

**INSIDE-OUT:
BUILDING AN AUTHENTIC
TALENT ATTRACTION
POWERED BY EMPLOYEES**



Mondelēz
International

HELLO!

I'M KLYDE





Mondelez
International



**INSIDE-OUT:
BUILDING AN AUTHENTIC
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BURNING PLATFORM

WE'RE FACING SOME KEY CHALLENGES,
WHICH MEANS IT'S MORE IMPORTANT THAN
EVER TO ENSURE OUR EMPLOYER BRAND IS
ATTRACTIVE AND WELL ESTABLISHED

INCREASED COMPETITION

Our competitors are increasing their talent attraction and employer branding efforts



LACK OF RECOGNITION

We're at a disadvantage for attracting talent compared to our direct competitors because their names are well recognized

SKILLS OF THE FUTURE

As the world is changing at pace, we need to recruit not only for the skills we need now, but those we may need in the future



HARD TO HIRE

It's a competitive recruitment market and our current challenges make it even more difficult for us to hire the right people



CONNECTING THE DOTS

Our employer brand doesn't stand alone – it must align with our messaging to other stakeholders. So, it's key that we partner closely with internal functions as well as with external stakeholders.



YOU

CANDIDATES TRUST YOU
MORE THAN YOUR COMPANY

**YOU ARE THE
ASSET.**

**AND WHAT YOU SAY
AFFECTS HOW OTHER
PEOPLE THINK/
PERCEIVE A COMPANY.**



**EMPLOYER
BRANDING
HELPS US
REACH OUR
BUSINESS
GOALS BY:**

Raising awareness of MDLZ

Positively influencing how MDLZ
is perceived as an employer

Mondelēz International

MAKE IT WITH PASSION

 **LOVE OUR CONSUMERS & BRANDS**

We share a **love for our brands** with millions of people around the world. They're a feast for the senses, blending rich heritage, **childhood memories**, and fresh new ideas. With us, you can play an important role in **our mission to make the future of snacking** even more tasty and nutritious.

MAKE IT AN OPPORTUNITY

 **GROW EVERY DAY**

Leading in a **fast-moving market is constantly challenging** and **demands our best**, but it also provides opportunities to **grow every day**. We offer rich **learning experiences** and **possibilities** to launch and accelerate your career, or even change its path.

MAKE IT UNIQUELY YOURS

 **DO WHAT'S RIGHT**

What makes our workplace great is passion and personality. **We expect people to be themselves**, to speak up, and to **embrace our differences** as our strength. We're mindful of the space and time you need to **work flexibly**, and the importance of trust and empathy in promoting a **strong sense of belonging**.

SIMPLE AND PRACTICAL STEPS TO GET THE RIGHT MIX

01

**DEFINE THE NEED BY
DEVELOPING A
TALENT PERSONA**

**INTENTIONAL &
IMPACTFUL BRANDING**

02

**IDENTIFY THE RIGHT
EMPLOYEES**

**CREDIBLE EXPERIENCE,
CONFIDENT & WILLING**

03

**PROVIDE THE TOOLS
AND GUIDE**

ENCOURAGE & GUIDE

SIMPLE AND PRACTICAL STEPS TO GET THE RIGHT MIX

01

NEED

MORE SUPPLY CHAIN
FEMALE LEADER
VISIBILITY IN
MANUFACTURING

02

WHO

KEY SENIOR LEADER &
NEW PLANT DIRECTOR

03

PLATFORM

ORGANIC BLOG &
INTENTIONAL
QUESTIONS

**DRIVING
CULTURE
AND
PERFORMANCE:
AMANDA
PERRY'S
MANUFACTURING
LEADERSHIP
JOURNEY**



CAREERS AND PEOPLE, UK, MANUFACTURING, CULTURE

64%
ENGAGEMENT RATE


85K
ORGANIC
IMPRESSIONS

10%
ORGANIC CTR



70K
ORGANIC
IMPRESSIONS

3%
ORGANIC CTR



**START WITH WHAT'S ALREADY
TRUE - WHO ARE YOU?**



**MAKE YOUR EMPLOYEES THE
HERO - EQUIP & ASSURE THEM**



**BUILD SIMPLE CONTENT FORMATS
- REGARDLESS OF THE PLATFORM**

WHO
SU
EU



LĒZ
IN
?

KLYDE GAMBOA

EMPLOYER BRAND & TALENT
ATTRACTION LEAD, EUROPE

