Innovation in practice

Toria McCahill

2015

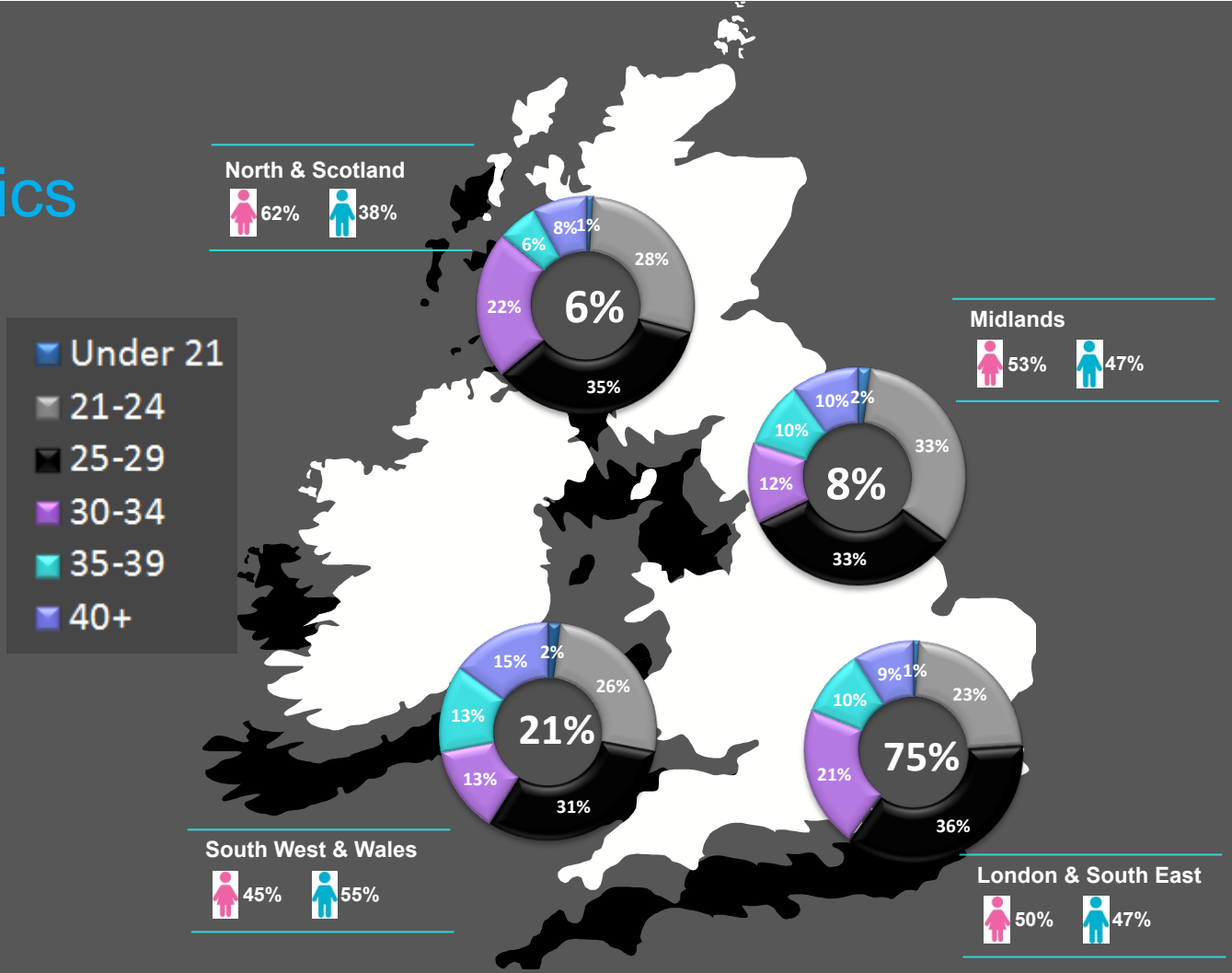
- 132 Countries
- 30,000 employees
- 52% digital

