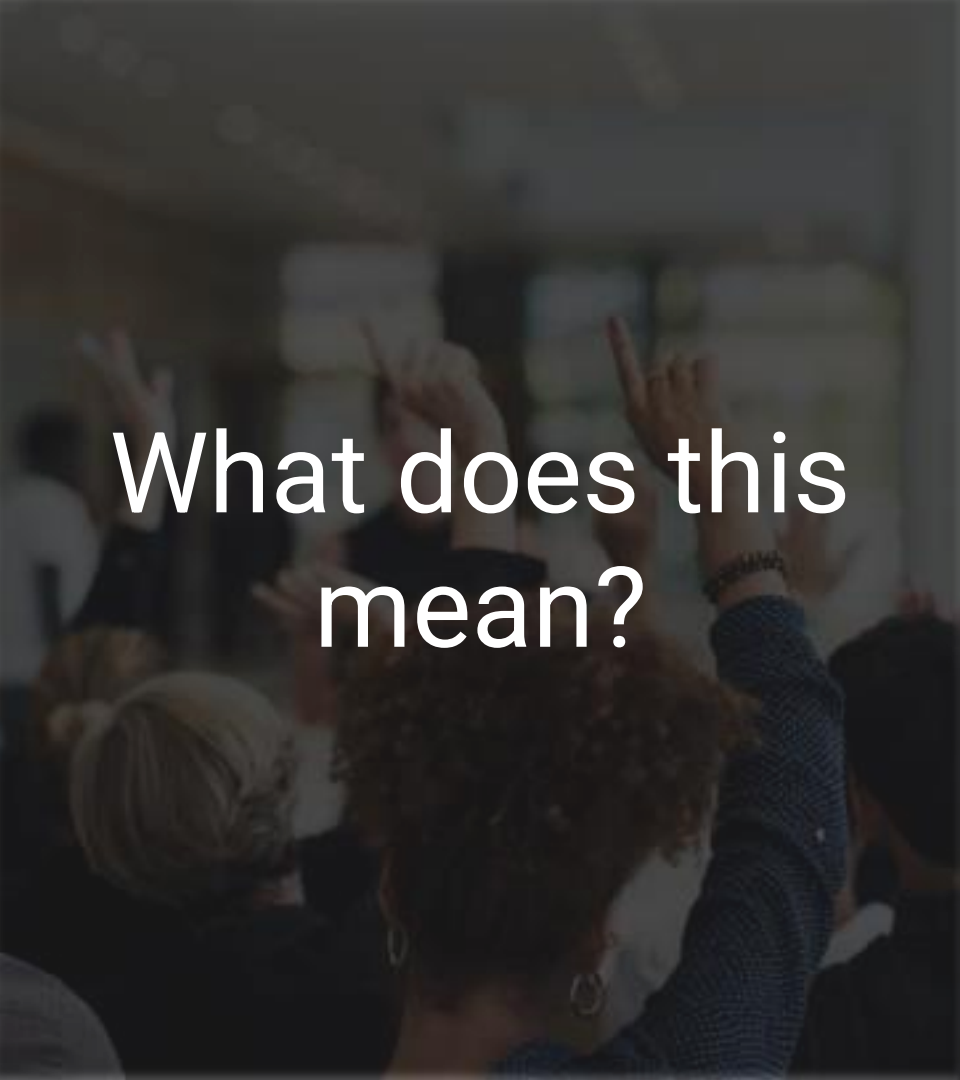
An aerial photograph of a city skyline, likely Vancouver, Canada, at dusk. The city is densely packed with skyscrapers and buildings, situated along a waterfront. In the foreground, there are green spaces, a marina with many sailboats, and residential areas. The background features a range of mountains under a dark, twilight sky. The overall scene is a mix of urban development and natural beauty.

What's going on right now?

“According to data compiled by Layoffs.fyi, the online tracker keeping tabs on job losses in the technology sector, 669 tech companies have laid off about 193,098 staff so far this year, compared to 164,411 layoffs last year.”

May 12, 2023

www.computerworld.com/article/3685936/tech-layoffs-in-2023-a-timeline.html



What does this mean?

