



ICARE ALUMNI
INTERNATIONAL CONFERENCE ON ALUMNI RELATIONS

CORPORATE ALUMNI

CAMILA REIS
JUNE 02, 2022



THE WORLD IS CHANGING VERY FAST... .
THAT, EVERYONE KNOWS.

Attract best talent

Succession Planning

Reduce Costs of Recruitment Process

Internal recruitment

Talent Strategy

Working Everyw

.....but how to create
innovative actions
at this complex context?

being
Work Life Balance

Brand Reputation

Employer Branding

Talent WAR

Purpose

Talent Retention

Let's reflect...

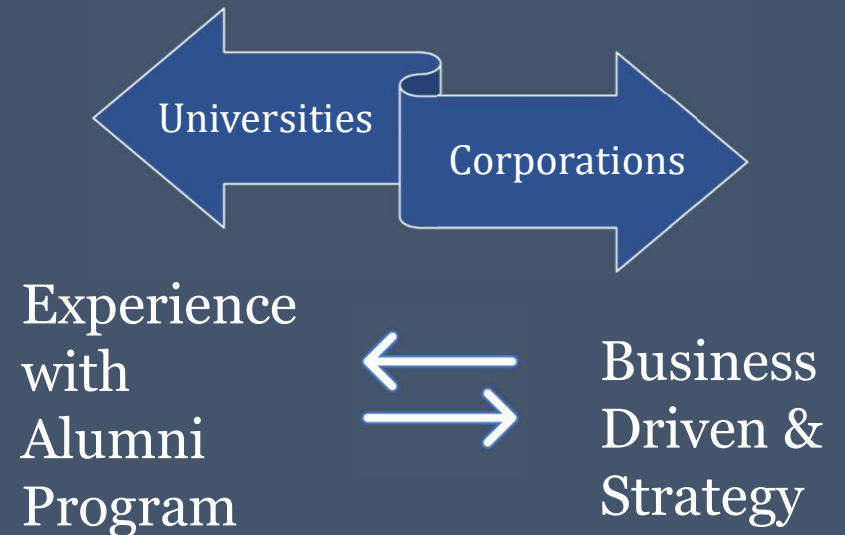
- ✓ look at things from a different angle
- ✓ learn from each other
- ✓ keep connected

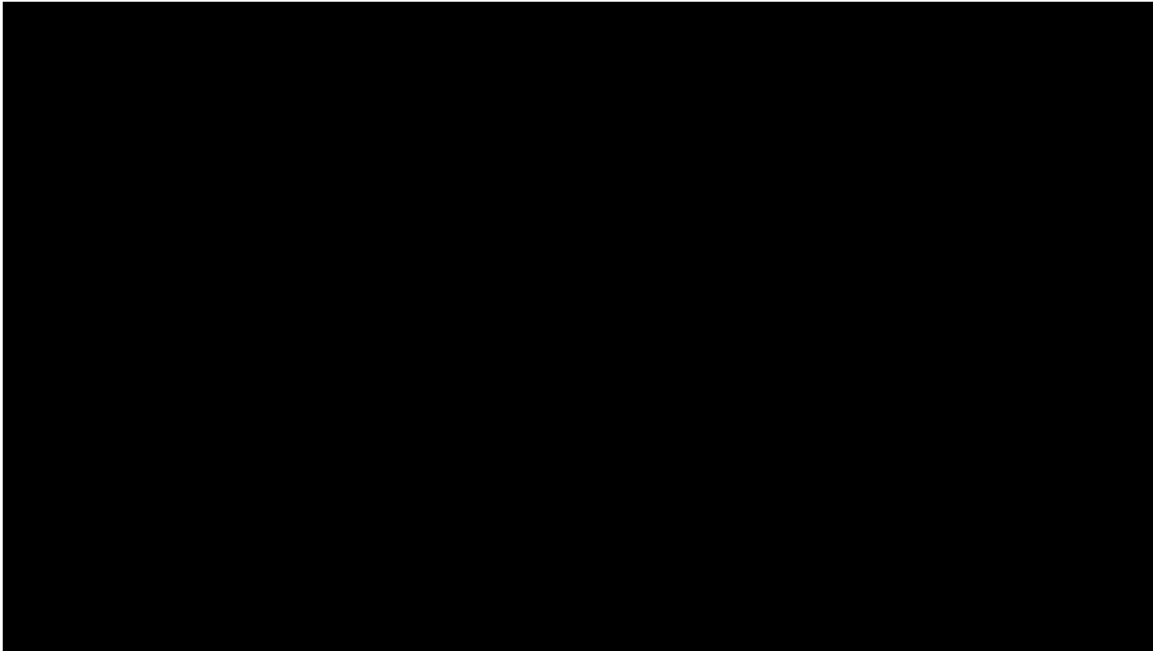
DIFFERENT ANGLE AND LEARN FROM EACH OTHER

Similar targets:

- ✓ Talent attraction/Retention
- ✓ Brand Reputation
- ✓ Referrals
- ✓ Attract clients
- ✓ Corporate Culture sustainability
- ✓ Internal Career
- ✓ Students/Employee Experience
- ✓ Influence of Leaders/Teachers

Main Strengths:





**KEEP
CONNECTED,
LEADERSHIP
NEW MINDSET**

Leaders' mindset
Develop/improve

ONLINE RESEARCH OVERALL ANALYSIS

Period May 01st to May 20th, 2022
HR community at social networking
authors: Camila Reis & Diana Aguiar Vieira



46% Have never hear about Corporate Alumni
70% Accept to join an Alumni Program, if was invited

95% Know someone who has returned to the old company
and **30%** of them did it

95% say they think it is necessary to innovate in Talent Attraction

100% would hire someone referred by a former employee

**An Article
is coming up!
2022**

**HR community have a good acceptance of the
topic/see value; but still have little knowledge
on the topic; Wide need to innovate;**

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What global the research says

78% of recruiters find their best quality candidates through referrals.

[Jobvite research 2015](#)

- ✓ Get referrals
- ✓ Get talent back
- ✓ Can be productive much more quickly

According to LinkedIn, former employee accounted for 4.5 % of all new hires among companies in 2021, up from 3.9 % in 2019

[The Wall Street Journal](#) reported.

- ✓ Advocate of branding
- ✓ Brand reputation

87%

of Top Employers involve their employees in attracting candidates, an increase of 13% on the 2020 survey



For all organizations in 2022, how can employees be best used to obtain top candidates?

- Testimonials** from current employees and/or new joiners, through multiple channels of communication.
- “Ambassadors”** who attract talent and create communities of candidates ready for future opportunities.
- Employee referral programs**, for employers to tap into an existing employee’s network. These often lead to better quality hires and retention rates

© Top Employers Institute – World of Work Report 2022

'GREAT ATTRITION' OR 'GREAT ATTRACTION'?

September 2021

McKinsey
Quarterly

Most employers are experiencing greater turnover, and most expect the problem to continue or worsen over the next six months.

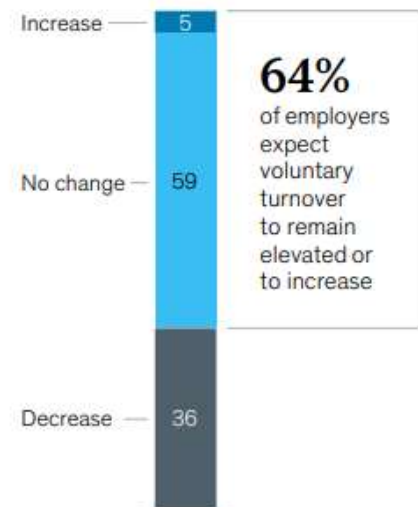
Share of employers, %

Question:

Are you experiencing greater voluntary turnover (eg, quit, resignation) in your workforce this year than in years prior?
(n = 250)



Follow-up question for respondents who answered 'yes':
How do you expect the rate of turnover to change over the next 6 months?
(n = 132)

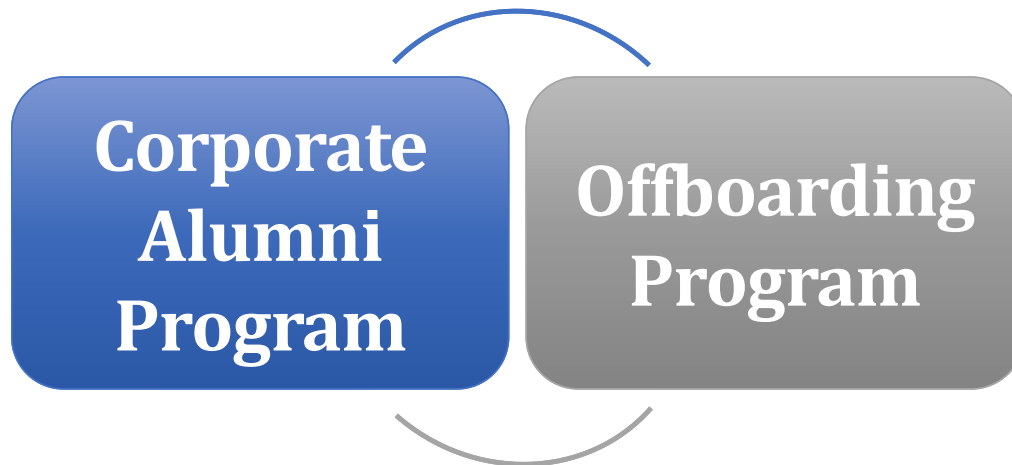


64%
of employers expect voluntary turnover to remain elevated or to increase

Employees / Students
If some of them will leave,
why not continue connected
and make the **departure
experience** as good as
possible?

by Aaron De Smet, Bonnie Dowling, Marino Mugayar-Baldocchi, and Bill Schaninger - Copyright © 2021 McKinsey & Company. All rights reserved.