2020

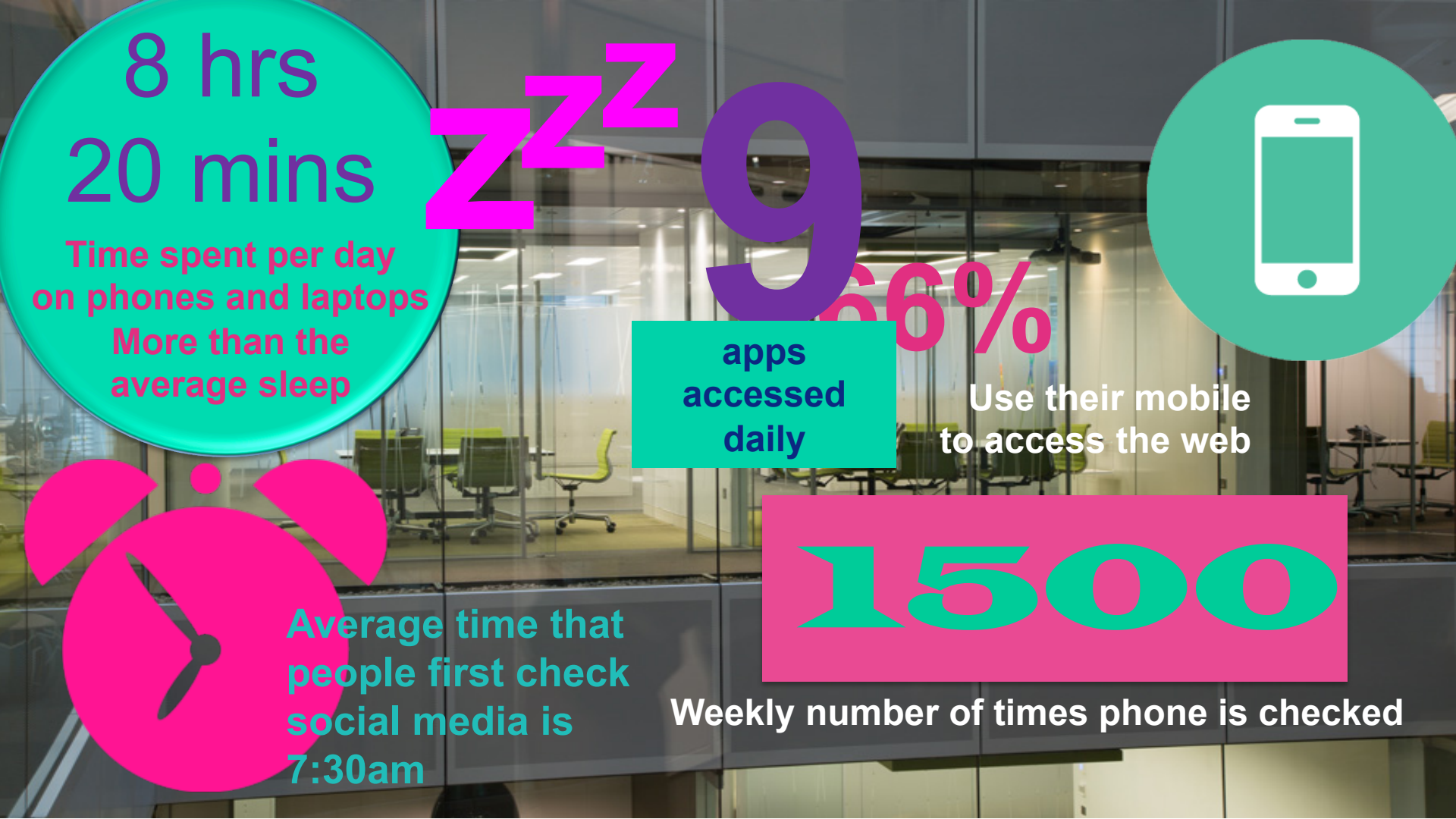
- 180 Countries
- 75,000 employees
- 100% digital

