

EMPLOYER BRANDING



Livio Gemmo

Tuesday 3rd May 2022 11:30 am


CONFINDUSTRIA
VICENZA


**SCUOLA
COSTRUZIONI
VICENZA**
Andrea Palladio
formazione, sicurezza per l'edilizia del futuro

OPENING GREETINGS



Good morning to everybody and **welcome** to this meeting



My name is **Livio Gemmo** and I'm an **entrepreneur** and a **manager**



Thankyou very much for your **presence**



My **speech** will **last** about **thirty minutes**



The **topic** of this meeting is **employer branding**



You can **stop me** whenever you like by **raising your hand**



Tuesday 3rd May 2022

HAPPINESS



SATISFACTION



PEOPLE

ACCOMPLISHMENT



DREAMS







What?

What is employer branding? What are we talking about?

Why?

Why is employer branding so important nowadays?



Who?

Who am I? What is my own experience about employer branding?



What?

What is employer branding? What are we talking about?



Five
minutes





Google



|

Employer branding



Google Search

I'm Feeling Lucky

Employer branding is a **marketing strategy** focused on **employees** and **potential employees** and oriented to **hold** talented people working for the company we lead and to **recruit** new ones, by making the company **attractive** to the **professional figures** the company needs in order to **achieve** the **goals** it has **set**.



Employer branding is a **strategy** concerning with **marketing**. This means that it has to **involve** the **image** of our company and the **way to communicate** this **image** to all the stakeholders.



This **marketing strategy** is not focused, as usual, on the **customers** of our company, but on its **employees** and **potential employees** instead, who are the real **target** the company has to **turn to**.



Employer branding aspires to **hold** talented people working for the company we lead and **to recruit** new ones, and the way to do that is to make the company **attractive**.



The **choice** of the **people** to hold and to recruit, and so the **strategy** to attract them to our company, must be **driven** by the **goals** we have set for the company itself.



Goals set for the
company must be

SMART!



SPECIFIC



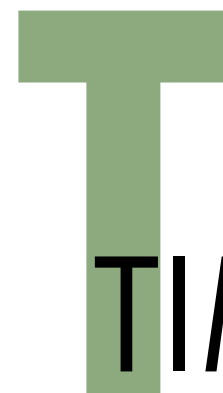
MEASURABLE



ACHIEVABLE



REALISTIC



TIMELY





is a **MARKETING
STRATEGY**

focused on
**EMPLOYEES AND
POTENTIAL
EMPLOYEES**

**EMPLOYER
BRANDING**

driven by the **GOALS**
set for our company

oriented to **HOLD**
and to **RECRUIT**
TALENTED PEOPLE

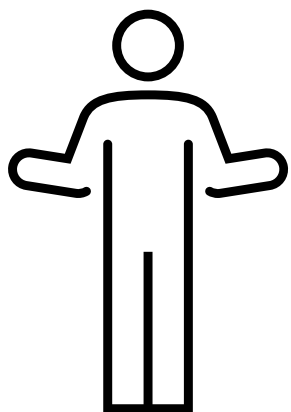


Who?

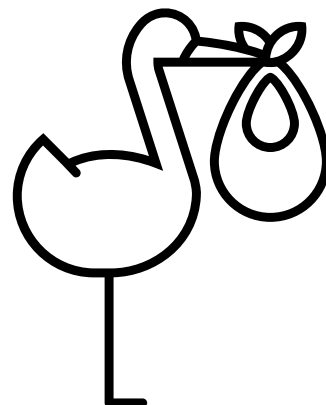
Who am I? What is my own experience about employer branding?



