

HR (People Ops?) branding

e l'importanza della comunicazione

Alberto Giacobone, Axura, per





Cos'è un brand?

Qualcosa di distinguibile

- con una propria identità (brand identity)
- con un proprio valore (brand equity)

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.

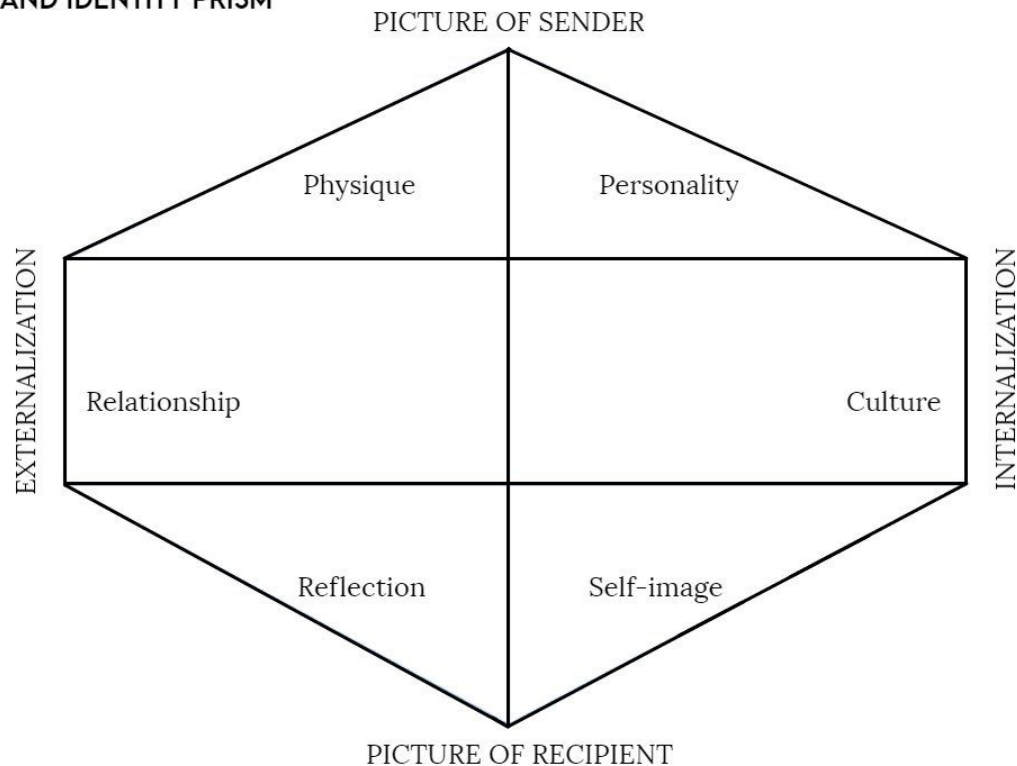
ISO brand standards add that a brand "is an intangible asset" that is intended to create "distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values."

