

WEBINAR

THE FORMULA OF 'COOL':

THE TOOLS & TECHNIQUES YOU CAN USE
TO MAXIMISE CANDIDATE ATTRACTION

SCOUT TALENT
SEE PEOPLE FIRST





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WEBINAR

HOUSE KEEPING

- Your microphones are on mute and we can't hear you, however we absolutely encourage your participation!
 - If you have any questions or comments please type them in the GoTo Webinar Action Pane on the right side of your screen.
 - We will try to address these throughout. We will also leave time at the end to go through your questions and share our contact details.
-
- Duration: 30 mins
 - If you experience any technical difficulties at all, please let us know via the GoTo Webinar Action Pane and we'll happily help.

WHAT WE'LL COVER TODAY

1. Is there a formula for 'cool'?
2. The importance of understanding your audience; what is 'cool' to them?
3. Why 'cool' will attract the right applicants
4. How can we implement these strategies?

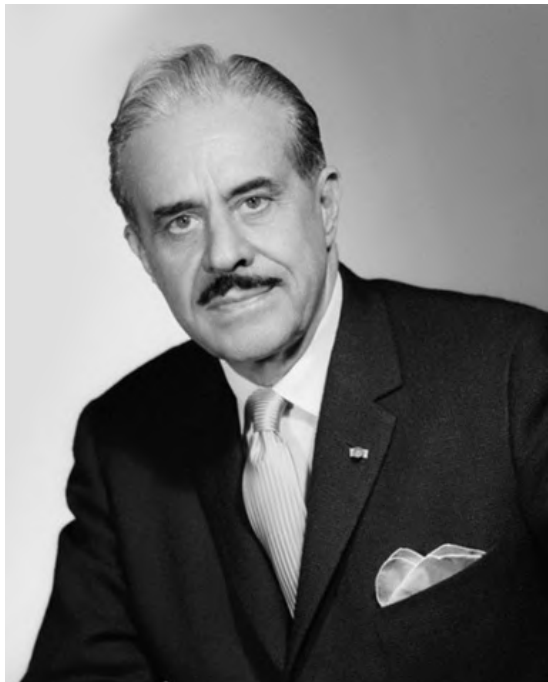


'Consumers perceive cultural objects, including brands and people, to be cool when they infer that the object is autonomous in an appropriate way'

What Makes Things Cool? How Autonomy Influences Perceived Coolness;
Warren and Campbell, 2014

WHAT IS 'COOL'?

- Something is perceived to be cool when it is different... but not *too* different
- Raymond Loewy and the MAYA Principle



Most Advanced
Yet Acceptable





QUICK POLL

IS THERE A FORMULA TO 'COOL'?

**There is not a
standard formula
Everyone has a
different perception
of 'cool'**

**The key is to
understand your
target audience**

EVERYONE HAS A DIFFERENT PERCEPTION OF 'COOL'



THE AUDIENCE'S PERCEPTION

**Your candidate
audience**

**Who are you
marketing to?**

Your employer brand

**How can I influence
who applies?**

**Your consumer
experience**

**Do you market
your roles to
these people too?**



STORY



QUICK POLL

WHY IT'S IMPORTANT TO BE 'COOL' IN TODAY'S JOB MARKET

**Millennials
The Job-Hopping
Generation**

**58% of millennials
plan to change jobs
this year**

**89% of all job seekers
would move for the
right company or
role**

**Standing out from the
competition; becoming
an employer of choice**

**Where do candidates
regularly see your brand?
What attracts them to you?**



QUICK POLL



QUICK POLL



FOMO: FEAR OF MISSING OUT

69% of millennials have experienced FOMO.

Is something that creates FOMO cool?

HOW CAN WE IMPLEMENT 'COOL'?

By being the next natural step and standing out from the competition

"To sell something surprising, make it familiar.

To sell something familiar, make it surprising."

Make your people the heroes of the story

**What were they looking for?
What did you offer them?**

Create FOMO

But don't forget to be authentic

JOB TITLES



Specialist / Expert
(Sales Assistant)

Honest
tea

President and TeaEO
(CEO)



People Partner
(Human Resources)



Legal Ninja
(Legal Advisor)