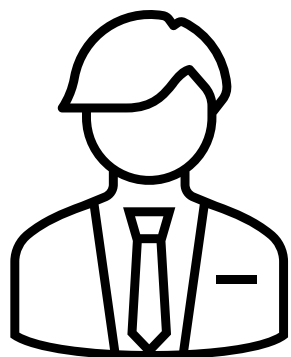
Twenty minutes



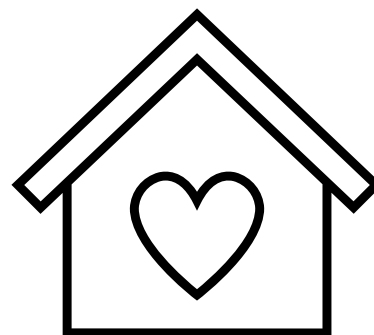
My name is **Livio Gemmo** and I have a **scientific** background



I was born in 1973, so I'm **49** years old.



I'm the **owner** of the company and also the **CEO** so I'm both an **entrepreneur** and a **manager**



The company I lead is named **Gemmo Livio and sons** and it is an **historical** company dealing with **electrotechnics**

The company is
organized in
**three business
units....**

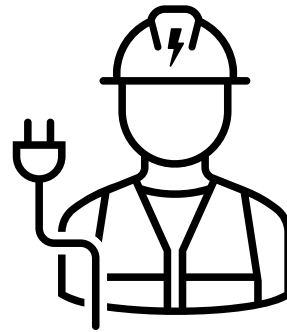


1



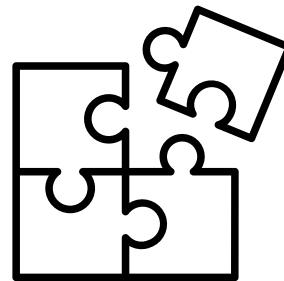
A little **store** providing
electrical components

2

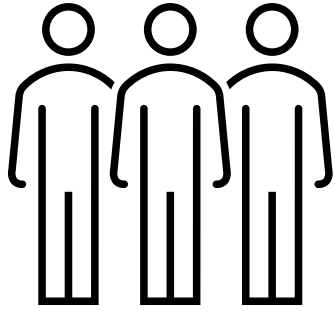


A **provider** of **electrical
services** for the **industry**,
such as electric and
solar systems and facility
management

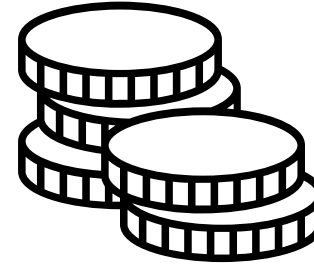
3



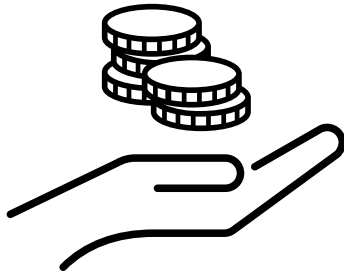
A **builder** of **electric
panels**, both low and
medium voltage, and of
electrical cabins



