

The distinctive experience Aïcha is looking for

Jean-François Collin

VP HR Services
Desjardins Group

fmi  igf[®]

PD WEEK 2022

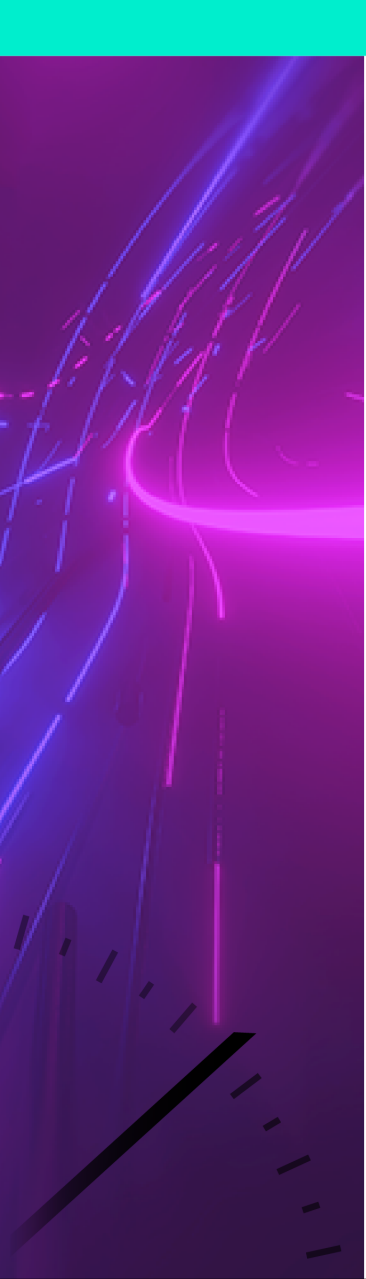
SEM AINE DE PP 2022



Interactive question: Do you want to hear about retention strategies during this presentation?

1. Yes

2. No



Employee retention*: Process implemented to retained a paid employee within an organisation or in a set position, in offering monetary benefits more enticing than the competition or, contrary, discouraging them to leave through pressure and making sure they suffer a substantial loss.

** Definition of the Quebec French Language Office (Office québécois de la langue française)*

Who is Aïcha? What kind of experience is she looking for?



A caring approach for Aïcha ... and her family

Client experience



Moments of truth for the employee

Employee experience



Caring human approach

Retention



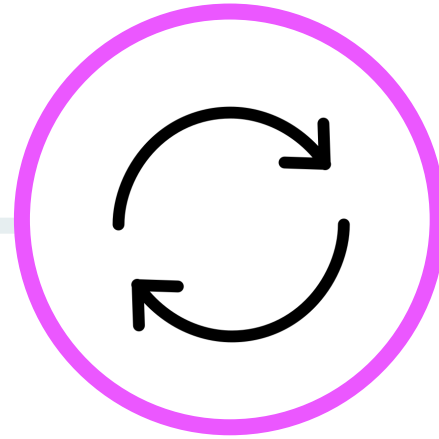
Engagement



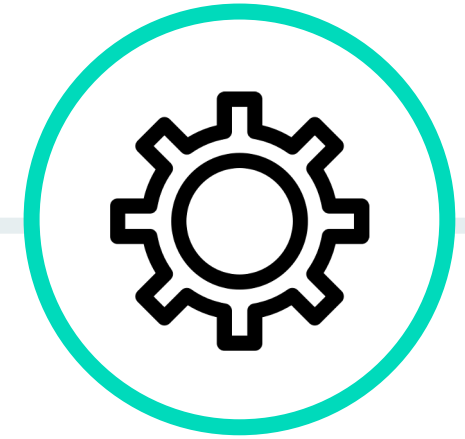
3 simple and transcendent focus areas



A **strong** employer brand that serves as an anchor



A continually adapting, **caring** organization



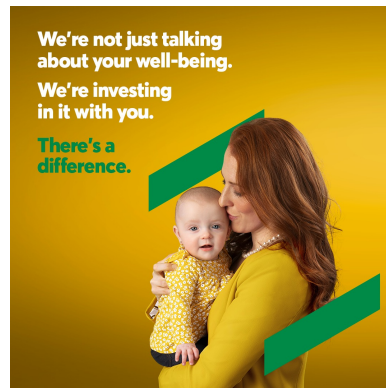
Tools for **engaging** our employees



An employer brand that allows us to show our difference to Aïcha and our employees



Working for a truly people-focused organization




Maximizing their potential in every area of their lives

Finding solutions, always in the best interests of our members and clients




Get employees involved in marketing our brand!


