

What goes around, comes around

by Vincent Ciccarello



No sooner had Brett Minchington walked out UniSA's back door than he walked in the front door again.

It's almost the perfect feedback loop for a UniSA MBA graduate whose knowledge, skills and experience are applied in his own business and shared with students as a tutor in the

School of Marketing. And he is a member of the MBA Alumni committee to boot.

A series of casual conversations in an MBA common room has taken Minchington's association with UniSA to another level. International students wanting to learn about SA workplace culture got him thinking about how a university meets the challenge of making graduates ready for the workplace.

One would think Minchington already has enough on his plate. He is managing director of Collective Learning Australia, a company specialising in leadership development, employer branding and employment transition programs, and has just published a new book,

Your Employer Brand: attract-engage-retain (see *new leaf*).

But after months of discussions with universities, governments, employers, employer groups and recruitment firms, and with funding from UniSA's Division of Business, Flexible Learning Centre and the SA Department of Trade and Economic Development (DTED), Minchington recently began trials of two pilot programs at UniSA designed to improve employment outcomes for graduates.

"The aim of the programs is to build employability skills in students," Minchington said.

"The Students' Transition to Employment Program (STEP) really looks to build those 'soft skills' - students' ability to communicate effectively in the workplace, to conduct

themselves well at interviews, prepare for interviews, work within teams, handle work conflict, network, and balance competing demands. This program puts those competencies under the microscope."

STEP, which began last month, comprises five sessions over a two week period and includes pre and post program assessments by a leading recruitment firm as well as a work experience placement.

A stocktake report on the second program, focusing on ways to improve graduate employment outcomes in skill shortage areas such as engineering, accounting and the mining sector and involving other universities, has already been submitted to DTED.

new leaf



Your Employer Brand attract-engage-retain

Brett Minchington has written the most comprehensive book on employer branding ever published. Faced with the challenges of an ageing

population, declining fertility rates, global skill shortages, increased migration and mobility, and the importance of knowledge capture and transfer, the launch of *Your Employer Brand attract-engage-retain* is timely.

Employer branding is concerned with building an image in the minds of current employees and the potential labour market that the company, above all others, is a "great place to work". The employer branding process is about building and sustaining employment propositions that are compelling and different and its success lies in the ability of an organisation to deliver on its employment promise.

Minchington's book presents a number of solutions to the complexities facing organisations today as they address the challenges of attracting, engaging and retaining talent in their organisations.

The book is highly recommended for company directors, CEOs, MDs and senior managers from industries and companies of all sizes responsible for the effective management of people in their organisations.

The book details of how leading global brands such as Microsoft, IBM, Goldman Sachs and Coca Cola Amatil are implementing their employer brand programs to

build competitive advantage. The book details the Employer Brand Excellence Framework™, an innovative strategic workforce planning tool developed by Minchington to assess, develop and evaluate a firm's employer brand program.

The book also includes contributions from leading Australian academics, Professor Mike Ewing (Monash University) and Dr Steve Goodman (University of Adelaide).

Your Employer Brand is available for purchase online at www.collectivelearningaustralia.com