The company employs approximately **50 people**

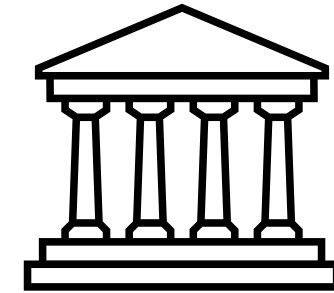


The **turnover** varies between **5 and 6 millions** euro



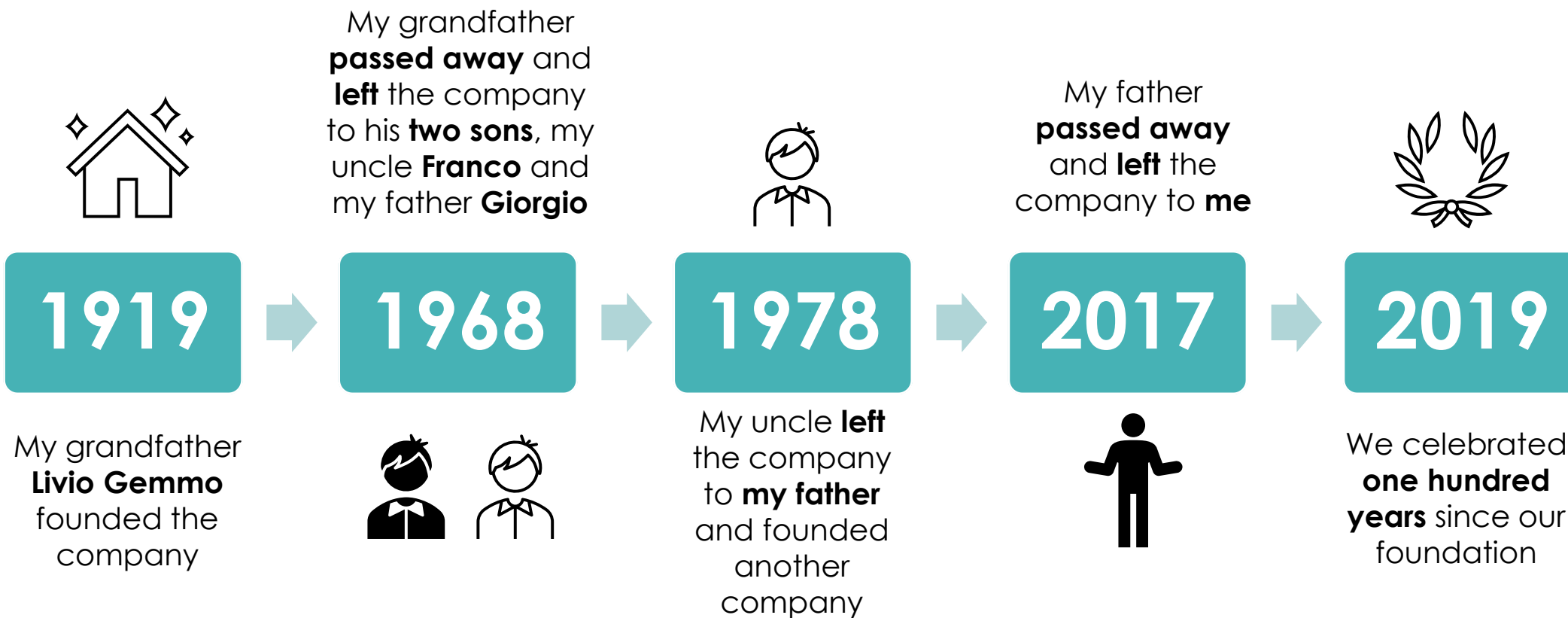
Ebitda varies between **3%** and **4%** of the turnover so it's **quite low**

The principal **numbers** of the company...



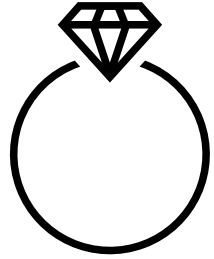
The company uses just **30%** of its **credit bank** and all its customers are **creditworthy**

SOME HISTORY

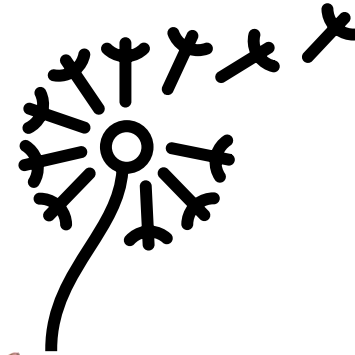




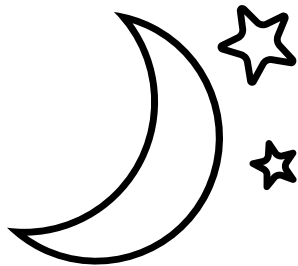
Why a **so historical**
company has **never**
grown enough during
all **these years?**



To build a **good reputation** among all the **stakeholders**

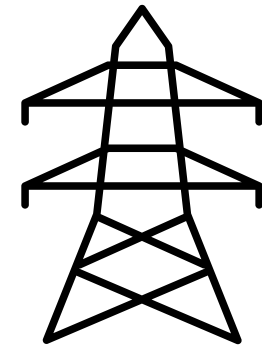


To encourage a **comfortable, relaxing and familiar** environment



To take **minimal risks** in order **not** to need money from the **banks** and **sleep well** at night