We don't work for shareholders.
We work for our members and clients.
There's a difference.



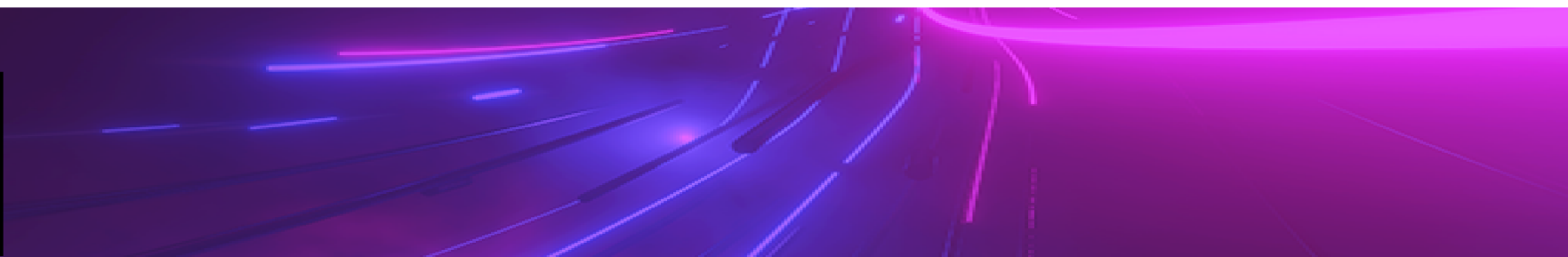

We don't fill a position.
We hire a person.
There's a difference.

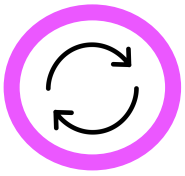


We don't offer you a job.
We offer you job satisfaction.
There's a difference.



We don't serve customers.
We serve human beings.
There's a difference.





Engage our employees and develop their sense of belonging ... for real and for good!



What worries you the most as a leader?