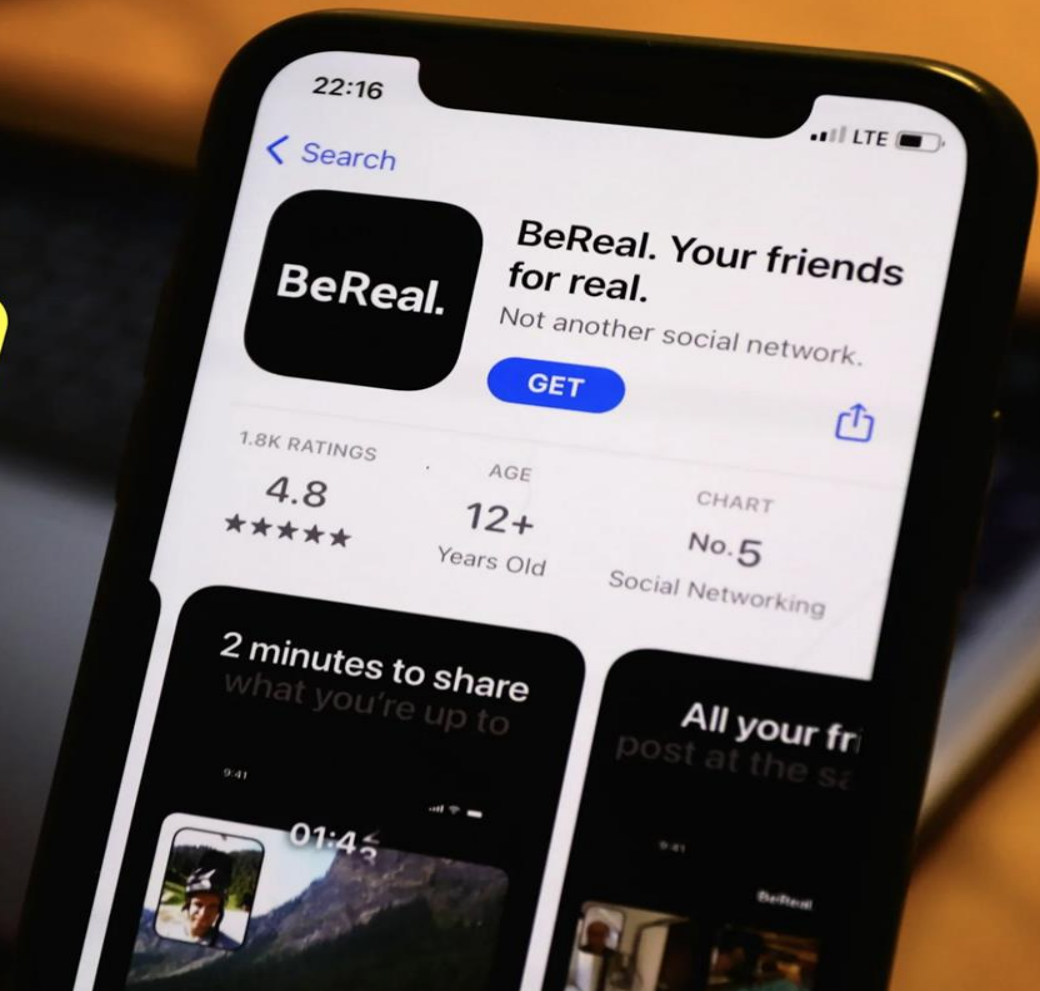
- Layoffs are taking place in the Tech Industry
- Hiring freezes resulting in no active recruitment (no open job requisitions)
- Companies don't want to draw attention to their RIFs or possible product pivots that could in any way allude to instability within the organization

Tendency is to go silent

SLIDO QUIZ (Conference organizers will make this and add QR code slide)

***From this list, which social media are you using?
(select all that apply)***

- ***Facebook***
- ***Instagram***
- ***Twitter***
- ***LinkedIn***
- ***TikTok***
- ***BeReal***
- ***Snapchat***



22:16

LTE

Search



BeReal. Your friends for real.

Not another social network.