American Marketing Association

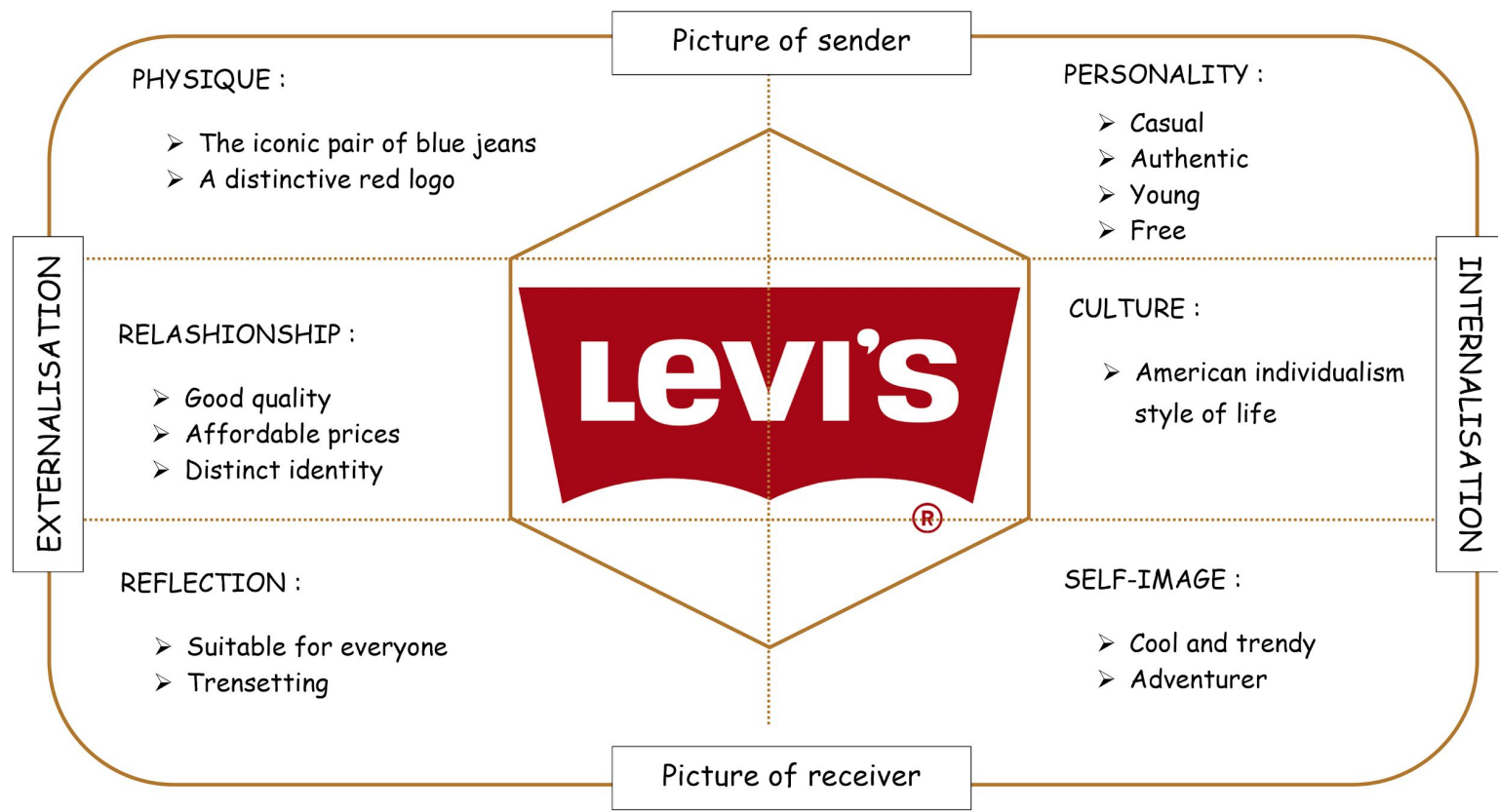


Cos'è un'identità di brand?