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LET'S ACT

Corporate Alumni

Keep connected with
Former employees

1. Design a “*Taylor made*” program Aligned with **business strategy**

- Business context (E.g. B2B, B2C, Client perspective...)
- Main GAP to covered (E.g. Reinforce Brand to attract new clients/talents, support partners, etc)
- Clear goals to be reached out (Leverage of Referrals candidate, reduce cost with external recruitment, etc)
- Partners / Resources / Scope and Visibility



2. Define target population

- Organizations: According Business Strategy
For Universities perspective: All students
(sometimes special groups)



Brand reputation
Talent bench
Referrals
Networking
New Business/Projects
Mentoring
New Client

3. Results management



OFFBOARDING

A Program designed to cover since the dismiss decision (in case of involuntary turn over) until after the employee leaves the organization for an indefinite period (similar of Onboarding)

Provide a good experience, even at the departure

Note: Involuntary turn over cause most part of rejections for Corporate Alumni

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OFFBOARDING

Best Practices :

Thank you letter from president for the time of contribution

Invitation to connect at alumni program

Outplacement Program

Support for continue development (coaching, mentoring, courses, others)

Referral Program information and reward





“Look for alumni

As a result, the researchers believe that large organizations **should be looking to their alumni network** as the first place for new talent. Such organizations are likely to have a huge potential pool of talent among former employees, but many do not do enough either to keep track of those alumni or to maintain good relationships with them. This, the researchers argue, is a huge mistake.”

Pavel Krapivin - Forbes

“First, a poor exit experience will directly impact your **employer brand**, which decreases the chances of a referral candidate.

Second, today’s job-hopping culture has created more boomerangs (people who return back to a company). If you’re losing a high performer, you want them to be your biggest advocate for your employer brand, recommend great talent, and possibly return after gaining skills and experience”

Kaela Blanks, M.S., SHRM-SCP



CASE STUDY

Corporate Alumni Program

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GE INDIA



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Select Region



GE India Alumni Network

Loopback

Welcome to Loopback, the Alumni Program at GE India. This program helps GE India Alumni to stay connected with GE and former GE colleagues. Sign up & stay up-to-date with news, events and careers opportunities with GE.

Sign Up

Complete the [registration form](#) to provide your contact information so that we can stay in touch with you.

All personal information will be kept confidential and not shared or used for any other purpose other than for this program. Prior to completing the form, please [learn more about GE's Privacy policy](#).

You can connect with GE India on [LinkedIn](#), [Facebook](#) & [Twitter](#) for updates on careers opportunities and news and events at GE India.



Contact

geindia.alumni@ge.com

MCKINSEY



Alumni

Our alumni number more than 34,000 and work in virtually every business sector in 120 countries.

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EY

CHEVRON

Our alumni

1,000,000⁺

Join a powerful network of over 1,000,000 alumni doing great things in government, in academia and in their communities.



Why connect to the EY alumni network?

Our EY alumni network helps connect all of our EY people to new opportunities, more resources and more of the people you want to work with.

“As a former Chevron family member, we value your experience, skills and knowledge, and always want to keep the door open to you”.

<https://alumni.chevron.com/>

The screenshot shows the Chevron Thailand website. At the top right is a search icon and the word 'search'. Below the navigation bar are links for 'about', 'our business', 'community', 'environment', 'work with us', and 'news'. The breadcrumb trail reads 'home > work with us > bridges program'. The main heading is 'bridges program' in a large blue font, with the sub-heading 'connecting past experience with today's energy challenges' below it. At the bottom of the page is a photograph of three workers in white hard hats and dark uniforms walking on a yellow industrial walkway.

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AMBEV BRAZIL

ambev
#AlémDosRótulos

alumni
alumni
alumni

HOME / CARREIRAS / ALUMNI AMBEV

Sobre o Alumni

Alumni Ambev é um programa que nasceu para dar continuidade ao que nos uniu: **a construção de um sonho grande.**



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AMBEV ALUMNI

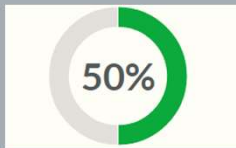


Context in 2020

Leaders who were part of the foundation of the company as **culture builders** but were not ambassadors after they left.

