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DECEMBER 29, 2015

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NEW PERSPECTIVES ON FINDING A FIT

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The world of work is changing. Work, workers and workplaces are changing. Businesses need to find new ways to attract and retain top talent, so it is no surprise to see this on the top-trending issues on LinkedIn (see our perspectives on the other top-trending issues here). But attracting top talent is a concern for more than HR, it is a concern that business in all kinds of functions cares about. For Mars Drinks, businesses are our customers, and so we make it our priority to more deeply understand how our products, and the drinks experience, can help business leaders achieve their goals.

Mars Drinks is unique because we are 100% dedicated to the workplace, and we invest in research to understand what creates Workplace Vitality™. Our drinks solutions are a key point where people form connections, share innovative ideas, and make decisions. And there is a connection between attraction and the drinks experience. We're Rethinking the Daily Grind and have some new perspectives that relate to creating places that are magnets for talented workers:

Make a Statement. Making the right impression is an important first step for every business, it is the first experience for customers and potential employees. The company needs to make an impression on the candidate (and vice versa). A reception experience that includes the offer of a beverage, a plaza that welcomes candidates with coffee, and connection zones that provide amenities in support of collaboration, are all powerful ways to communicate the company's brand, the organization's energy, and the workforce's priority. They are memorable experiences that cause a candidate to feel positively about the organization and the opportunity.

Make a Connection. Inviting someone for a cup of coffee is an invitation to connect, and an opportunity to learn more about the person and their skills. Chatting over coffee, interviewing with a cup of tea, or assessing the match

over a workplace drink are all strategies to get connected and foster mutual learning – for the hiring organization and the candidate – about the extent to which there is a fit.

Make them Stay. When people feel connected to others within their companies they are more likely to stick around and make their best effort – and of course here too, workplace beverages play a critical role, replacing the water cooler as the place to connect with coworkers and build friendships in the workplace. Having a conversation over coffee, or working through a work issue over a cup of tea are important ways to build and sustain a work environment where people are happily engaged with their work, with each other, and with the company.

Now, let’s grab a cup of coffee!

Read more articles from this three-part series:

[New Perspectives on Data-Driven Decision Making \(http://marsdrinks.com/?p=2789\)](http://marsdrinks.com/?p=2789)

[New Perspectives on Connecting and Progressing \(http://marsdrinks.com/?p=2791\)](http://marsdrinks.com/?p=2791)

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