KAPFERER'S
BRAND IDENTITY PRISM

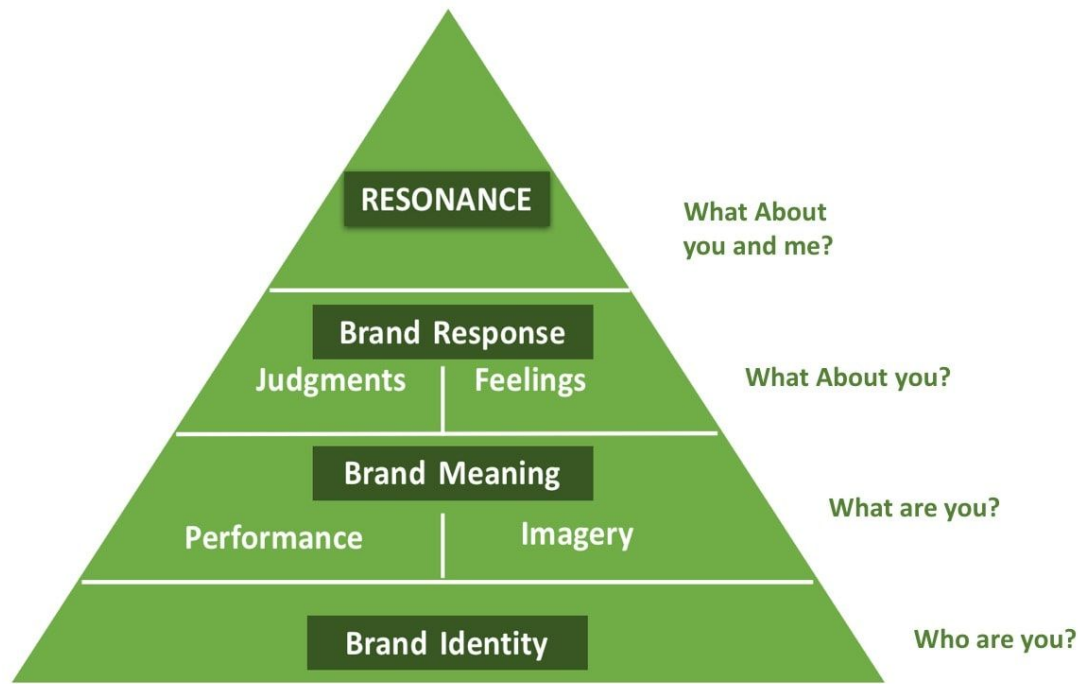


Cos'è un'identità di brand?





