



CSC

ICT Solutions for  
Brilliant Minds



# EMPLOYER BRANDING IN CSC

Minna Lappalainen 16.9.2019



# A radical brand is the mindset that drives the entire organization

## - a vision that combines action and communication

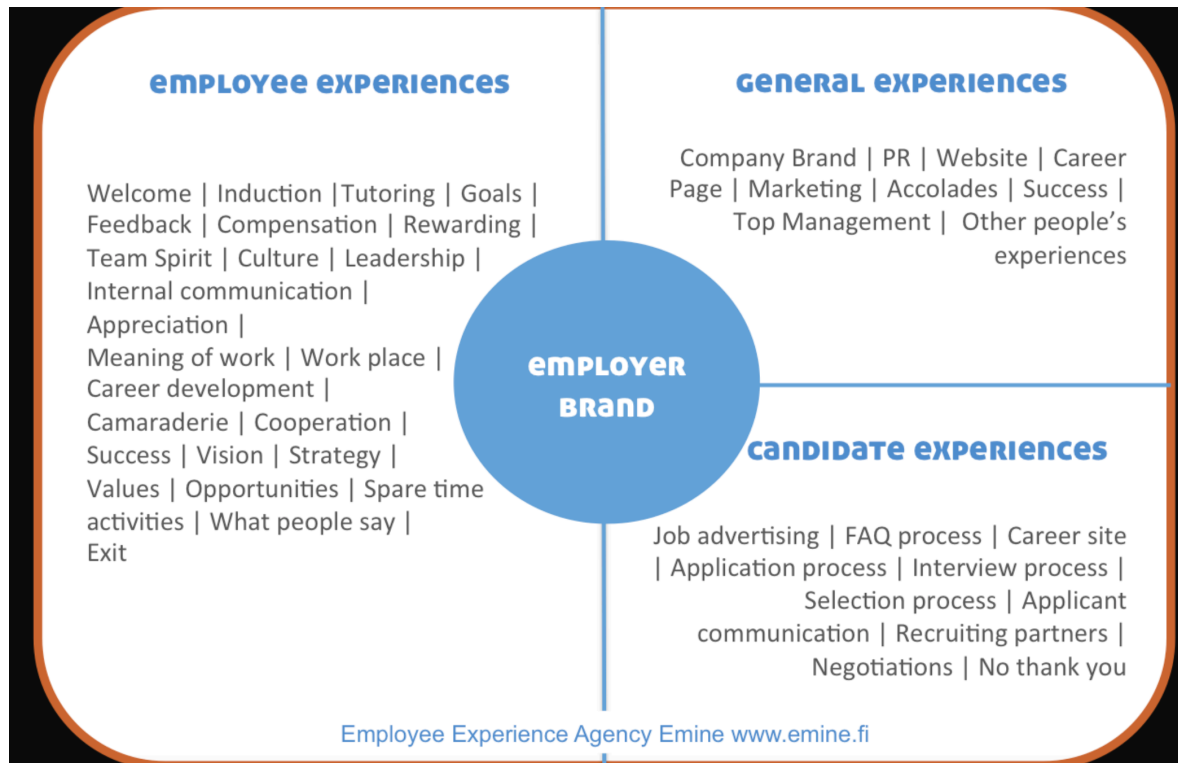
- Competition between companies and communities is increasingly competition between images
- Success is less about how good we are  
It is how well we can tell how good we are.
- The brand encapsulates values, mission and visions in a simple and understandable form.
- When the strategy is simple and clear, it is also easier to communicate and implement.
- Leadership = Communication = Influencing  
=Influence = Crystallization = Significance

# The brand communicates with both employees and customers

Building an employer brand cannot be separated from building an organisation's brand



# EMPLOYEE EXPERIENCE DEFINES EMPLOYER BRAND





## CSC brand = Employer Brand

- The brand work continues: CSC is an attractive ICT employer
- We want to maintain and attract the best experts, and enhance the employee experience and thereby the customer experience
- The image of the employer touches both potential and current employees
- Recruitment marketing plays a key role in building an employer image.
- The key is to strengthen the employer brand across all channels and content

## Targets & strategy

- CSC is growing strongly
  - Raise awareness of CSC in key target groups
  - And get enough right job candidates
- Target groups
  - Students, developers, senior super-talents
  - CSC's own staff
- Unified theme for general use & targeted actions in the recruitment marketing
- Meaningful job: CSC's special mission and unique operating environment as well as the opportunity to develop personally and make progress for the whole society
- Employees as ambassadors: building credibility with genuine persons, career stories, interesting customer cases - demonstrating why CSC is unique? What CSC does in practice?

