



Investing in a robust, integrated employee experience makes it easier for employees to invest in you.

amazon

4th Floor
Room 405 & 406



Panera
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ULTA
BEAUTY



RECRUITMENT

ONBOARDING

DEVELOPMENT

MEASUREMENT

ENGAGEMENT
& MOTIVATION

RECOGNITION

We help brands **transform culture** and **build engagement** through live experiences, immersive digital, and ongoing communication campaigns.

We create “**Belief Through Experience**” by developing engagement strategies across the entire employee lifecycle.

Let's look at how **CPG** works with top brands to design the ideal, **immersive experience** for their people.

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RECRUITMENT



Companies on a massive growth trajectory, like Amazon have learned that they are in the midst of an ongoing war for top talent.



WE'RE HIRING

Brands who are looking to hire large amounts of new talent are challenged with balancing the need to fill these roles quickly, and to ensure that every single new addition is a great fit.

We helped Amazon create a set of experiential recruiting events to attract top talent in a way that represented the **brand in a fun, unexpected, and intimate way.**

A weak employer brand can cost you job applicants



About 11 percent of job seekers said they would decline a job offer from an employer with a bad reputation—even if they were unemployed. ¹

A strong employer reputation can woo passive candidates



84 percent of survey participants would consider leaving their current company if another company with an excellent reputation offered them a job. ¹

We're always looking for new, innovative solutions to bring to the table for our 12-year partnership with Panera Bread. They wanted to deepen their onboarding and training for front-line employees, so we asked ourselves

“How do we initiate a learning experience that fits their caring, family-oriented culture?”

Solution: A reimagined onboarding experience. This tailored approach is not about job training and certifications; it's about introducing them to the company's culture and immersing, inspiring, and inviting new hires into the heart of this powerful brand.

25%

of companies admitted that their onboarding program does not include any form of training, which leads to a loss of 60% of a company's entire workforce.²

69%

of employees are more likely to stay with a company for three years if they experienced impactful onboarding.³

ONBOARDING



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Whether an organization has ten employees or tens of thousands, one of the highest reported employee experience issues is lack of proper onboarding.



DEVELOPMENT

Development is an ongoing effort to help employees learn, stretch and grow. It has been proven that most beneficial, engaging Learning and Development Programs fully immerse employees and are designed for active participation.

Focusing on development is key to retention: 40% of employees with poor training leave their jobs within the first year!

Carnival Corporation has 10 autonomous cruise brands with a total employee population of nearly 100,000. The company recognized a great opportunity to leverage the power of collaboration and scale across the brands and turned to CPG Agency for help.

CPG worked with Carnival to design and create its first ever, all-brand leadership experience. It featured immersive development activities that allowed attendees to better understand the advantages of scale and learn first-hand how to collaborate more effectively.

Carnival was also able to leverage diverse perspectives by creating a vehicle for employees' ideas to be heard and acted upon. This program is still generating results for the brand today.



CARNIVAL
CORPORATION & PLC

With 70% of employees stating that training and development opportunities influence their decision to stay with a company 4, engaging opportunities for development (or lack thereof) can significantly impact morale and retention.

As a brand focused heavily on the performance of its dealers, **Butler Manufacturing** needed to build out comprehensive programs around **engagement and education**.

Beyond that, they needed to know if these programs were **driving the results** needed to enable their dealer teams to convert a higher percentage of sales opportunities. Our measurable communication campaigns and key learning follow-ups helped point the program in the right direction.

Only **38%**

of managers believe that their programs are meeting their employee's needs, leaving **62%** falling behind.⁴

MEASUREMENT



Do you know which bucket you fall into? It's impossible to know for sure without measuring the success of your programs.



ENGAGEMENT & MOTIVATION

Southwest[®]

Nothing is more engaging than a live experience. It's the difference between listening to your favorite band on the radio and seeing them live in concert. The feelings are incomparable.

Considering that **91% of event professionals stated that increasing engagement at their events was an important priority** for their organization⁶, we think most would agree how important critical this step can be.

We continue to bring that feeling to life at the Southwest Airlines Employee Rallies, which **CPG helped rebrand and transform into a full-force tour of energy, fun and Southwest LUV**. Delivering these moments of impact is a crucial step in the employee experience to help bring your people together in a meaningful way and tie them more closely to your brand's mission.



91%



9%

What are you doing to go above and beyond for your people?