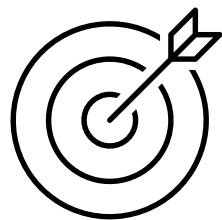
Which have been the **real goals** the company has set **until now?**



To develop the passion for **electrotechnics**



My **strong will** is to
grow the business...
But **how?**



Any **economic goal** has never been **set**



The **corporate culture** has never been **goal oriented**

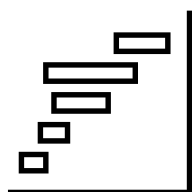


There's no **view on the future** and so it's difficult to **invest money** in the company

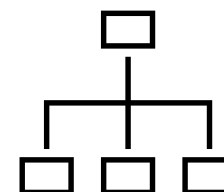
Barriers to the growth of the business...



The company has good **technical skills** but not **managerial competence**



The company has never developed an effective **information system**

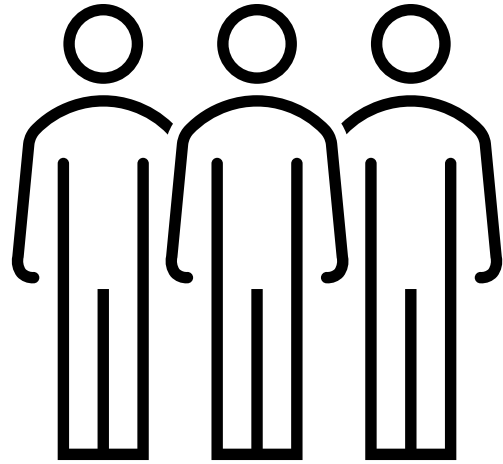


There's not a **clear structure** with a precise **organization chart**



As I can't do
everything necessary
by myself, I've
decided to do
essentially **two**
things...

1



To hold current
employees

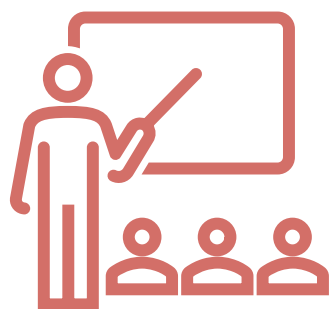
2



To recruit new
professional
figures



To **succeed** in both of these **things** I have to build an effective **employer branding** in order to make the company **attractive!**



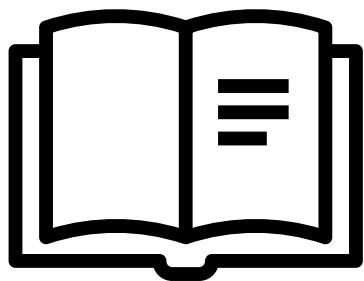
TRAINING

Four
directions...

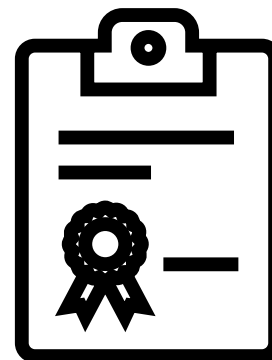


WORKING
ATMOSPHERE





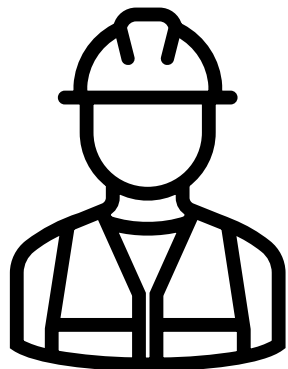
I wrote a **book**
about the
history of the
company



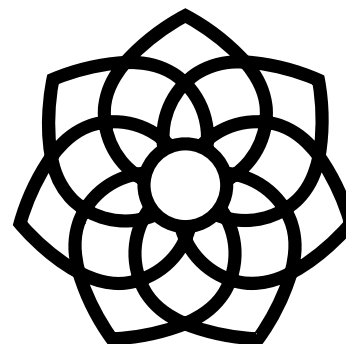
We obtained
three important
ISO certifications