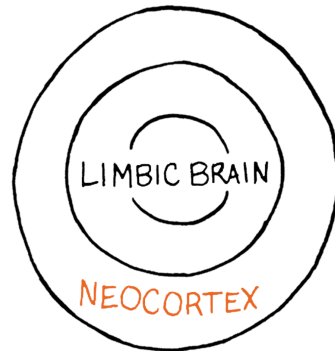
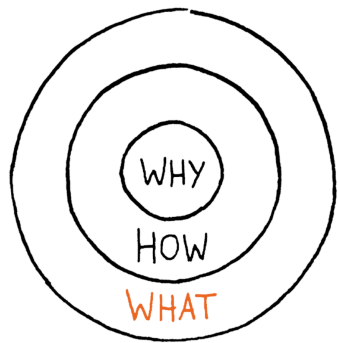
# WHY? Bigger purpose



## The Golden Circle + Human Brain

### NEOCORTEX

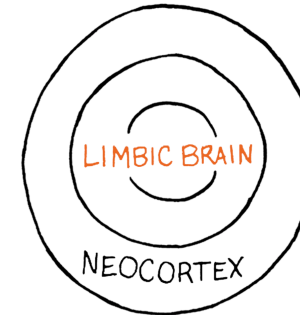
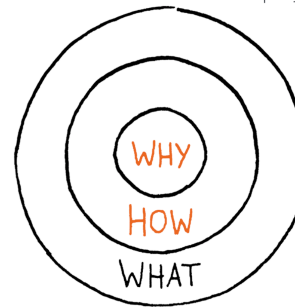
- Rational and Analytical Thinking
- Language



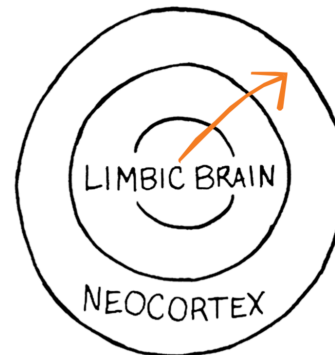
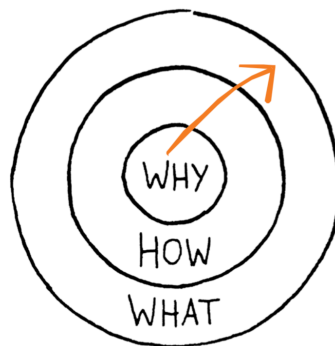
## The Golden Circle + Human Brain

### LIMBIC BRAIN

- All of our feelings, like trust and loyalty
- All human behavior and decision-making
- No capacity for language

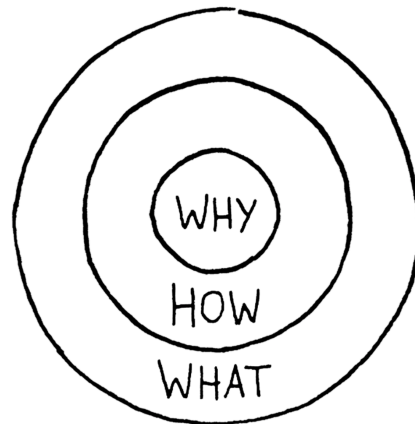


## The Golden Circle + Human Brain



# The Golden Circle

CLARITY OF **WHY**  
DISCIPLINE OF **HOW**  
CONSISTENCY OF **WHAT**



✳

Brand is all about differentiation

Positive differentiation requires  
doing things differently than  
competitors



## “Build the better future with us for the society “

PROGRESS, Development, Enhancement and a better future  
Progress’ describes the brand core. It’s not a slogan, more like the CSC attitude.