86%



77%

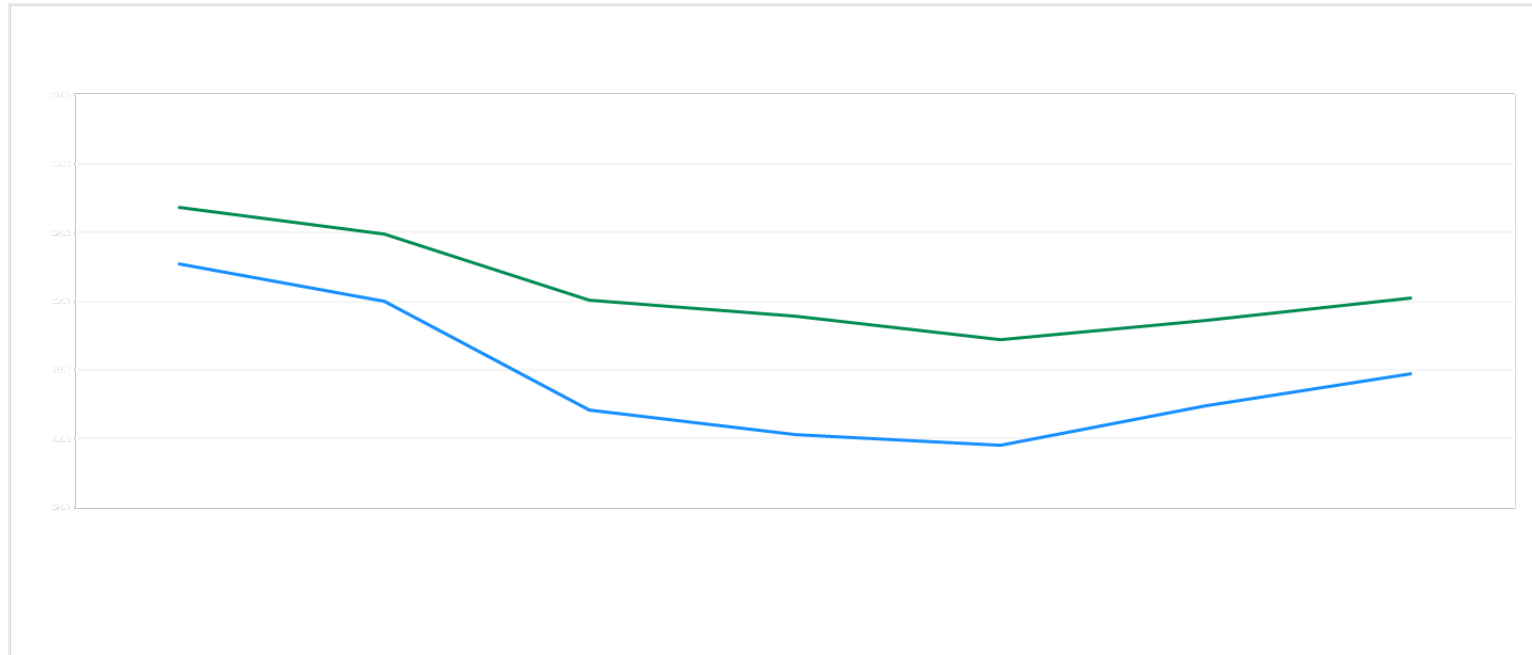


62%



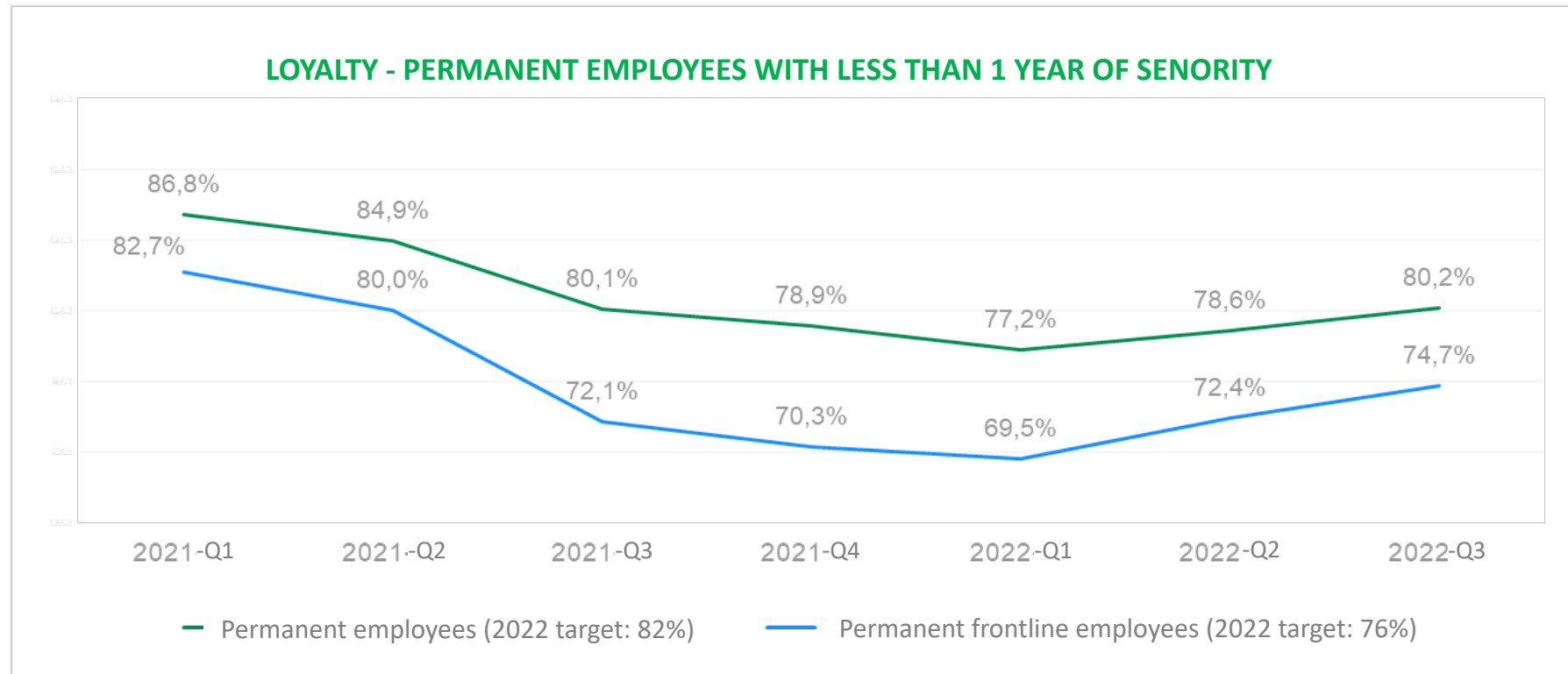
* PwC 2021: Workforce of the future: the competing forces shaping 2030

