

## Workforce Summit – Breaking Out! Sessions

November 27<sup>th</sup>, 2001

Hilton & Towers

Pittsburgh, PA

### The Right Choice: Image of the Industry and It's Effect on Career Choice

#### INTRODUCTION

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**Facilitator:** Robert W. Kubacki

**Presenter:** Chris W. Brussalis, President & CEO, The Hill Group, Inc.

#### PRESENTATION TRANSCRIPT

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Specific character/issues of career choice

Why is this an issue?

Thinking outside of the box (strategy/lessons learned)

Regulatory planning/Economics

Employment Brands

- manage & promote image of financial services.

To be the best

Need to attract the top talent-good people at all levels of the organization.

Brand Management Questions:

**Q:** Where would “belong” fit?

How do you do this outside of the original?

As needs/desires of employees change, do offers change?

Does the high turnover rate affect higher levels?

How do you get competitor's statistics about satisfaction?

People have to feel important like their contributors.

everyone will have an impact on customer satisfaction.

Is this activity being employed for entry-level people?

The costs for turnover at the low level are high.

people need to be treated better and respected.

Branding project at Chatham:

make a more concerted effort of getting in the faces of financial institute

#### SESSION ISSUES USED FOR FACILITATED GROUP DISCUSSION:

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- Need to find a way to promote knowledge of opportunity
- Misperception of career paths by public and students
- Competition of other industries
- Lack of promotion of opportunity by current employees

#### ADDITIONAL ISSUES RAISED BY AUDIENCE

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1. Promotion of culture of the industry. The industry has a stigma. How do you overcome?
2. Flexibility in proposition development.
3. Legality of flexible offers.