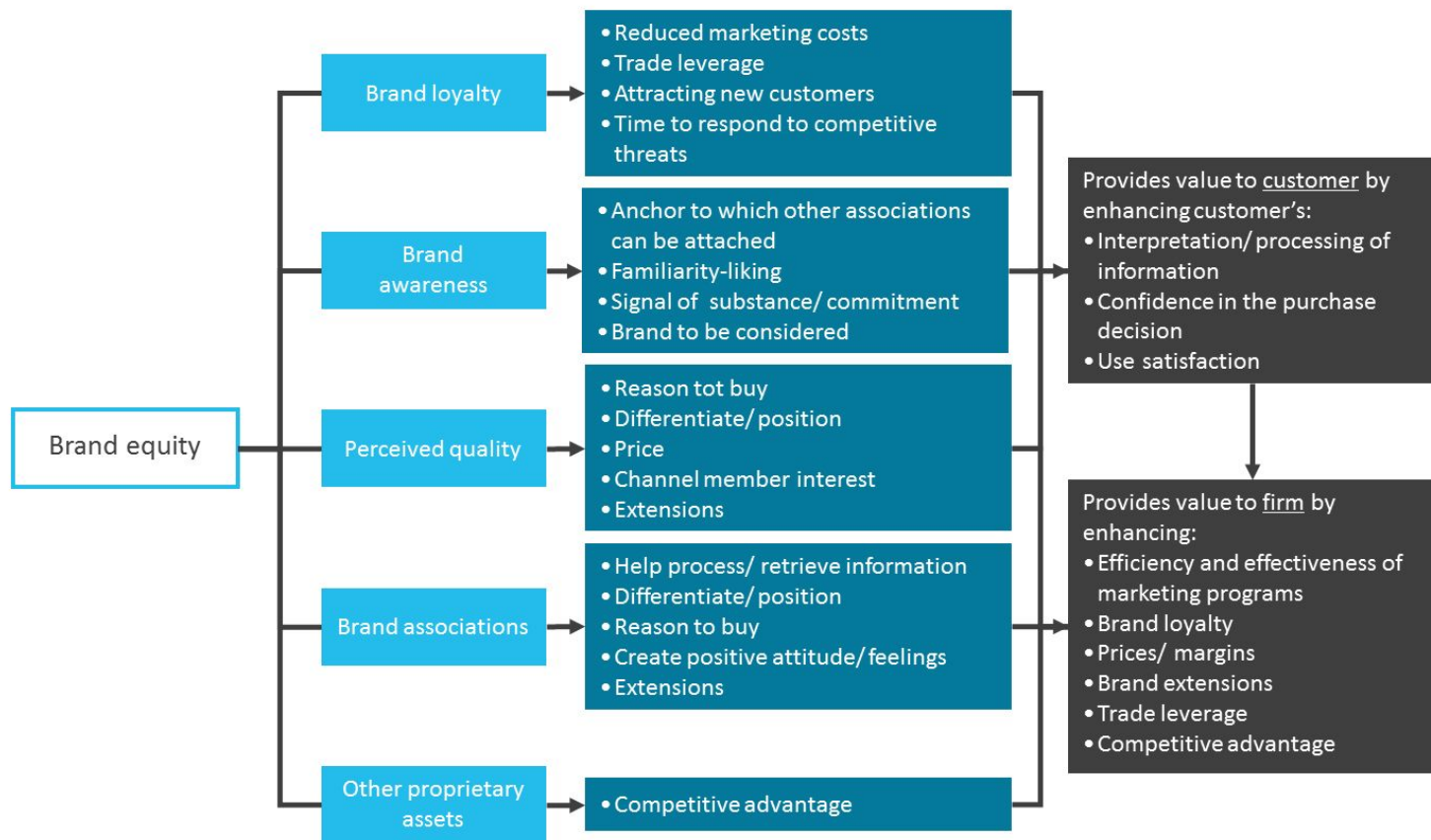
Brand equity secondo Keller



Keller's Brand Equity Model – CBBE Model



Brand equity secondo Aaker





Cosa significa “fare branding”?

- Dare forma all'identità del brand
- Cercare di aumentare il valore del brand



Focus su HR branding

- Dare forma al brand “posto dove lavorare” (employer brand)
- Cercare di aumentarne il valore, facendo
 - employer branding
 - recruitment marketing



Vantaggi di un buon employer brand

- Attirare e trattenere talenti (spesso in maniera più economica)
- Farli (crescere e) rendere di più
- Migliorarne il sostegno (employee advocacy)

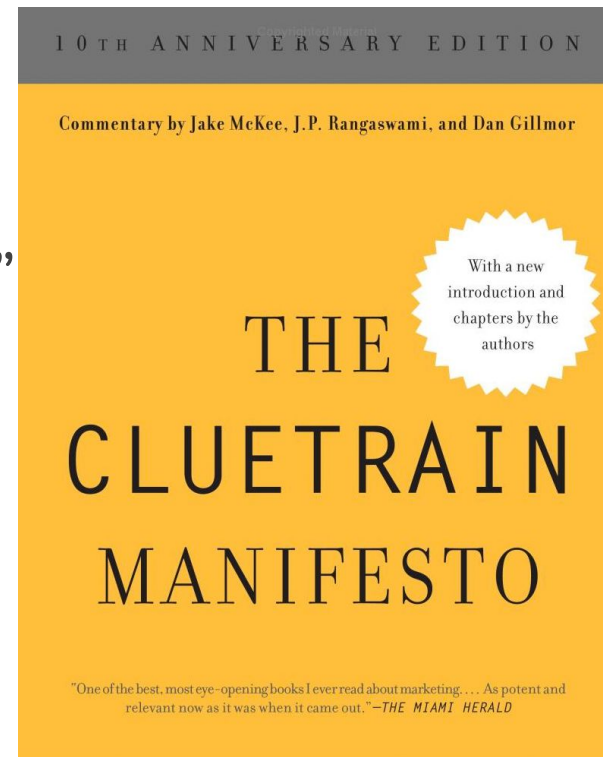
Nell'insieme, aggiungere valore al brand.



Fare branding con la comunicazione

“I mercati sono conversazioni”

Cluetrain Manifesto, 1999



RICK LEVINE, CHRISTOPHER LOCKE,
DOC SEARLS, DAVID WEINBERGER



Conversazioni

Avvengono CON o SENZA di noi

In luoghi a cui POSSIAMO o NON POSSIAMO
accedere

in modalità che POSSIAMO o NON POSSIAMO
controllare



Conversazioni

Coronavirus: Amazon vice-president quits over virus firings

🕒 4 May 2020

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Coronavirus pandemic



A vice-president at Amazon has quit "in dismay" at the internet giant's crackdown on workers who criticised it over coronavirus safety measures.