Interactive question: What does this curve represent?



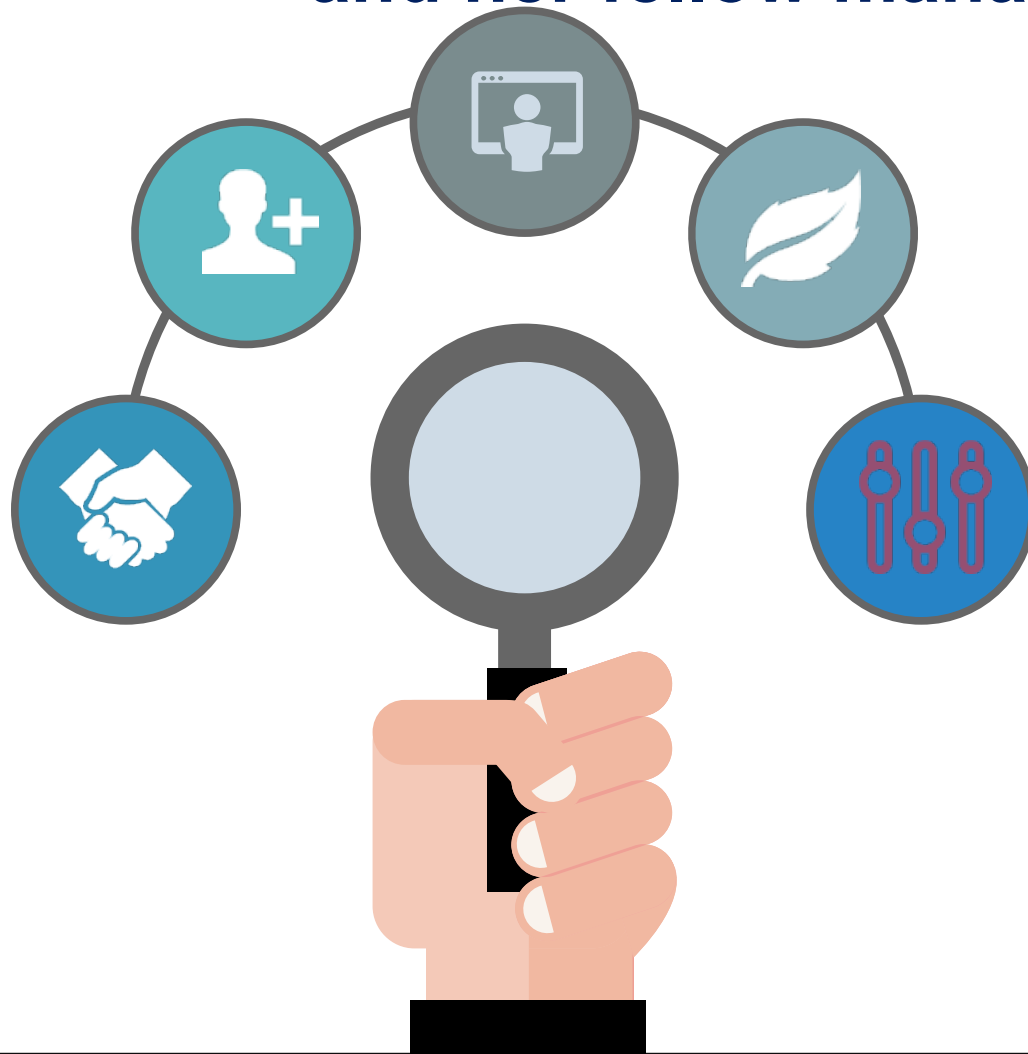
1. Evolution of average engagement rate of Canadian businesses from 2020 to 2022
2. Variation in labour replacement costs from 2020 to 2022
3. Our main challenge at Desjardins in the last few years

What does this curve represent?