IMAGE



We've
renovated the
outfit of all the
hand workers

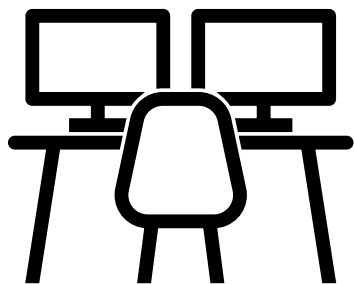


We've **redesigned**
the **logo** and
registered the
brand

19

LIVIO GEMMO

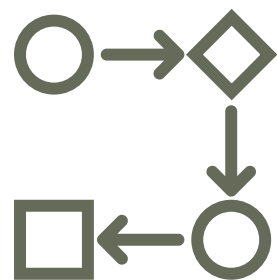




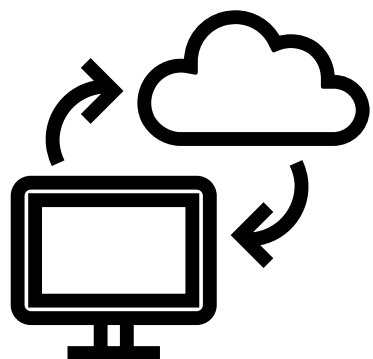
Hardware
and **software**
have been
renovated



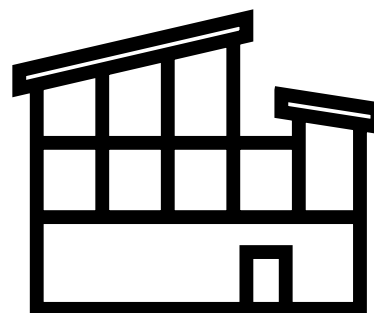
The same thing
has been
done with the
corporate fleet



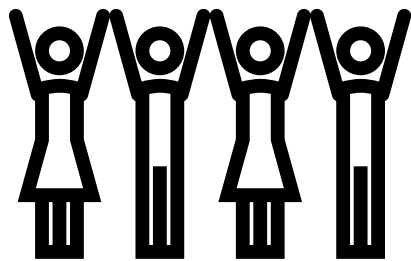
INFRA
STRUCTURE



We are
developing a
new **information**
system in cloud



I'm **renovating**
the company
warehouse



Everybody has
been **involved**
in the **growth**
project



We've
introduced
the habit of
having lunch
together



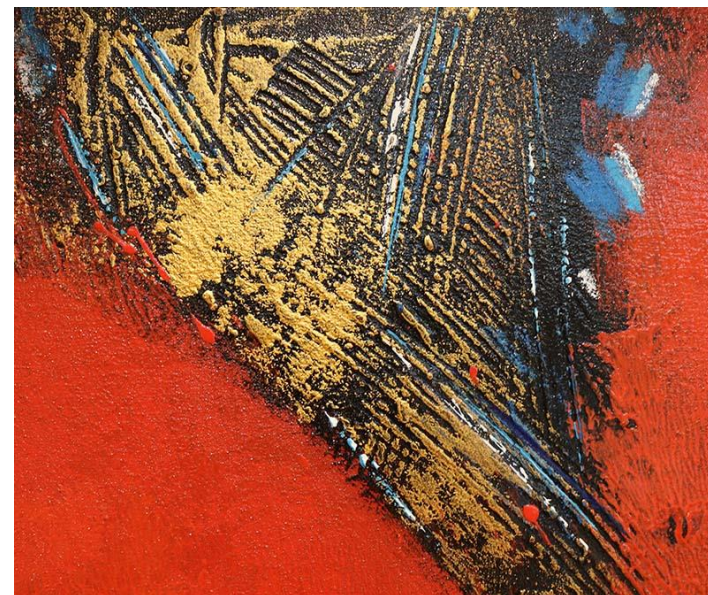
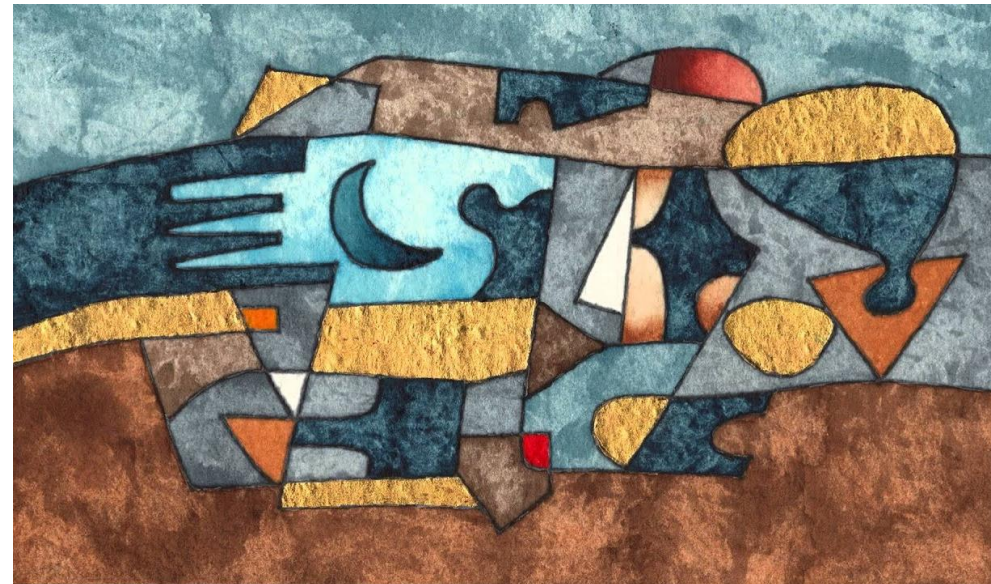
WORKING ATMOSPHERE