Conversazioni



The New York Times Magazine





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The Great Google Revolt

Some of its employees tried to stop their company from doing work they saw as unethical. It blew up in their faces.

By Noam Scheiber and Kate Conger
Feb. 18, 2020

541





Conversazioni

glassdoor

Offerte di lavoro

Recensioni aziende

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Per le aziende

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+ Aggiungi recensione

Picco di assunzioni

Azienda coinvolta

Recensioni Amazon

Aggiornato il 19 apr 2020

Q Cerca posizioni

Trova recensioni

Rimuovi tutto

Italiano

Filtro

127 recensioni in Italiano su 43.157

Ordina

Più popolari

3.9 ★★★★★

Aziende affiliate



Amazon
Azienda madre



Amazon Lab126
Sunnyvale, CA
3.4 ★



Audible
Newark, NJ
2.7 ★



Conversazioni di cui si ha il controllo

- Annunci di lavoro (anche se qualche volta...)
- Sito aziendale e sue sezioni
- Comunicazioni e processi aziendali (onboarding, etc.)
- Fiere del lavoro
- Iniziative speciali (sponsorizzazioni, premi)
- Social Media (fino ad un certo punto)



Storytelling, Storydoing

Il ruolo migliore per il brand? La spalla

(anche se, dietro le quinte...)

- Aiutare le persone a raccontarsi (a partire dal CEO)
- Aiutare le persone a fare meglio



L'importanza di saper comunicare



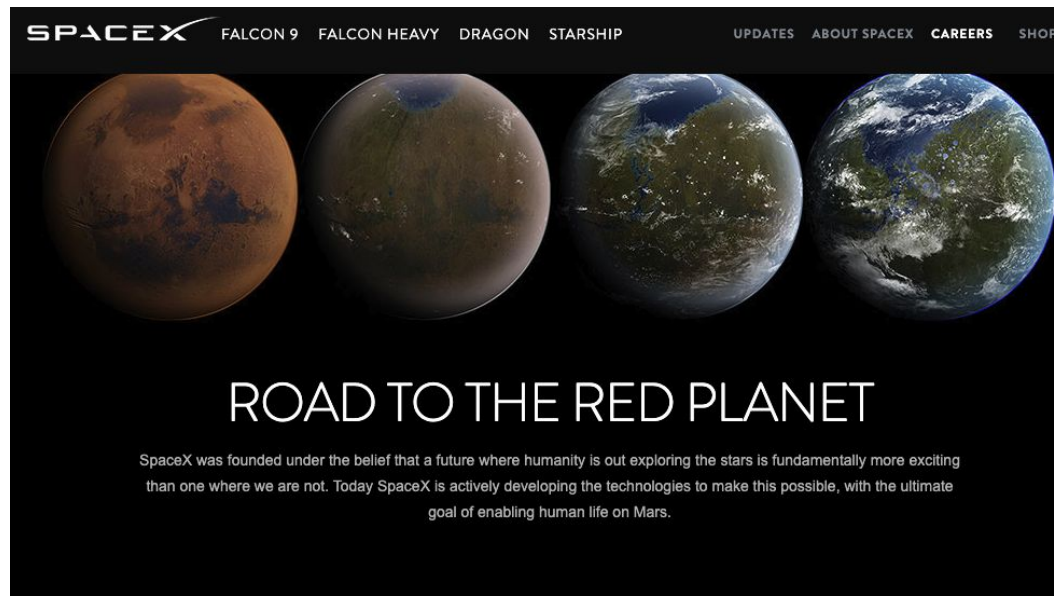
Jeff Bezos hadn't yet settled on a name for his company, but he had settled on the one skill that was essential for his first job opening in 1994. Bezos was looking for a talented Unix developer to work for Cadabra, later renamed Amazon. To land the job, Bezos said:

"Top-notch communication skills are essential."