WHY?

We believe in a better world and a better future for humanity through research, through education and through management by knowledge. Therefore we pursue these with all the expertise at our command.



- CSC is a Finnish ICT competence center. We have a special mission - Our mandate is to keep Finland at the cutting edge.
- We harness our know-how, our networks and information technology to help customers succeed and benefit society as a whole. Without top experts, no progress can be made. Our experts are determined to work for research, the national education system, culture and digitalisation of public administration - with the aim of creating a new kind of Finland for the future

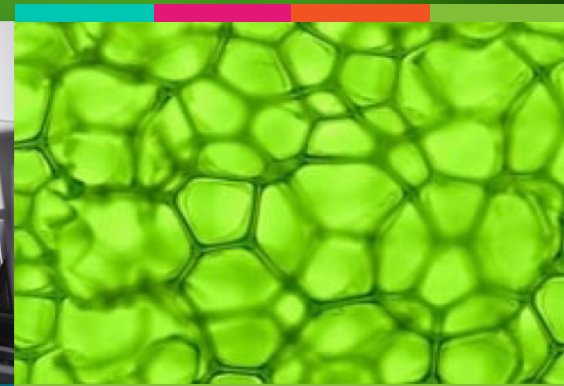
## Pictures as an eye-catcher, story teller...

When we want to emphasize the core of our brand in communications, the images we use feature a CSC expert as well as context in the industry or in Finland

Own picture bank offers opportunities  
Stock images are easily generic



HOW?



## Brand promise and core messages

- Building credibility with genuine persons & career stories, interesting customer cases
- Interesting career stories that reflects on what area / profession we want to highlight in the employer brand
  - New graduates, beginning their careers with interesting work at CSC
  - Experts with small children, balancing work and leisure
  - Senior supertalents, 45+ years, can use their extensive knowledge fully and share it with younger team members

*Fully speed at work and at home  
It is a pleasure to be involved  
in making a new kind of Finland  
where my expertise matters.  
Flexible forms of work are  
precious for me*



## A CSC employee tells about his work

### Concrete examples of what makes a job at CSC unique

- When you joined X, what inspired you the most?
- What inspires you now?
- When have you been particularly proud of working at X?
- What did X do in these stories?
- What were the impacts on customers?
- What did people do for you / how did they change?



# WHAT?





## The unified concept for general use & targeted actions

- <https://www.csc.fi/careers>
- Multi-Channel Marketing: recruiting portals and SoMe (LinkedIn, FB, Twitter)
- Recruiting Events
- Recruiting Advertising
- Activating employees to share work-related content with agreed subject tags, Some(LinkedIn, etc.)

## 3 layers



- **What we do, why we do this**

- Fields of work
- Learn how we are...
- Read about our efforts
- Career stories

- **What we offer? How we care ?**

- A wide range of jobs and career opportunities
- Comfort and well-being

- **Culture and identity, authenticity, team spirit**

- At CSC, we are friendly, enthusiastic about our work, curious and always determined to achieve excellent results.
- We are encouraged to do more than just work together



## An effective recruitment ad = effective ad

- Tells you something interesting (new) in an interesting way
- Targeted job-specific adds are more effective
- Focus to the target group and their interests
- Asking the colleagues what skills and features they hope from their future colleagues

Have you recently graduated from xxxxxx?  
With us you can develop your skills and build a better world with us.



# Brand identity: internal focus with HR



## Human Resource Strategies For A Brand-Driven Organisation

- Building an iconic brand, the Human Resource (HR) function must become gatekeepers and cultivators of culture by aligning all of their responsibilities with the brand proposition:
  - On-brand recruiting and hiring
  - On-brand training and reinforcement
  - On-brand rewards and retention
  - On-brand measurement and analytics.
- <https://martinroll.com/resources/articles/strategy/human-resource-strategies-brand-driven-organisation/>



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