GET



1.8K RATINGS

4.8



AGE

12+

Years Old

CHART

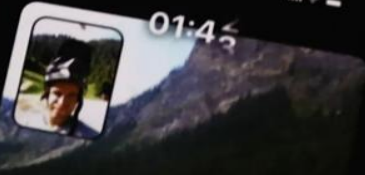
No. 5

Social Networking

2 minutes to share what you're up to

9:41

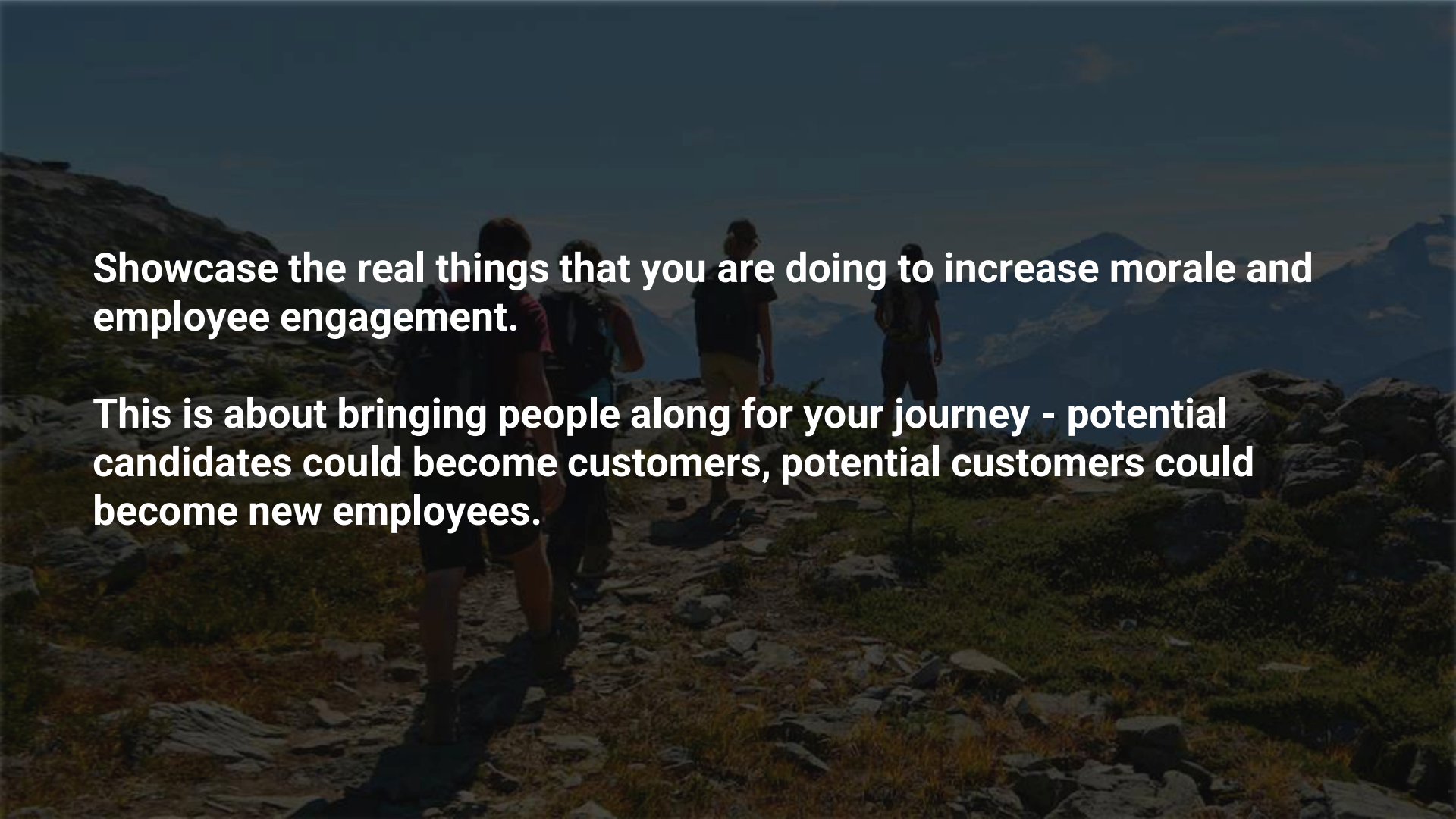
01:45



All your friends post at the same time

9:41

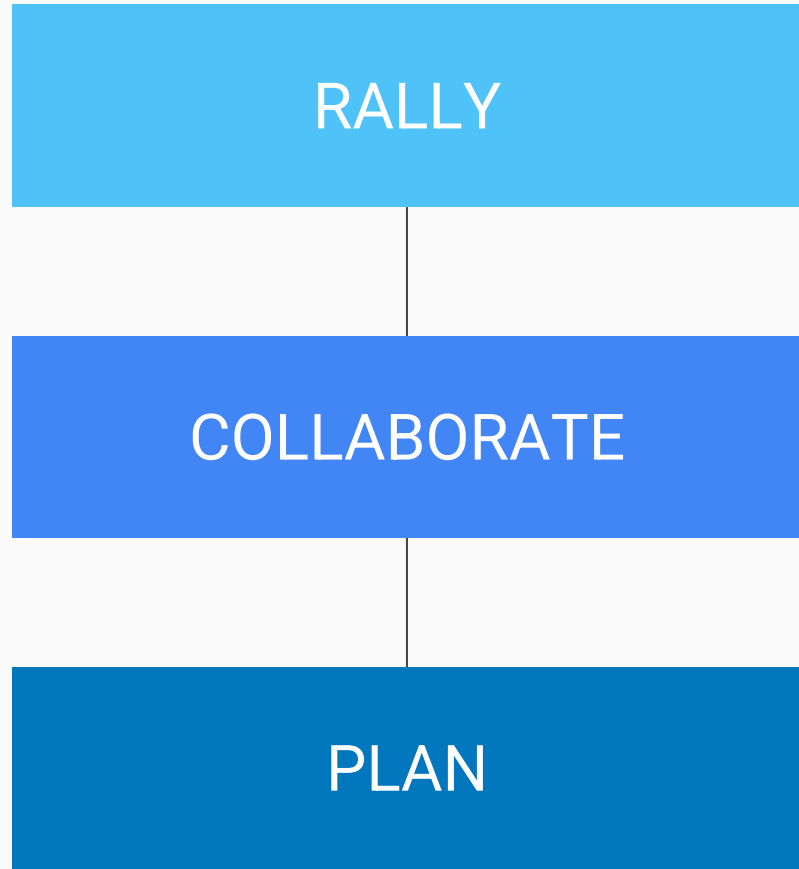


A group of four hikers is seen from behind, walking along a rocky mountain trail. They are wearing backpacks and casual hiking attire. The landscape is rugged with rocky terrain and sparse vegetation. In the distance, there are more mountain peaks under a clear sky. The overall scene conveys a sense of adventure and teamwork.

Showcase the real things that you are doing to increase morale and employee engagement.

This is about bringing people along for your journey - potential candidates could become customers, potential customers could become new employees.

I'm here to challenge you to think differently about the opportunities in this situation...



1. Rally your team

Start with the People & Culture (HR), Talent Acquisition, and Operations Teams

What do you currently have in your strategic plan for the year? What are you trying to implement and why? **What makes you proud to work at your organization?**



Case Study Example



Separated from a UK parent company, Improbable Worlds Ltd., and became a rebranded independent game development studio in February 2022 with 125 team members in Canada (specifically Edmonton Alberta) and the UK.


As Head of People, I was responsible for setting up the people and culture function within the studio from the ground up, this included implementing the strategy for our employer branding. We went from 0 to over 3500 followers in LinkedIn within a year, all without having a product/game launched nor being located in a large tech industry or game development market.

Events

Inflexion Games
3,839 followers
5mo · 🌐