Today, 25 years later, top-notch communication skills are so essential that when LinkedIn surveyed 4,000 hiring professionals, "leadership and communication" topped the list of must-have job requirements.



Il racconto del “perché”



FIND YOUR FUTURE

From engineering to manufacturing to operations, SpaceX is looking for world-class talent ready to tackle challenging projects that will ultimately enable life on other planets. SpaceX is an equal opportunity employer offering competitive salaries, comprehensive health benefits and equity packages.



Il racconto del “come”

“Generation Z put their work ethic, diversity and work-life balance at the centre of their interest and priorities when deciding whether or not to join a company.”

- Raphael Asseo, HR Practice Leader, Page Executive, Europe



Il racconto del “come”

STATEMENT ON THE PURPOSE OF A CORPORATION

Americans deserve an economy that allows each person to succeed through hard work and creativity and to lead a life of meaning and dignity. We believe the free market system is the best means of generating good jobs, a strong and sustainable economy, innovation, a healthy environment and economic opportunity for all.

Businesses play a vital role in the economy by creating jobs, fostering innovation and providing essential goods and services. Businesses make and sell consumer products; manufacture equipment and vehicles; support the national defense; grow and produce food; provide healthcare; generate and deliver energy; and offer financial, communications and other services that underpin economic growth.

WHILE EACH OF OUR INDIVIDUAL COMPANIES SERVES ITS OWN CORPORATE PURPOSE, WE SHARE A FUNDAMENTAL COMMITMENT TO ALL OF OUR STAKEHOLDERS. WE COMMIT TO:

DELIVERING VALUE TO OUR CUSTOMERS. We will further the tradition of American companies leading the way in meeting or exceeding customer expectations.

INVESTING IN OUR EMPLOYEES. This starts with compensating them fairly and providing important benefits. It also includes supporting them through training and education that help develop new skills for a rapidly changing world. We foster diversity and inclusion, dignity and respect.

DEALING FAIRLY AND ETHICALLY WITH OUR SUPPLIERS. We are dedicated to serving as good partners to the other companies, large and small, that help us meet our missions.

SUPPORTING THE COMMUNITIES IN WHICH WE WORK. We respect the people in our communities and protect the environment by embracing sustainable practices across our businesses.

GENERATING LONG-TERM VALUE FOR SHAREHOLDERS, WHO PROVIDE THE CAPITAL THAT ALLOWS COMPANIES TO INVEST, GROW AND INNOVATE. We are committed to transparency and effective engagement with shareholders.

**EACH OF OUR STAKEHOLDERS IS ESSENTIAL. WE COMMIT TO DELIVER VALUE TO ALL OF THEM,
FOR THE FUTURE SUCCESS OF OUR COMPANIES, OUR COMMUNITIES AND OUR COUNTRY.**



Dal CSR al CSV

There is an Increasing Movement from Corporate Social Responsibility (CSR) to Corporate Shared Values (CSV).

CSR → CSV



Donation



Volunteerism



Philanthropy



Corporate Foundations



Tangential to Business



Marketing Strategy



Profit Creation



Stakeholder Alignment



Competitive Differentiation



Business Development



Strategically Aligned



Core Revenue Strategy



Il racconto del “cosa”



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Buffer + Transparency

We try our best to live up to [our value](#) of "Default to Transparency." Here's an overview of everything we've made transparent at Buffer.

Equity

Buffer's equity formula and individual breakdown.

[See the formula >](#)

Salaries

All our salaries are public!

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Revenue

Our real-time financial dashboard.

[Check it out here >](#)



Il racconto del viaggio



Alla Grande.

COMPANY

CULTURE

MARKETING

DESIGN

NEWS



Da 13 a 130: cosa abbiamo imparato facendo HR in Caffeina.

Questa storia inizia parlando di una Caffeina di non molti anni fa, ma estremamente diversa da quella di oggi.