JOB TITLES AND ADVERT LANGUAGE

**Ensure that
it's search
friendly**

**What culture are
they going to bring?
i.e. sense of humour
/ thinks outside of
the box**

**Maintain
Professionalism**

**Be aware of
coded language**

"support" - female

"hunter" - male

**Elevate the
status to suit
the person's
next steps**

BEING DIFFERENT - BUT NOT TOO DIFFERENT

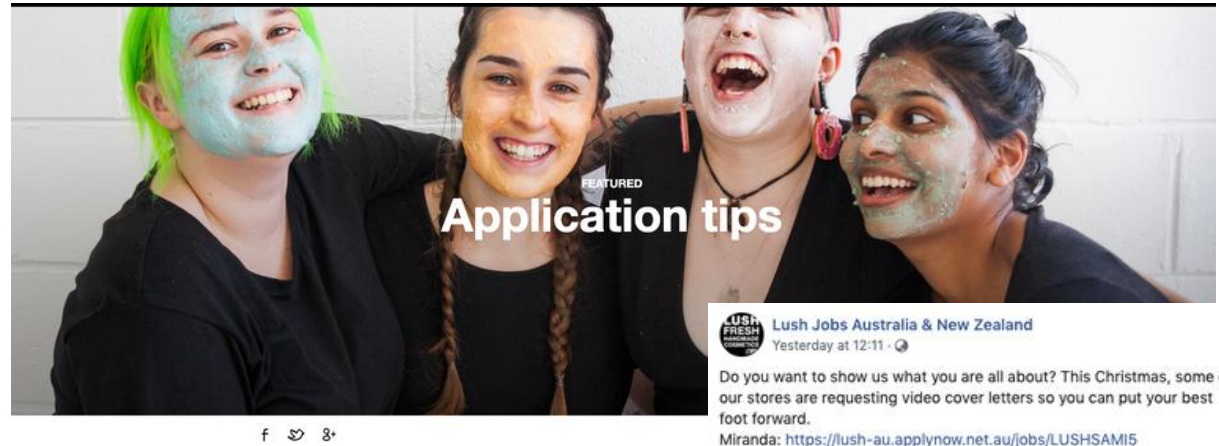
**The natural next
step or change**

What is good about
your companies
idiosyncracies?

Incentives

If you have a less
desirable role -
review the
incentives you
offer

LUSH NAILING THEIR 'COOL'



LUSH Fresh Handmade Cosmetics Australia and... + Follow
11,319 followers

Are you thinking of applying for LUSH this Christmas? We asked our Miranda Store Manager, Gracie, for some tips on the hiring process and beyond.

"Product knowledge is important, but creating a memorable experience is even more important! At LUSH we believe in going above and beyond for all our customers through offering tailor made, memorable experiences. Off by heart product knowledge will come with time, but the LUSH mindset is something that needs to be present from your very first shift on the shop floor! New members of our team can often spend time fretting that they don't know every single ingredient of every single product straight away, but this is something that will come with time and training. Cherish those moments with your customers, build rapport, learn with them, show rather than tell and create beautiful memories together. Finally, don't be afraid to ask for help - we were all new once too!"

Apply to join Gracie's team here: <https://lnkd.in/gVgGdT4>

Check out our other vacancies here: <https://lnkd.in/gYYuQJW>



16 · 2 Comments



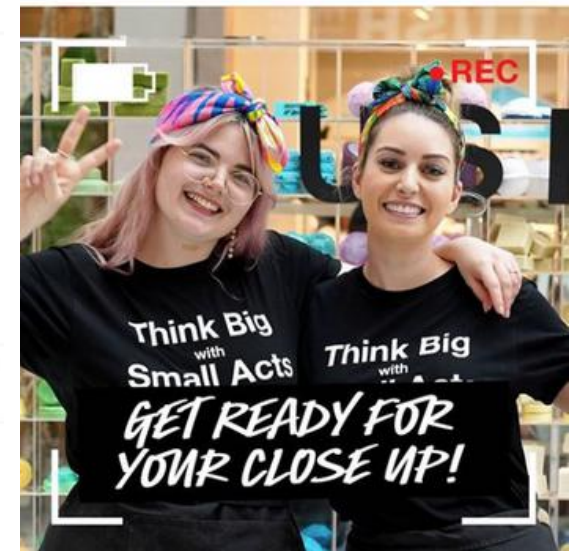
Who are we?

LUSH is a global manufacturer and retailer of fresh handmade cosmetics. We are known for our unique bath and beauty products, personalised customer service, in-store activism and fun shop atmosphere. LUSH is a campaigning company, working across human rights, environmental protection and animal welfare. We are dedicated to the practices of fair trade sourcing and supporting sustainable communities as well as giving back to organisations that can make a difference through our Charity Pot Program.

Lush Jobs Australia & New Zealand
Yesterday at 12:11 · 🌐

Do you want to show us what you are all about? This Christmas, some of our stores are requesting video cover letters so you can put your best foot forward.

Miranda: <https://lush-au.applynow.net.au/jobs/LUSHSAM15>
Chadstone: <https://lush-au.net.au/jobs/LUSHSACH8>
Swanston St: <https://lush-au.applynow.net.au/jobs/LUSHSASS7>



JOB INCENTIVES AND THEIR DESCRIPTIONS

We offer

- Full training and a supportive learning environment.
- A progressive work environment that celebrates diversity.
- Paid birthday leave.
- A generous discount on LUSH products keep you smelling and feeling fresh.
- A welcome pack of LUSH products and eco-friendly goodies.
- Company-sponsored Employee Assistance Program with free access to psychological, financial, legal and dietary advice.
- Award wages plus Sunday penalty rates of 200%.

LUSH

We believe our people are the driving force behind the success of our business so we offer:

Competitor

- Competitive remuneration;
- Training and development;
- Career progression;
- Make a difference through our campaigns and volunteer programs; and
- Great staff discount

IN SUMMARY

- MAYA. Be the next natural step in a person's career journey - be 'cool'.
- Authenticity - not masking the realities of the job, but celebrating them
- Offer enticing incentives
- Focus on your employer brand and your consumer brand, they both matter
- Think creatively about ways you can be memorable and stand out from the competition (i.e. incentives, titles, coded language)



QUESTIONS

THANK YOU!



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