

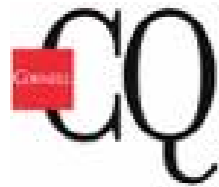
# Linking context, culture and people - a few thoughts

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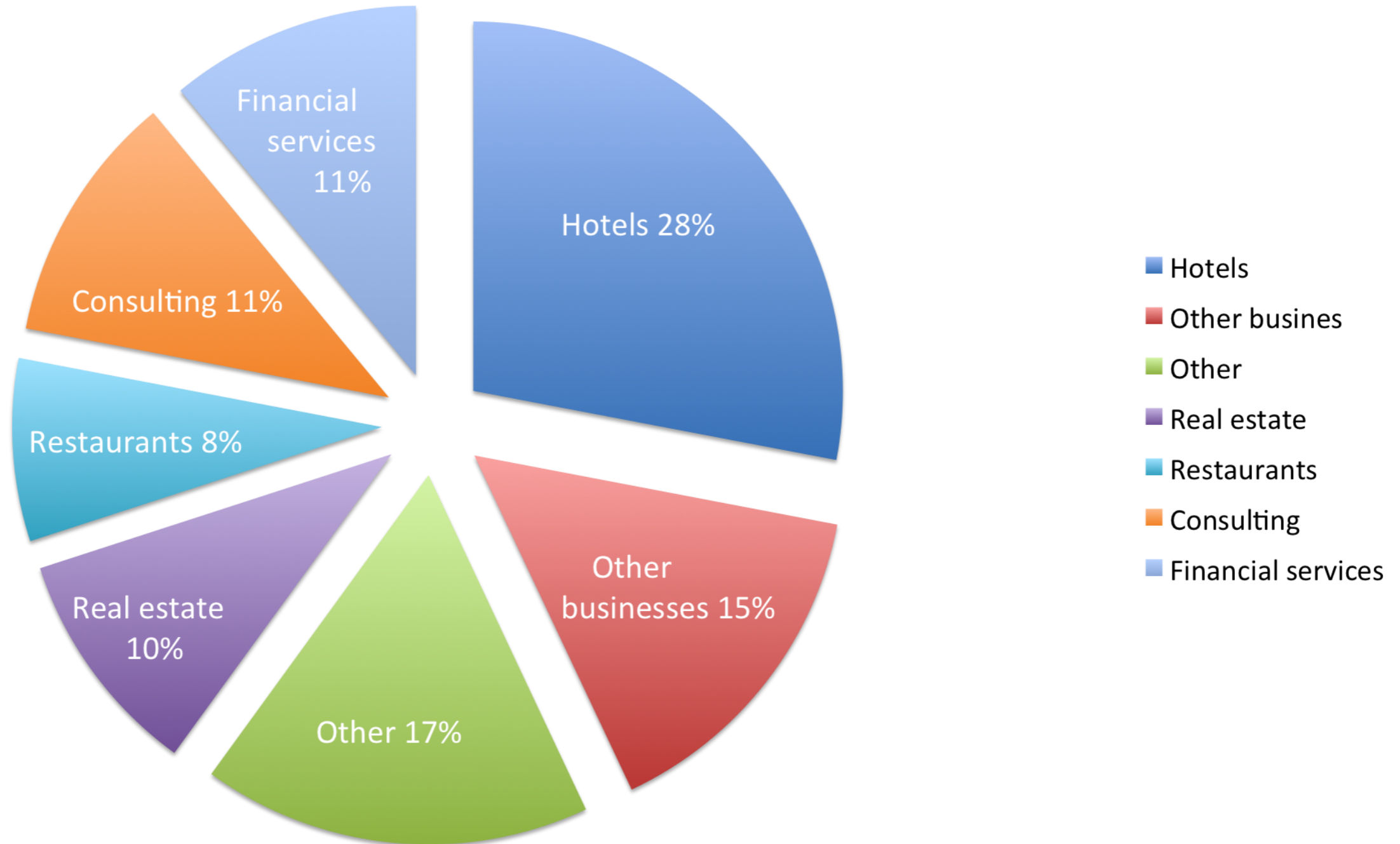
# Background



# Topics

- Context and impact of change in our industry
- Staying relevant and believable
- Aligning brand, strategy and culture
- Area industry and graduates aligned?