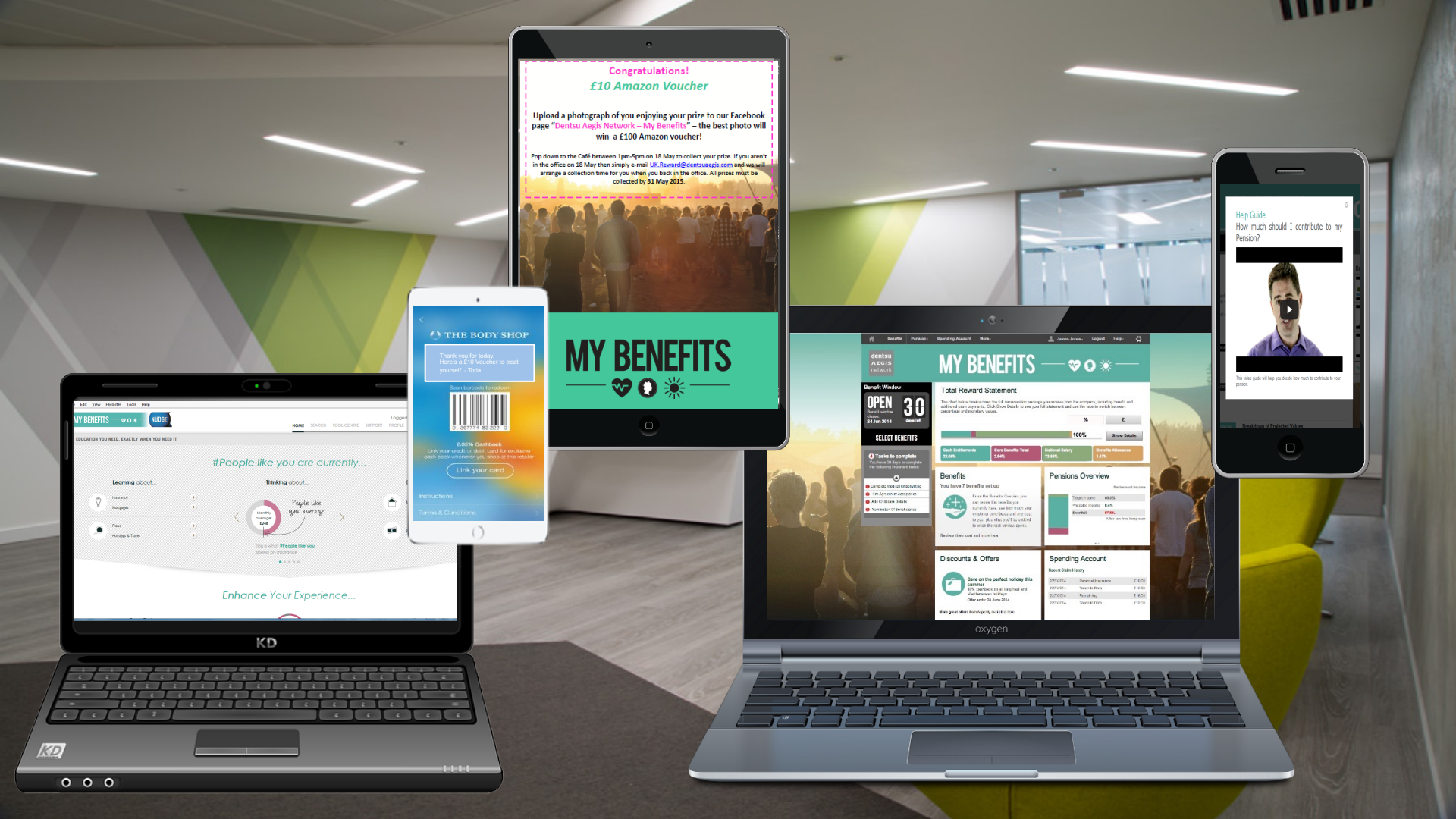
Who are our employees?