We were beyond thrilled to host a group of University of Alberta Students from the CMPUT 250 class today! This class helps students gain hands-on experience in developing video games as a multi-disciplinary team project. It was a pleasure to connect with students from computer science, arts and business.

#students #gamingstudio #yeg #yegtech #gamingindustry #videogames #gamedev



👍❤️🔥 99



2 reposts

Inflexion Games
3,839 followers
4mo · 🌐

Thank you to the **University of Alberta** Computer Engineering Club for hosting us at their Career++ Event last week! We had an amazing time chatting with all of the students about **Inflexion Games** and Project Nightingale!

Keep an eye out in the upcoming months for Spring/Summer Internship opportunities with our studio!

#careerfair #students #internshipopportunities #computerengineering #computerscience #gamestudio #gamedevelopment #nightingale #survivalcrafting #rpg #pcgaming



👤 with Sarah Bailey and 1 other

👍❤️🔥 92

5 comments


Notable Benefits

Inflexion Games
3,839 followers
11mo · Edited · 🌐

A couple of weeks ago we launched **Inflexion Games'** 'Summer of 2022' Lunch Program here in our Edmonton Studio! We wanted to find a way to support some of our neighbors around 104th Street and ensure we're being part of the community. What better way than to provide daily lunch vouchers to our team, allowing them to visit some of the amazing local restaurants we have nearby!

Our restaurant partners have loved the support and our team not only get some great meals, they're also getting fresh air, stretching their legs, and demonstrating our value of Fellowship by enjoying delicious food with their teammates!

[#yeg](#) [#yegdt](#) [#fellowship](#) [#gamedev](#) [#gamestudio](#) [#lunchtime](#)



SAY UNCLE **JustCook KITCHENS** **FARROW**
JACKS BURGER SHACK **SEUL FRIED CHICKEN**
MISO **INFLEXION GAMES** **kb&co**
SUNTERRA market **tiffin**

CC BY 129 2 comments · 6 reposts


Inflexion Games
3,839 followers
11mo · 🌐

Here at **Inflexion Games**, we provide Coordinated Studio Breaks and this year we're closed for a summer break from June 30th-July 4th!

