



Talent Attraction Super Stars

- How do they do it?

November
Copenhagen

Morten King-Grubert
@placeleadership

Future Place
Leadership™

Places matter – more than ever



“Fifteen years ago, 80 percent of people said they pick the company before the city”

Today, 64 percent select the city before they pick the company or the job”.

Charles Landry

Why a Greater Copenhagen talent effort?

With the incipient economic growth, the need for skilled labor is a severe challenge for regional businesses in Greater Copenhagen.

The challenge is due to three factors:

1. ***Mismatch between what is being educated at the Danish universities and skills required by businesses.*** In 2025, Denmark will lack more than 13,000 engineers and science graduates (DI)
2. ***Greater Copenhagen is not a known career destination and the companies are not known.*** Copenhagen is often not on the radar of the world's bright minds and few Danish companies are known or big enough to even attract the best candidates
3. ***The international competition for talent is massive.*** For example, Germany has invested 140 Million Euro on a four-year program to attract specialists

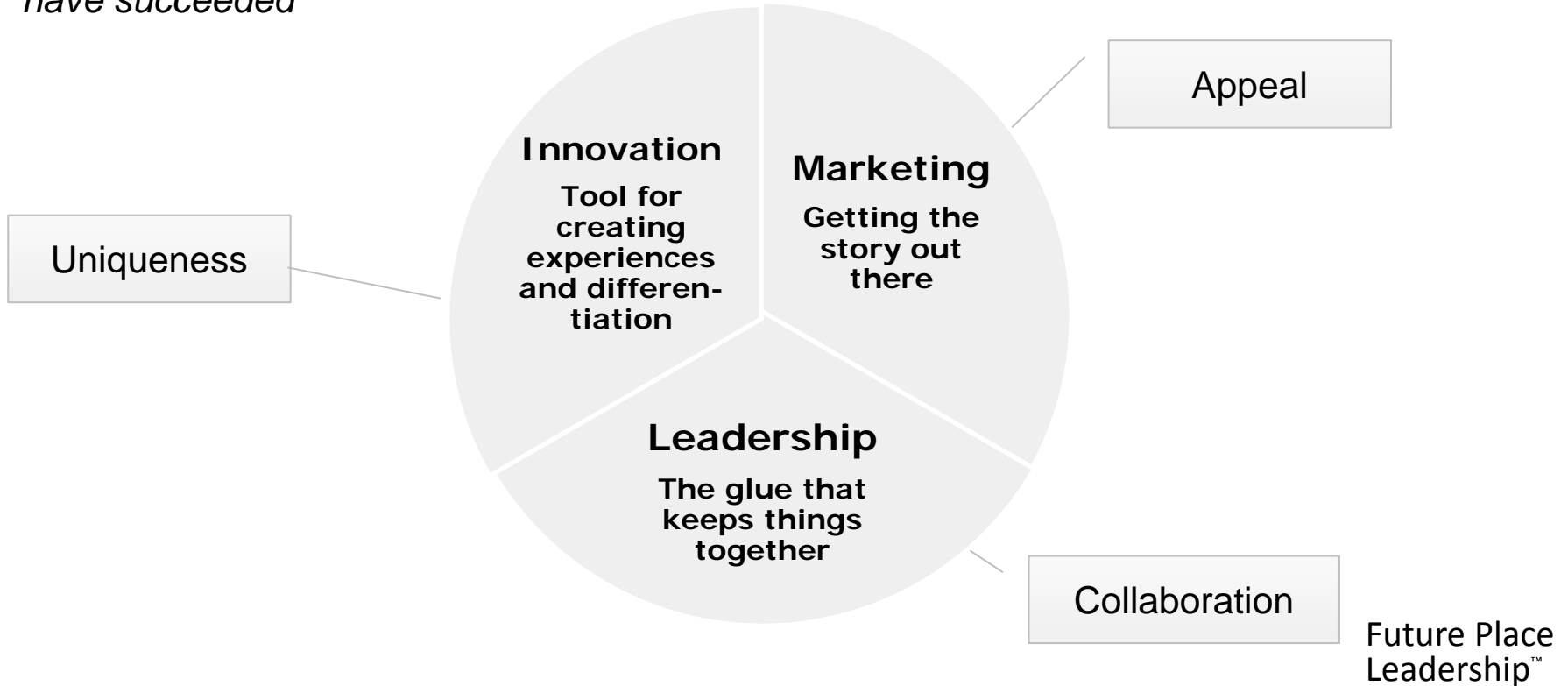
Are our brands and companies internationally known?



But what if you are a SME or MME as most DK companies are?

Three key ingredients for developing attractiveness

– learning from those that have succeeded



A serene landscape of a lake at sunset. The sun is low on the horizon, creating a warm, golden glow and long, soft shadows. The water is calm, reflecting the sky and the surrounding trees. In the foreground, a person is swimming in the water, creating ripples. The background is a dense line of trees under a clear blue sky.

4 key principles in branding today:

Being relevant / doing good

Innovation makes the difference

Earn a reputation – show don't tell

Co-created marketing

Developing world water solutions



SUSTAINABLE WATER

PRODUCTS

SOLUTIONS

CASES

MORE INFORMATION

Future Place
Leadership™

Polar Bear Pitching in Oulu, Finland



SEED

WE ARE STUDENT MARKETING

NIKE STUDENT BRAND AMBASSADOR



[TO APPLY, CLICK HERE](#)

APPLY TO BECOME A STUDENT BRAND AMBASSADOR FOR NIKE.

Seed Marketing are incredibly excited to launch a brand new Student Brand Ambassador campaign for the one of the worlds biggest brands.

THE SOLUTION:

**EMPLOYER PLACE
BRANDING**

Why should you do it as a company?

- I am sorry but the international talents don't know you.
- And yes they increasingly select city first and company second.
- You don't have the place branding story. Think 9 to 5 and 5 to 9. Why is this region internationally leading and what are the employee (+ family) going to do in their spare time?
- And no the Danish education system and labour market won't produce the talents you need for the future.
- And yes when you do it, you need to work with your competitors. It is not about competing about who gets the talent. First we need the talent to look at our region first. Then we compete.

Do like Carlsberg



Future Place
Leadership™

See www.futureplaceleadership.com to stay up to date!

Pärtel-Peeter Pere
Morten King-Grubert

Future Place
Leadership™