# 2 years after graduation



# The Service Profit Chain is the base



# Change – what's the impact?



# Context – a few observations

- Retirement is redefined
- 29% of 25-34 year olds are boomerang kids
- By 2020, 40% of the US workforce freelance, interim or temp

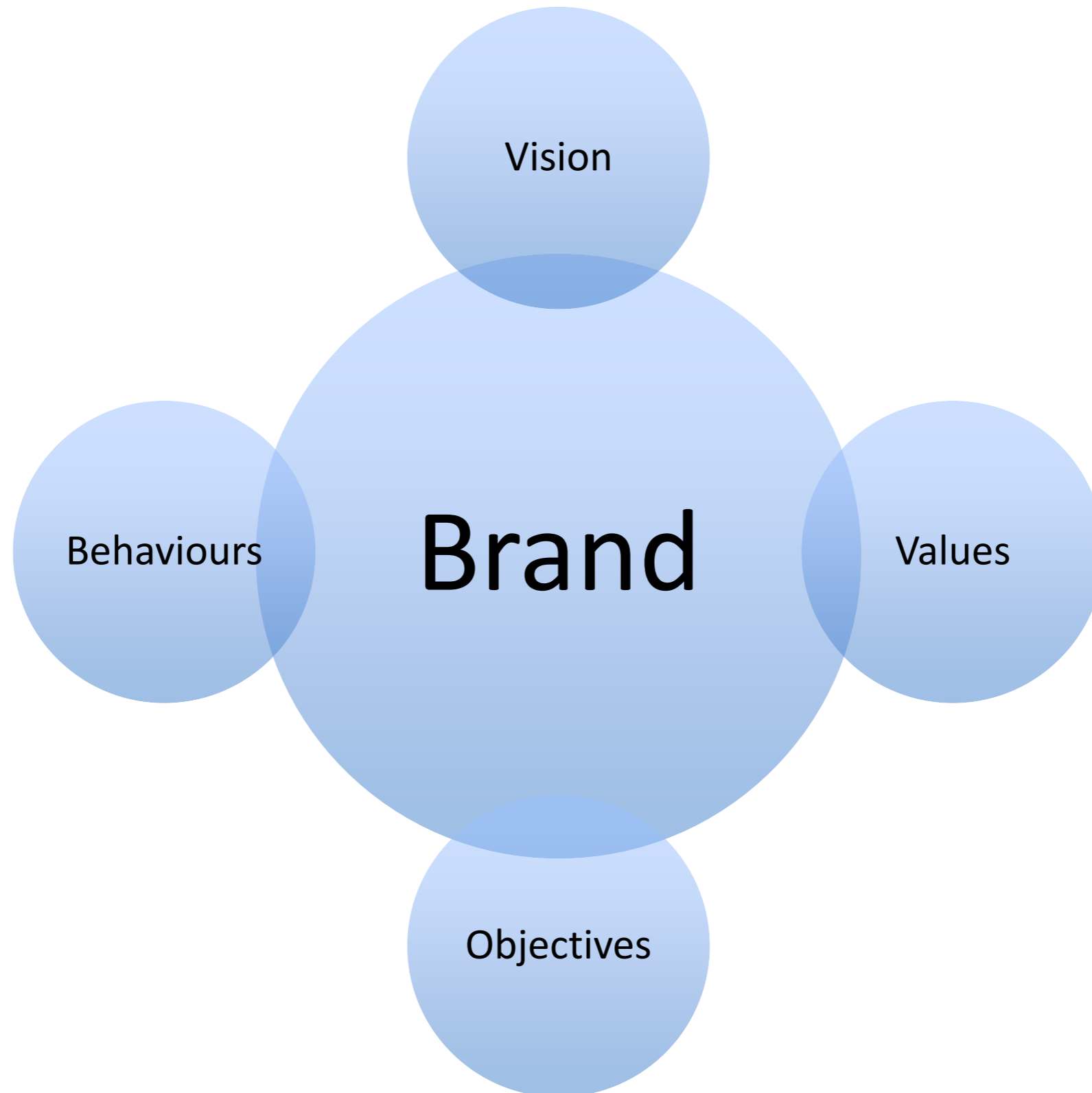
# To stay relevant

– for whom do we exist, and why?

- ✓ Who is our most important customer?
- ✓ What are our customer's most important goals?
- ✓ What is the customer hiring us to do?



To stay believable,  
align brand, strategy & culture



# Aligning brand, strategy and culture



**Audi**



# A high touch experience



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# Are our expectations aligned?

## Employers expect

- Hard work
- Industry knowledge
- Leadership experience
- Technology and commercially savvy
- Languages
- Great communication
- Flexibility and self-driven

## Graduates?

- Collaboration
- Flexibility
- Project work
- Access to anyone anytime
- Mentoring and coaching
- A development path
- Feedback

# Opportunities

- Ask and co-create
- Co-facilitation of courses
- Consultancy projects
- International student conference

*“No matter how good your business is today,  
some entrepreneur is working hard to disrupt it.”*

Susan Lyne, Vice Chairman of GILT Groupe