We help Ulta Beauty celebrate their people in a big way at their annual General Manager Conference.

A formal awards ceremony honors top performers in a live setting that combines digital and video element to bring the experience to life. These awards are the cherry on top of their ongoing internal recognition program, and leave attendees inspired to go back out there and perform even better the following year.



58%

When asked what leaders could do more of to improve engagement, 58% of respondents replied “give recognition.” ⁷



69%

And 69% of employees would work harder if they felt their efforts were better appreciated. ⁸



RECOGNITION



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B E A U T Y

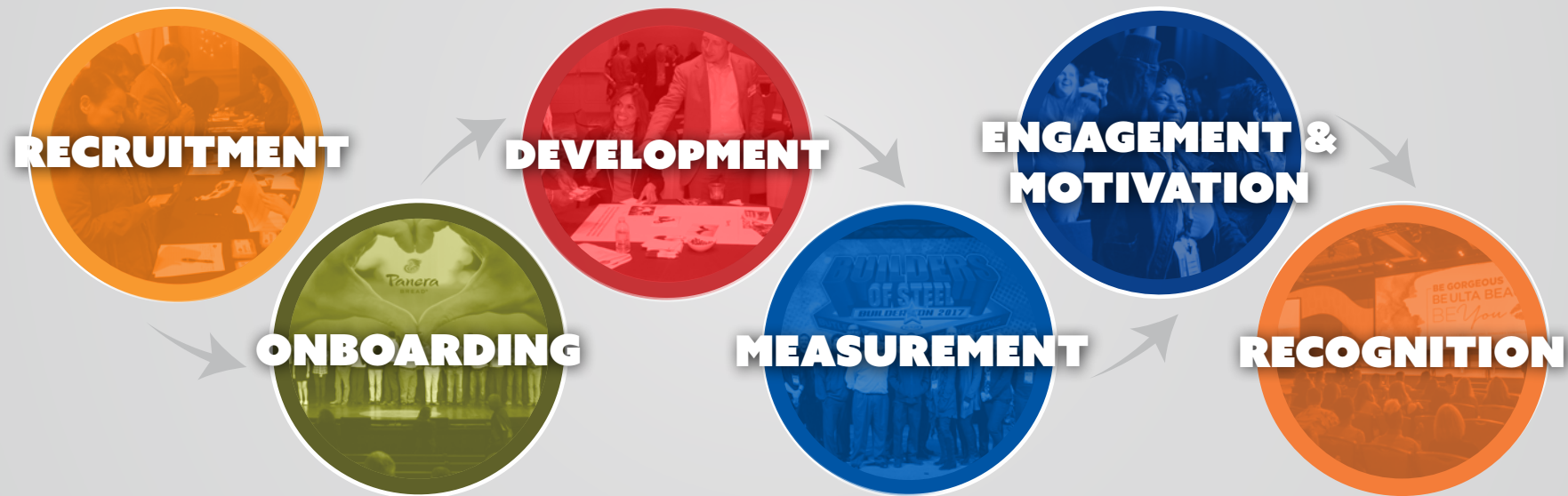
While pats on the back are a nice way to show people you notice they are going above and beyond, that should not be the only recognition they receive.

ENGAGING WITH THE EXPERIENCE

Continually devoting time and resources to the full **employee lifecycle** works wonders on **internal engagement and development**. Like any system with intricate, interconnected pieces, neglect one and the whole process suffers.

Every organization will have areas that require special focus at different times depending on their evolving culture. **CPG prides ourselves on being experts in the ‘what, where, when, why and how.’** These pieces are best utilized for every unique situation.

We’re ready to evaluate your employee lifecycle and **amplify** those areas that may need new life or an extra boost!



Reimagine your employee lifecycle
with the best in the business

[CLICK HERE FOR A FREE CONSULTATION!](#)

REFERENCES

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³ O.C. Tanner blog: An Onboarding Checklist for Success. 2015

⁴ Shift Learning blog: 10 Statistics on Corporate Training and What They Mean for Your Company's Future. 2016

⁵ Deloitte University Press article: Becoming Irresistible: A New Model for Employee Engagement. 2015

⁶ Event Manager Blog Report: Engaging Events. 2016

⁷ Berks & Beyond blog: Employee Recognition Doesn't Matter (Or Does It?)

⁸ Globoforce Report: Workforce Mood Tracker. 2011