1. Evolution of average engagement rate of Canadian businesses from 2020 to 2022
2. Variation in labour replacement costs from 2020 to 2022
3. Our main challenge at Desjardins in the last few years

Understand our employees' reality so we can give Aïcha and her fellow managers the tools they need



- 1 My onboarding experience was nothing special.
- 2 My manager is constantly changing.
- 3 I don't see any opportunities for advancement.
- 4 I want more working conditions that promote work-life balance.
- 5 I need a flexible work environment.

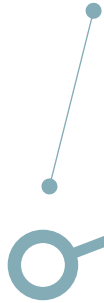


Give Aïcha and our managers the tools they need to transform the onboarding experience



Prepare

Employees talk to their new manager and get what they need before their first day, including the welcome kit.



Welcome

Employees familiarize themselves with their new environment, take part in the onboarding camp and complete the Desjardins Fundamentals learning path.



Support

Employees review their onboarding plan and have regular follow-ups with their manager.

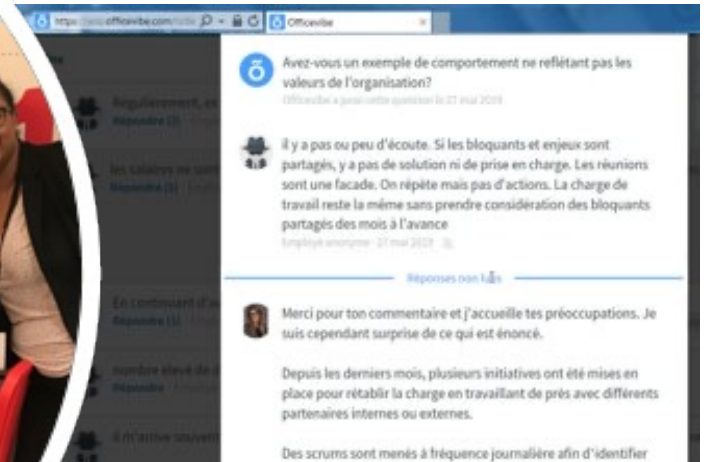
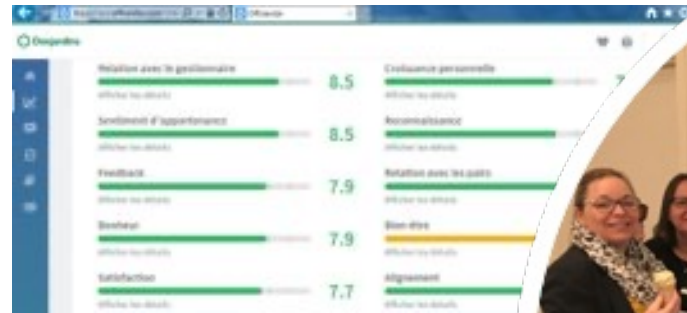


Connect

Employees develop their network, benefit from distinctive HR benefits and contribute to improving the employee experience.



Improve engagement by strengthening the relationships of Aïcha and other managers with their teams in "real time"

