

Member Success Story

Mattel Uses CEB Solutions

CEB Corporate Leadership Council™

Mattel needed to develop an enterprise-wide employment value proposition (EVP) to articulate the unique advantages of joining and staying at the organization. It employed our proven best practice frameworks and advisory support to define its EVP and build alignment on employment brand positioning.



- Consumer Products Manufacturers Industry
- 31,000 Employees (2012)
- \$5.86 Billion in Revenue (2012)
- Conducted Surveys of Brand Perceptions and Preferences in 2011
- Formally Launched EVP in 2012

“Our CEB membership directly informed how we defined and articulated our new global EVP. Through partnering with our Executive Advisor™ representative, we incorporated best practice rigor and methods to our process for evaluating data, prioritizing key attributes preferred by our employees and labor markets, and ultimately arriving at and recommending a primary set of global differentiators that support how Mattel competes for key talent.”

*Phil Hodges
Director of Corporate Staffing
Mattel*

Client Challenge

Defining Employment Value Proposition for Key Talent Markets

- Surveys of key operating regions revealed the need for a defined global EVP to support talent acquisition and employee engagement initiatives.
- Mattel lacked clear definition in regard to primary attributes and key differentiators of working at the organization, which was affecting their organization's talent competitiveness.
- The company needed a primary set of global differentiators to support how it competed for key talent.

Solution

Advisory Support, Best Practices, and Implementation Tools

- Mattel employed our advisory support to analyze external perceptions and internal preferences data, identifying critical themes on drivers of talent attraction and retention.
- The company used our best practice insights and templates in dedicated EVP working sessions to prioritize key EVP attributes found in survey data.
- CEB's decision support tools and ongoing advisory insight-based consultation allowed Mattel to successfully define and roll out the primary attributes most relevant to communicating and delivering on the organization's EVP across key operating regions.

Results

Improved Partner Alignment and Support

- We acted as a strategic thought partner to the business by helping define primary EVP attributes for key talent segments.
- Mattel secured chief HR officer and executive leadership team approval on recommended global EVP attributes and enterprise-level language, serving as the basis for all EVP-related marketing communications to current employees and key talent markets.
- The company formally launched its EVP by hosting “EVP Week” at locations around the world.

Contact Us to Learn More

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