I've made an
arrangement with
a local **artist**

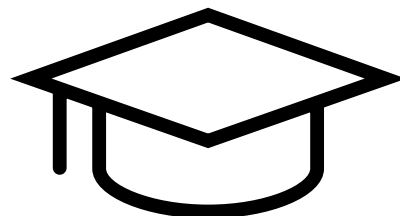


I've planned to
create a **relax**
zone for
employees

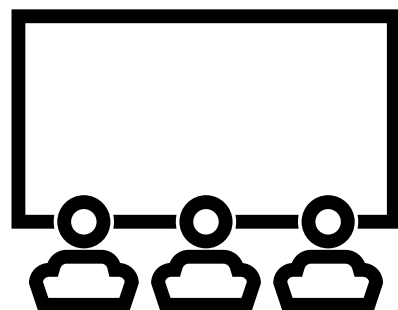




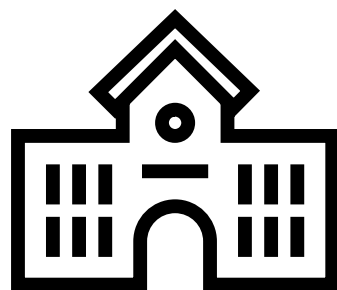
TRAINING



I've organized a **training program**



I've realized a **multimedia room**



I've planned to **start** a **collaboration** with the **schools**



Four
directions...