We hold a value of ambition and knit that with a mindset of long-term, sustainable development processes. Our Coordinated Studio Breaks are one way we champion this as we offer a time for our developers to be away at the same time and not worry about coming back to a backlog of work. We're encouraging our team to rest, recharge, and support their mental health & wellbeing by taking advantage of this benefit.

We want to thank all of our Inflexioneers for their hard work and dedication. Enjoy the well deserved break!

[#summerbreak](#) [#longweekend](#) [#amazingteam](#) [#gamedev](#)



INFLEXION GAMES
Coordinated Studio Break
June 30th - July 4th

CC BY 92 2 comments · 3 reposts

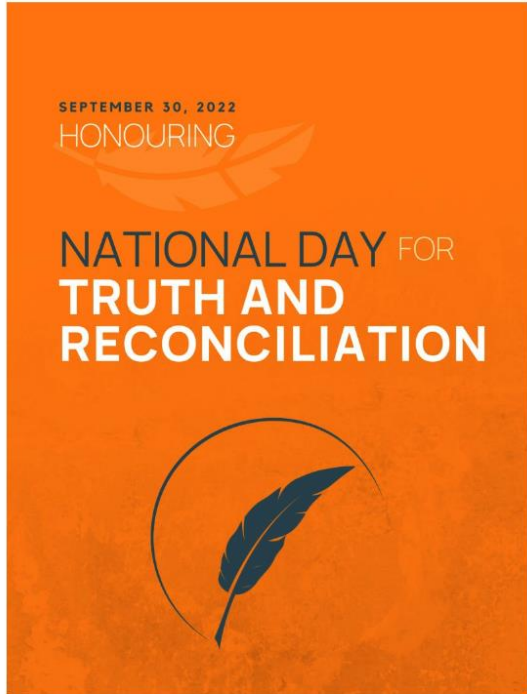
DEIB L&D

Inflexion Games
3,839 followers
8mo · 🌐

As we have approached today, the National Day for Truth and Reconciliation, we as Inflexion Games have been learning and participating in acts from Dr. Crystal Fraser and Dr. Sara Komarnisky's 150 Acts of Reconciliation. Today we will practice "Listen more. Talk less" Act #32. We encourage everyone to honour this day and take time to read through these acts and learn how you can move forward in truth and reconciliation.

<https://lnkd.in/gSAWkFE>

#nationaldayfortruthandreconciliation #150actsofreconciliation



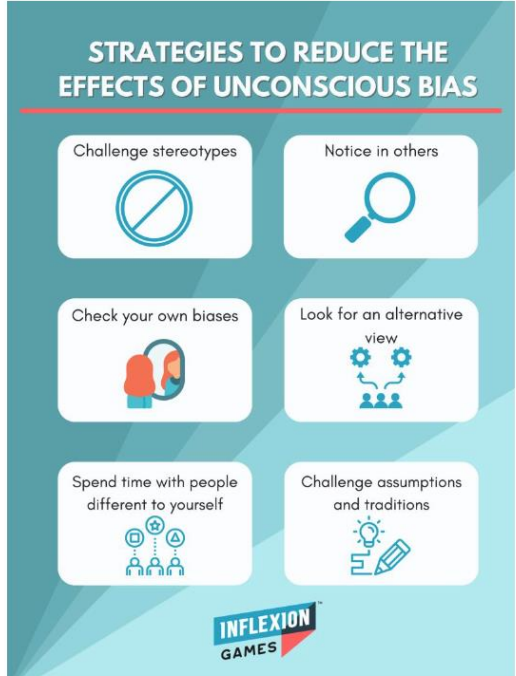
SEPTEMBER 30, 2022
HONOURING
NATIONAL DAY FOR
TRUTH AND
RECONCILIATION

1 repost

Inflexion Games
3,839 followers
8mo · 🌐

Over the last few weeks we have been spending time exploring our unconscious biases and its impact with **Flip Learning**. Here are some of the key takeaways that we have found valuable throughout our learning that we wanted to share with you!