Henry Sichel

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Feb 20 · 6 min read



Nel 2016 Caffeina era un'azienda di piccole dimensioni, con un'organizzazione relativamente piatta e flessibile. Viveva ancora dell'aura tipica dei primi anni, una fase a crescita rapida dove la cultura aziendale si era formata e rafforzata quasi spontaneamente.

Stavamo però entrando in una **fase di maturità diversa**.

Diversi **segnali** si erano infatti affacciati tra la fine del 2016 e l'inizio del 2017.



Il racconto del viaggio

Alla Grande

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Ogni Hexa Team è costituito da **6 figure professionali**:

- Account Manager
- Copywriter
- Art Director
- Strategic Planner
- Experience Designer
- Creative Technologist

Tramite il nostro framework, ad ogni professionista che compone l'Hexa Team abbiamo dato 6 principi da seguire:

1. **Essere esperti nel proprio campo senza sentirsi in dovere di imparare anche il lavoro dell'altro.** Bisogna diventare sempre più bravi nel proprio "silo" tanto da saper contagiare con la propria conoscenza anche gli altri.



Il racconto del viaggio



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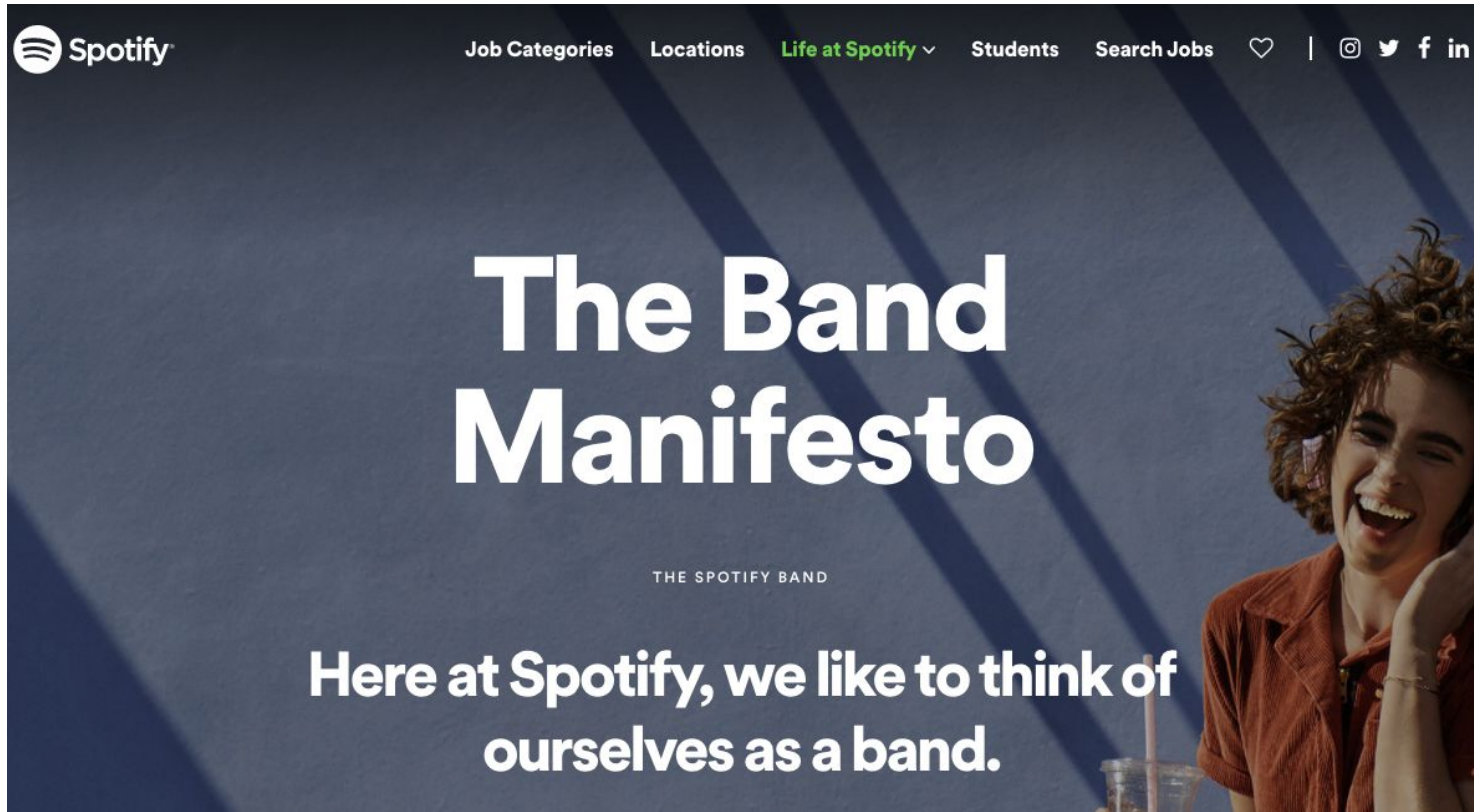
Company Culture