Positive perspective from former Ambev employees was only 50% (source: Glassdoor).

glassdoor®



We learned from universities and companies with alumni programs.



Focus on reuniting former employees to regenerate passion and elevate our company's **reputation**. Form brand ambassadors and create a strong ecosystem to provide networking and talent attraction.

AMBEV ALUMNI



Structure

Alumni Board

10 former director's w/ 10+ years at ABInbev who represented our culture and principles, voluntarily willing to create ambev alumni

Alumni network

Former partners in all areas (currently ~500 members)

Internal Support

People Team (Culture and Reputation area) dedicated to conduct board meetings and events, along w/ board president



Pillars



Networking: connect former partners in a collaborative platform, sharing hiring oportunities, vacancy filling and services offered.



Talk & Beer (Shared knowledge): promote events w/ former partners to boost experiences and knowledge sharing, along with assincronous communication such as bussiness and innovation news.



Better World: encourage involvement in social transformation organizations, donating knowledge, resources or time.

Good Practices and Results

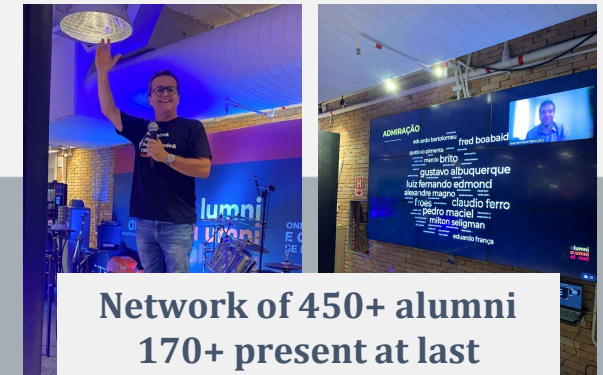
AMBEV ALUMNI



Satisfaction Surveys Overall
Average > 80%



Glassdoor Rating
+14pp in positive perspective from former employees since alumni was created



Network of 450+ alumni
170+ present at last alumni event
100% satisfaction level



Next Step: Website launch



Rodrigo Murta · 1º
CIO | CTO | Digital Strategy | Innovation at Leroy
Merlin Brazil
19 min · 🌐

Recentemente, depois de ter completado 4 meses da minha saída da Ambev, recebi este presente desta empresa que foi uma escola para mim. Coincidência ou não, recebi no dia do meu aniversário para tornar tudo mais especial ainda. Estou super feliz de agora fazer parte deste seletor grupo de Ambev Alumni! Foram 12 anos incríveis, obrigado por tudo Ambev!

#AmbevAlumni

Flavio Andrade M. Souza · 1º
Executivo Comercial | Vendas | Diretor | Novos Negócios | Varejo | Canais | Distribuição
43 min · 🌐

Mega feliz pelo convite para participar do Alumni Ambev!

Foram quase 23 anos cheios de desafios e alegrias desde que me formei em Administração em Salvador lá em 1999.

Foi uma verdadeira escola!

Agradeço a toda comunidade #ambev pela lembrança e carinho. Continuo "ligado" nesta cia Fantástica!

Abc
Flávio Andrade

1 comentário

Amei Comentar Compartilhar Enviar

Publicar

Notificações Vagas

Positive employer branding impact



FINAL INSIGHTS

- Corporate Alumni is one of most effective HR Trends for a near future
- Several gaps can be covered or even supported by Corporate Alumni program
- Employees are more open for this connection with previous companies than before
- Boomerang employee tends to be much more committed



FINAL INSIGHTS

- Improve Offboarding process is essential (the bridged to a good relationship with former employee)
- There is no limit of benefits and possibilities that can be generated by this relationship
- New technologies do not substitute **human relation**



DOUBTS & COMMENTS

Thank you!

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Partners:

<https://www.sertms.com/en/>

<https://aylmer.com.br/>

Supported material links:

<https://corporatealumniprograms.com/>

<https://www.zoomshift.com/blog/employee-offboarding/>

<https://typelane.com/how-to-make-employee-offboarding-a-better-experience/>





<https://employeecycle.com/the-importance-of-off-boarding-and-3-hr-metrics-to-support/>

<https://employeecycle.com/the-importance-of-off-boarding-and-3-hr-metrics-to-support/>

<https://www.forbes.com/sites/pavelkravivin/2021/12/01/why-hiring-boomerang-employees-benefits-employers/?sh=76e3caea700e>

<https://hbr.org/podcast/2021/03/the-competitive-advantage-of-an-offboarding-program?autocomplete=true>

Supported material links:

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