Demographics

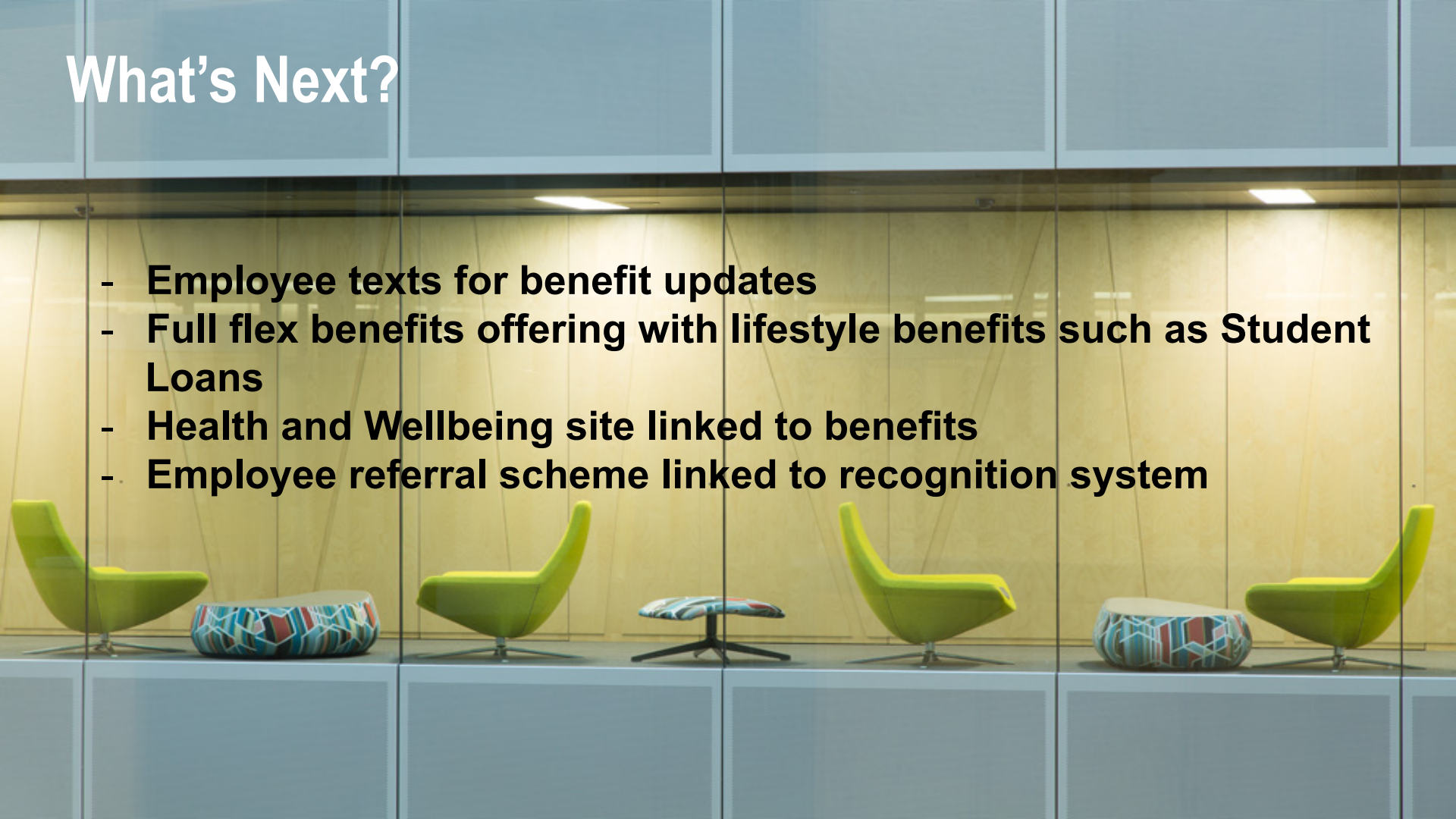


	Maturists (Pre 1945)	Baby Boomers (1945-1960)	Gen X (1961-1980)	Gen Y (1981-1995)	Gen Z (Born after 1995)
Experience	World War 2 Rationing Fixed-gender roles Rock 'n' roll Nuclear families	Cold war Post war boom Swinging sixties Apollo moon landings Family orientated Rise of the teenager	Fall of berlin wall Thatcherism Live Aid Introduction of the PC Early mobile technology Rise of the divorce	9/11 PlayStation Social media Reality TV Glastonbury	Global warming Mobile devices Energy crisis Produce own media Cloud computing
Major Traits	Loyalty, respect for authority	Competition, family values	Self Reliance, long work hours	Independence	Immediacy, diversity
% of our workforce	0.0%	0.8%	26.2%	72.4%	0.5%
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Communication media	Formal letter	Telephone	e-mail and text message	Text or social media	Wearable technology
Attitude towards technology	Disengaged	Early adaptors	Digital immigrants	Digital Natives	Technoholics - entirely dependant on IT
Signature product	Car	TV	PC	Tablet/smart phone	3-D printing
Attitude towards career	Job for life	Organisational - careers are defined by employer	Early "portfolio" careers - loyalty to profession, not necessarily to employer	Digital entrepreneurs - work "with" organisations not "for"	Career multitaskers - will move seamlessly between organisations and "pop-up" businesses
Education	A dream	A birth right	A way to get there	An expense	Not a necessity
Money	Put it away, pay cash	Save to buy	Buy now, pay later	Cautious, conservative	Earn to spend
Communication preference	Face to face	Face to face or telephone	e-mail and text message	Online messaging	Facetime


8 hrs
20 mins
Time spent per day on phones and laptops More than the average sleep
zzz
9
apps accessed daily
66%
Use their mobile to access the web
1500
Weekly number of times phone is checked
Average time that people first check social media is 7:30am


Congratulations!
£10 Amazon Voucher
Upload a photograph of you enjoying your prize to our Facebook page "Dentsu Aegis Network – My Benefits" – the best photo will win a £100 Amazon voucher!
Pop down to the Café between 1pm-5pm on 18 May to collect your prize. If you aren't in the office on 18 May then simply e-mail UK.Reward@dentsuaegis.com and we will arrange a collection time for you when you back in the office. All prizes must be collected by 31 May 2015.
MY BENEFITS
THE BODY SHOP
Thank you for today. Here's a £10 Voucher to treat yourself - Tonia
Link your card
Instructions
Terms & Conditions
MY BENEFITS
#People like you are currently...
Enhance Your Experience...
KD
MY BENEFITS
Total Reward Statement
Benefits
Pensions Overview
Discounts & Offers
Spending Account
oxygen
Help Guide
How much should I contribute to my Pension?

What's Next?



- Employee texts for benefit updates
- Full flex benefits offering with lifestyle benefits such as Student Loans
- Health and Wellbeing site linked to benefits
- Employee referral scheme linked to recognition system

Questions?