From HR to People Ops: When and Why To Start a People Team





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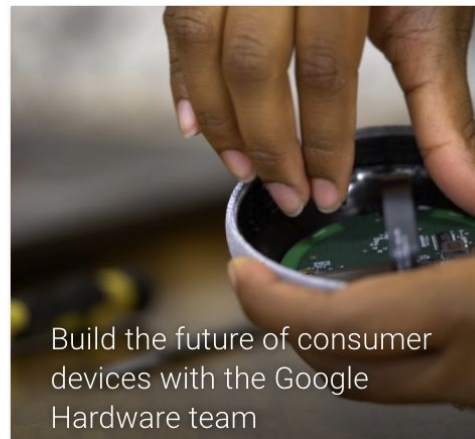
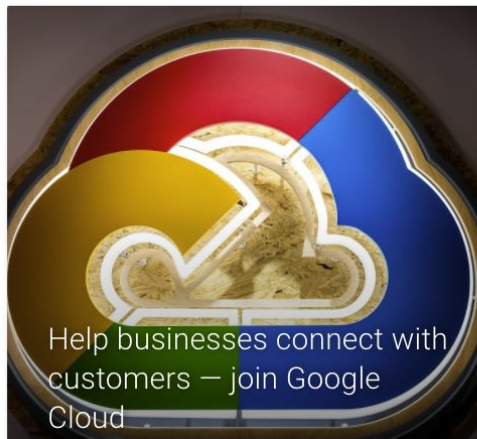


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Balsamiq

Companies and people we look up to

[Google](#) for their engineering chops, [Fogcreek](#) and [Panic](#) for paving the way for small bootstrapped software companies, [Atlassian](#) for their culture, [Apple](#) for their focus on UX and for their incredible efficiencies, [Gore](#) and [Valve](#) for their flat organizations, [Ben & Jerry's](#) for sticking to their values. There are lots more, but these should give you a sense for what kind of companies we admire.

Books that shaped us

- [Eric Sink on the Business of Software](#) – by Eric Sink
- [The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything](#) – by Guy Kawasaki
- [Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers](#) – by Geoffrey A. Moore
- [Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application](#) – by Jason Fried and David Heineimer Hanson
- [Growing a Business](#) – by Paul Hawken
- [Drive: The Surprising Truth About What Motivates Us](#) – by Daniel H. Pink
- [Different: Escaping the Competitive Herd](#) – by Youngme Moon

The roadmap

We have one product for now, Balsamiq Wireframes. It went from unknown to gold standard in 3 years, sold over 100,000 licenses in four years, and continues to grow and evolve. It's universally loved by its users, and is opinionated in what it does and what it doesn't do.

That said, it's far from being mature...there is A TON of work to do. Balsamiq Wireframes is still growing.

We also know all software has a lifetime, so we're keeping lots of money in the bank so that, should the market ever dry up, we'll have plenty of time to come up with something else. Because we invest so much in having great people, we're not worried.

We also have some ideas for other products that will help rid the world of bad software. There's lots and lots to do, we're just getting started.



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cs.co/beyouwithus

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I love Cisco



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#1 World's...



#GHC19



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Grazie!



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