RECRUITMENT OF NEW EMPLOYEES



ROLE

RESPONSIBILITIES

ANNUAL COST

SKILLS

TASKS

ANNUAL COST

ANNUAL COST for
the company

Number of **months** the
company has to pay
the employee **per year**

$$AC = NS \times 13 \times 210\%$$

NET SALARY earned
by the employee

Italian **coefficient** for
the **cost of labor**

PROJECT MANAGER

Conclude all the contracts **on time**

Stay on the **budget** provided by the **company**

Make all the **customers** satisfied about the work done

Build a collaborative **atmosphere** among all the **hand workers**

70.000 €

Have a good **electrotechnical** competence

Be **decisive** and **goal oriented**

Make the **Gantt diagram** for each work

Direct the **hand workers**

Be **sociable**

Be **humble** and ready to **upgrade**

Write every day a **job report** and show it to the **CEO**

Check day by day the **state of the art** of the different works in charge

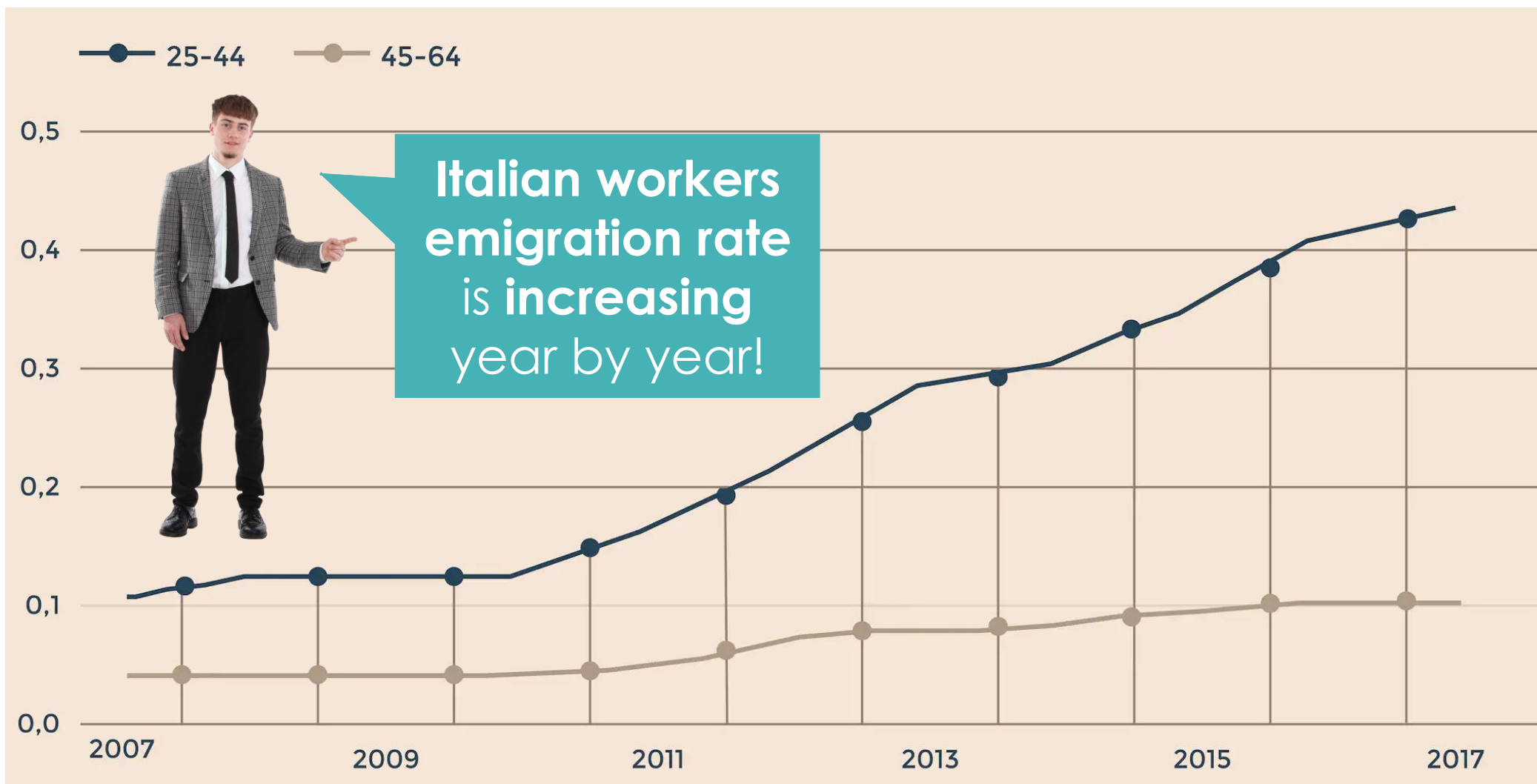


Why?

Why is employer
branding so important
nowadays?



Two
minutes





That's all! I hope not to
have been too
boring... **Thank you**
very much for your
attention and **good**
luck for everything!

THE END