#unconsciousbias #biasawareness #bias #traininganddevelopment #gamestudio #yeg #learning #stereotypes



STRATEGIES TO REDUCE THE EFFECTS OF UNCONSCIOUS BIAS

- Challenge stereotypes
- Notice in others
- Check your own biases
- Look for an alternative view
- Spend time with people different to yourself
- Challenge assumptions and traditions

INFLEXION GAMES

37 1 comment · 3 reposts

2. Collaborate across teams


Take a holistic approach. Build a team of action with the people & teams you have access to within your company, such as:

- Marketing and Communications
- Business Development
- Community Management
- Customer Success
- Product Development





**Tips on starting this
process:**



Establish your brand voice and imagery

- *Create an asset library*
- *Set up a corporate account for a graphic design/photo editing app*
- *Provide overview and training on brand guidelines*
- *Confirm which posts can be reposted and how to respond to comments*



Don't duplicate efforts

- *Share plans and content calendars*
- *Stagger scheduled posts and events*
- *Always assign someone to take photos and where to save them*
- *Coordinate posting accountability*



Assign tiered level of posts and content

- *Categorize the levels of which posts can be easily created and posted by the People & Culture team members.*
- *Other customer target audience posts and content should be developed and completed by Marketing and Creative teams.*



Set up an approval process

- *Create a private slack or teams channel with the key stakeholders and approvers*
- *Provide a template or form with the required information that needs to be reviewed and approved. Eg: Date, which platform(s), event/activity, copy, pic*
- *Provide clear instructions for reviewers: eg. add comments for edits in the thread, add an emoji checkmark for seen and approved.*


Collaborative Posts

Inflexion Games
3,841 followers
2mo · Edited · 🌐

Watch our newest Developer Spotlight, which is about our extremely dedicated and skilled developer, **Brae Stoltz**, Gameplay Programmer on Nightingale!

Read about Brae here: <https://lnkd.in/ga7yT6r>

#nightingale #pcgaming #gamedeveloper #gameplay #gamestudio #yeg #alberta #survivalcrafting #womeningames #womensmonth #iwd2023 #embraceequity



The image shows a video player with a green background on the left containing a gold diamond shape with the text "DEVELOPER SPOTLIGHT BRAE STOLTZ" and a small "N" logo below it. On the right is a portrait of Brae Stoltz.

International Women's Day Developer Spotlight: Brae Stoltz, Gameplay Programmer
playnightingale.com · 2 min read

👍❤️ You and 47 others 2 comments

Inflexion Games
3,841 followers
1mo · Edited · 🌐

🎮 Nightingale update! We just completed our first successful continuous play playtest!

Although the bears put up a good fight 🐻, the boars didn't stand a chance against the realm walkers!

Read more about how it went and some great contributions from the playtesters here 🏠 <https://lnkd.in/gfx9ytv4>

#gamestudio #gaming #pcgaming #survivalcrafting #rpg #openworld #nightingale #yeg #yegtech #playtest