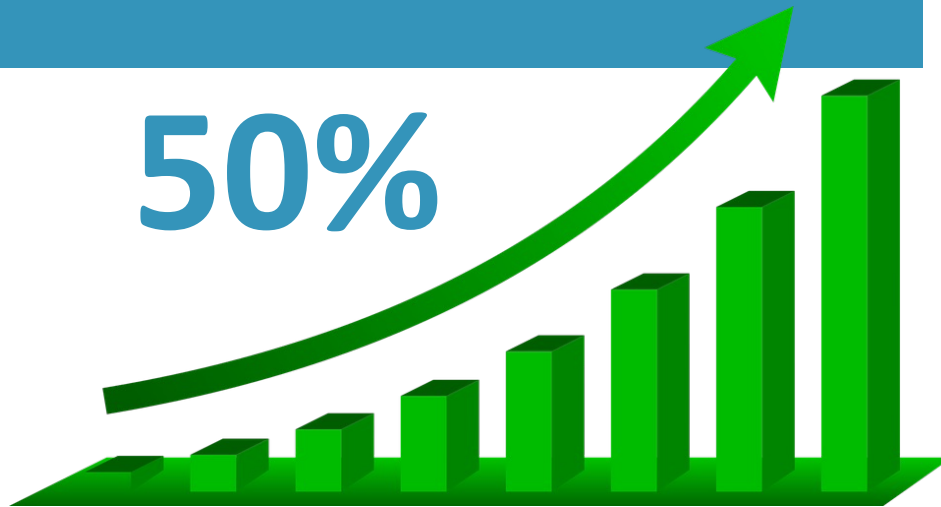




Keep the performance dialogue going and receive feedback in real time

BEHAVIOURS

50%



Say « BRAVO ! »
I want to acknowledge
a colleague

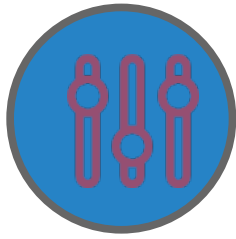


A TEAM PLAYER

Thank you, Aïcha, for all your help with the training plan. It's a good thing you're with me on this one, because I think I would have missed a lot. You're a true team player. THANK YOU!!!!



Grow our employees' talent ... and give them the support they need!



The well-being of Aïcha and our employees come first

VACANCES 
Quatre semaines dès la première année à l'emploi
+ CONGÉS
obligations familiales / études 

 **400 \$ /an**
pour le remboursement d'activités favorisant la santé 
 

CONTRIBUTION FINANCIÈRE DE DESJARDINS **durant une partie de congés parentaux** 


Un monde de possibilités de carrière avec plus de **800 profils d'emploi** 

 **12 congés fériés**
incluant la Journée nationale de la vérité et de la réconciliation 

Cours diversifiés pour perfectionner vos compétences 


1000 \$ pour de l'équipement ergonomique et les périphériques informatiques pour le télétravail 
  

 **RECONNAISSANCE** des années de service 

 **Programmes de leadership** 

REMBOURSEMENT des frais de développement professionnel et de formation 

AMÉNAGEMENT FLEXIBLE DU TEMPS DE TRAVAIL
  
Possibilité de faire du télétravail 

 **Programme d'épargne collective avantageux**
pour réaliser les projets de vie qui vous tiennent à cœur

SEMAINE NORMALE DE TRAVAIL 35 heures par semaine 

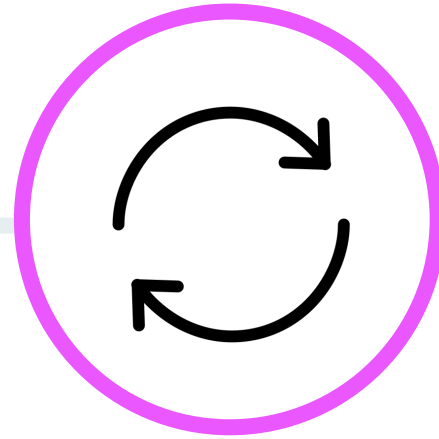

TARIFS PRÉFÉRENTIELS chez certains marchands 


TRANSPORT EN COMMUN et vélo en libre-service 
 

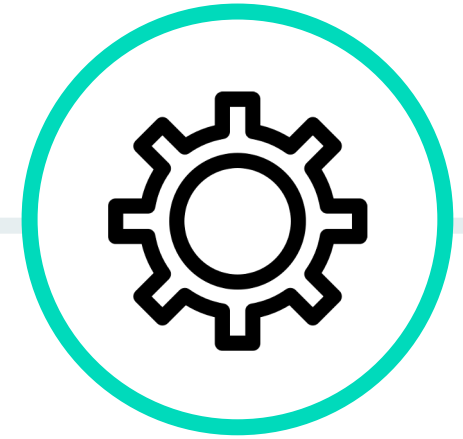
3 simple and transcendant focus areas



A **strong** employer brand that serves as an anchor



A continually adapting, **caring** organization



Tools for **engaging** our employees



Interaction question: Does it make sense to you to talk about engagement rather than retention from an employee perspective?

- 1. Yes**
- 2. No**
- 3. I'll think about it**

Engagement: Engaged employees are emotionally connected to their company and see it as their own. They're inspired by their work and by the company. They're constantly looking for ways to improve themselves and the company.*

**Altrum Reconnaissance*





**THANK
YOU!**

Any questions?