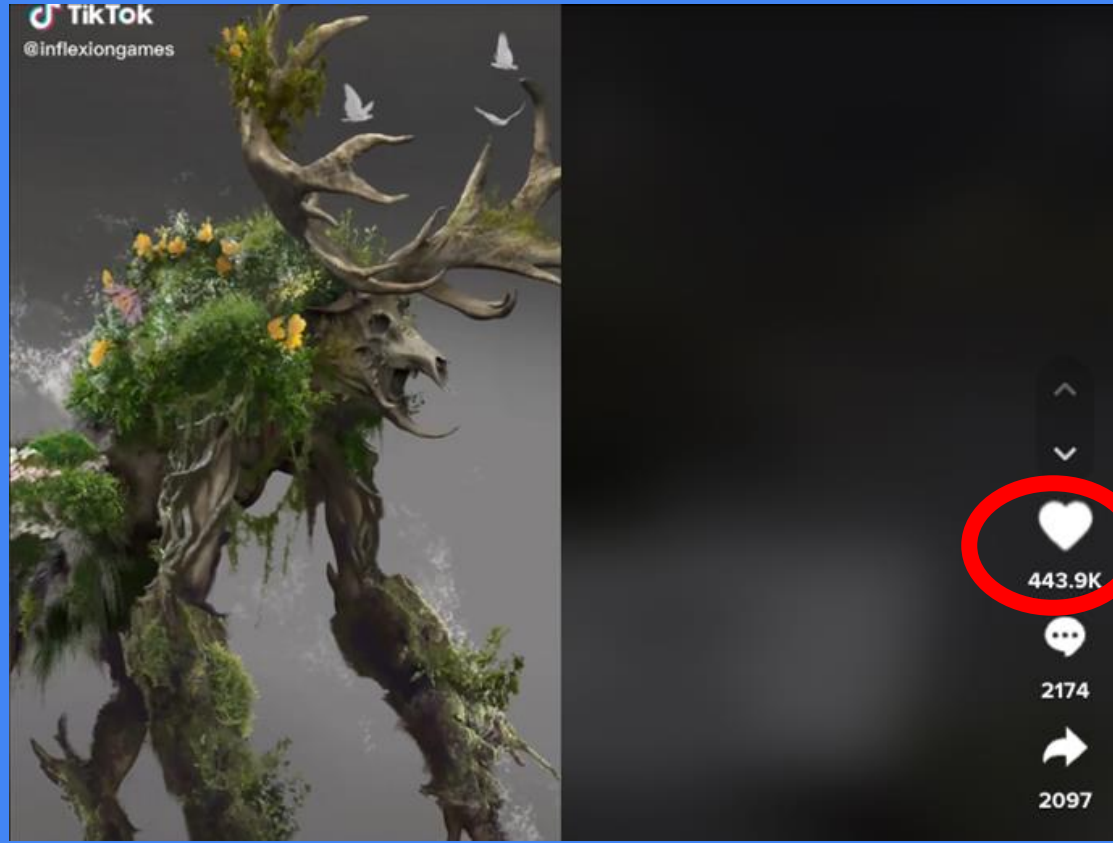


The image is a playtest summary graphic for Nightingale. It features the game title "NIGHTINGALE" in a large, stylized font at the top. Below the title is a list of statistics: "OVER 12,000 HOURS PLAYED", "24,980 TOOLS WERE CRAFTED", "24,954 PIECES OF FOOD WERE CRAFTED", "7,925 BOARS WERE KILLED", "1,132 RANGED WEAPONS WERE CRAFTED", "47 PLAYERS WERE KILLED BY BEARS", and "2 WATER BUFFALO WERE KILLED BY UNARMED PLAYERS". The background shows a character in a landscape with a large moon and a bear.

Playtest Summary | March 15th - 17th, 2023
playnightingale.com · 2 min read

👍❤️ You and 240 others 8 comments · 11 reposts

Collaborative Posts





Additional Tips for posting on LinkedIn

- *Keep the copy between 1-3 paragraphs*
- *Use emojis*
- *Tag people or organizations in the photos and @ link them in the writeup for more reach and shareability*
- *List popular relevant hashtags at the end or incorporate them into the copy*
- *Repost relevant posts from partners and team members. “Repost with your thoughts” for added reach*
- *Start by posting once a week. Increase from there with additional planned content*

3. Plan for the upcoming quarters


Building off of what you're currently doing and collaborating with the other teams, you should now strategize on retention efforts through culture renovation and continuous improvement.

Keep in mind that this planning process will naturally transition to support future recruitment efforts for when the need arises to backfill or grow the team again.




Things to plan for:



A hand holding a black pen is writing on a white notepad. The notepad has a diagram with a circle and a line, and the text "USER GOALS" written on it. The background is dark and out of focus.

Identify and prioritize target markets for retention

- *Internship and co-op programs (Government grant funding is available to help cover costs)*
- *Empower team members to be mentors and supervisors of interns for management/leadership development and growth opportunities*

A hand holding a pen writing on a notepad with 'USER GOALS' written on it.

Identify and prioritize target markets for retention

- *Do Stay Interviews with strong performers, high impact, and culture building team members*
- *Build internal L&D programs for knowledge transfer/sharing from the experts within your organization*




DEIB commitments and initiatives

- *Find out what matters to your team and customers and how this can be incorporated into your employer brand strategy.*


Eg: Reach out to schools and programs that work with marginalized communities and see how your team can get involved.

Promote those initiatives to spotlight the organizations that need the promotion and provide recognition to the team members who are participating and volunteering.

A hand holding a pen writing on a document titled "USER GOALS". The document has some diagrams and text on it. The background is dark and blurry.


Be resourceful
and think
outside the box

- *Wellness can be provided with low cost efforts. Examples:*
 - *“Wellness Wednesdays” initiatives like an extended lunch break or encouraging outdoor activities such as taking a break for a walk. OR “Thoughtful Thursdays” mindfulness sessions*

A hand holding a pen writing on a document with the text "USER GOALS". The document also has some diagrams and other text, but it is mostly obscured by the hand and the pen. The background is dark and blurry.


Be resourceful
and think
outside the box

- *Wellness can be provided with low cost efforts. Examples:*
 - *Audit of total rewards benefits package and funds allocation*
 - *Renegotiation for cost savings on monthly premiums*
 - *Coordinated PTO breaks*

A hand holding a black pen is writing on a document. The document features a diagram with a circle and a line, and the text "USER GOALS" is visible. The background is dark and slightly blurred.

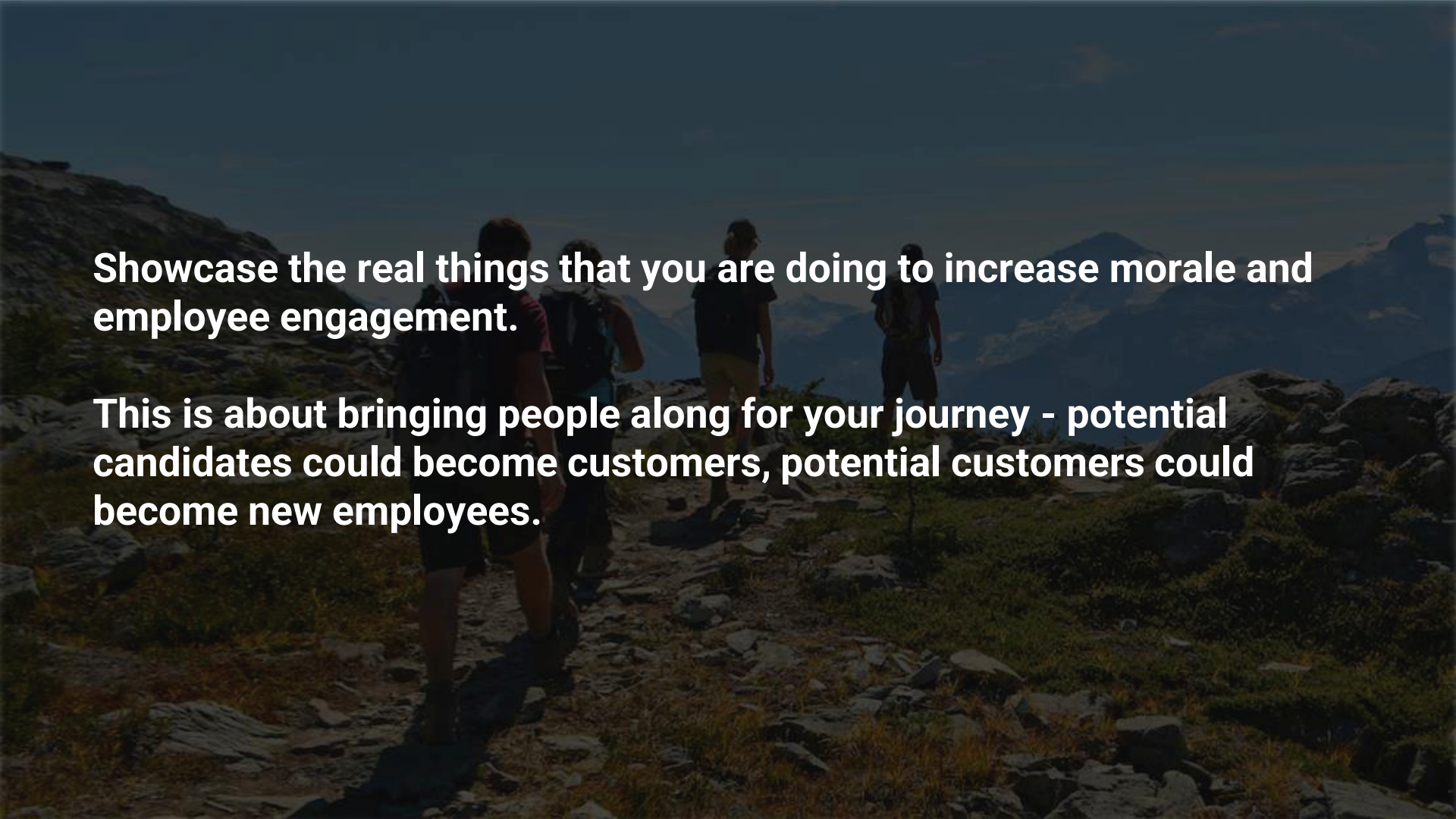
Be resourceful and think outside the box

- *Use these activities for Employer Branding. Your team will be reminded and feel thankful to be at a company that prioritizes wellness for the team.*



Apply for Employer Awards and Certifications

- *Strong team culture and employee satisfaction - don't shy away from public recognition for those achievements*
- *Employer Awards and Certifications can validate the strength of the people programs and culture*
- *Put your company on the radar for future top talent*

A group of four hikers is seen from behind, walking along a rocky mountain trail. They are wearing backpacks and casual hiking attire. The landscape is rugged with rocky terrain and sparse vegetation. In the distance, there are more mountain peaks under a clear sky. The overall scene conveys a sense of adventure and teamwork.

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This is about bringing people along for your journey - potential candidates could become customers, potential customers could become new employees.

Q&A

Thank you!

Contact me at:

LinkedIn: [/in/sezzybeasley/](https://www.linkedin.com/in/sezzybeasley/)

