

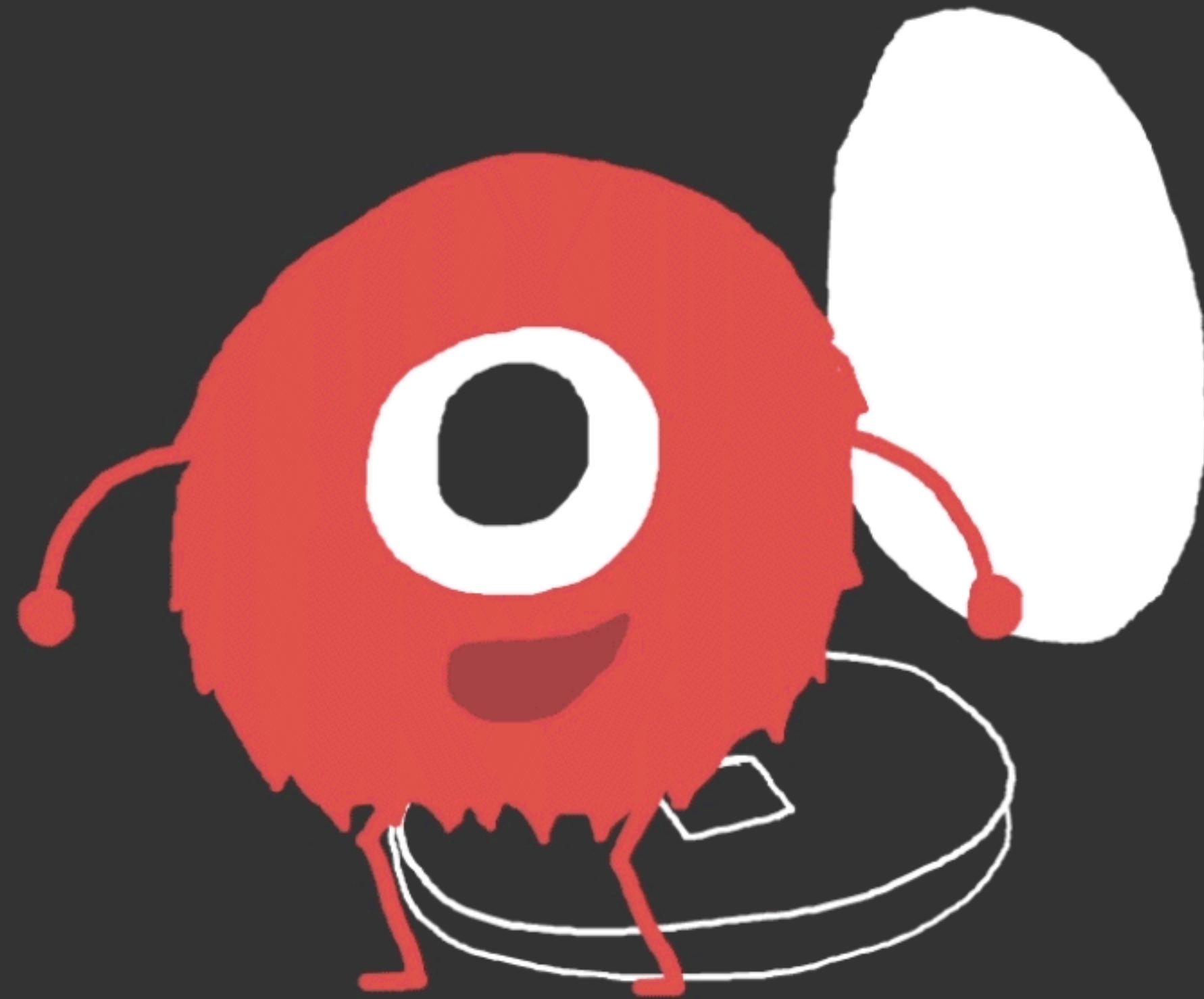
THE NEW ISLAND

OF MISFIT TOYS

MULLEN LOWE U.S.

WHO ARE MISFITS?

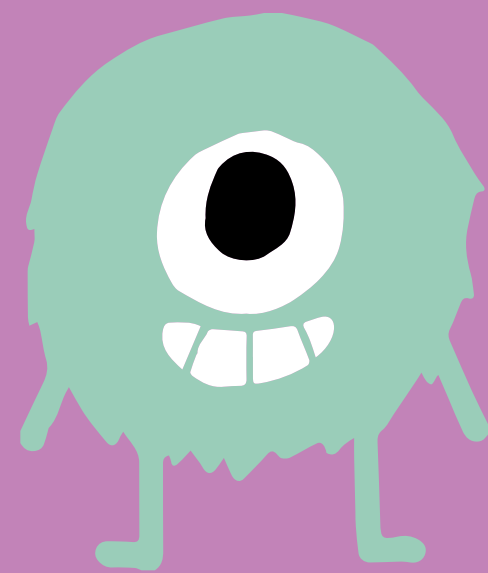
PEOPLE WHO ASPIRE TO HAVE CAREERS AS INTERESTING AS THEY ARE



CHALLENGES
OF BEING
A MISFIT

you're cherished, yet abominable
day-to-day is constantly changing
pioneering your own path
next steps can be unclear

PEOPLE PLACE VALUE IN THEIR PASSIONS

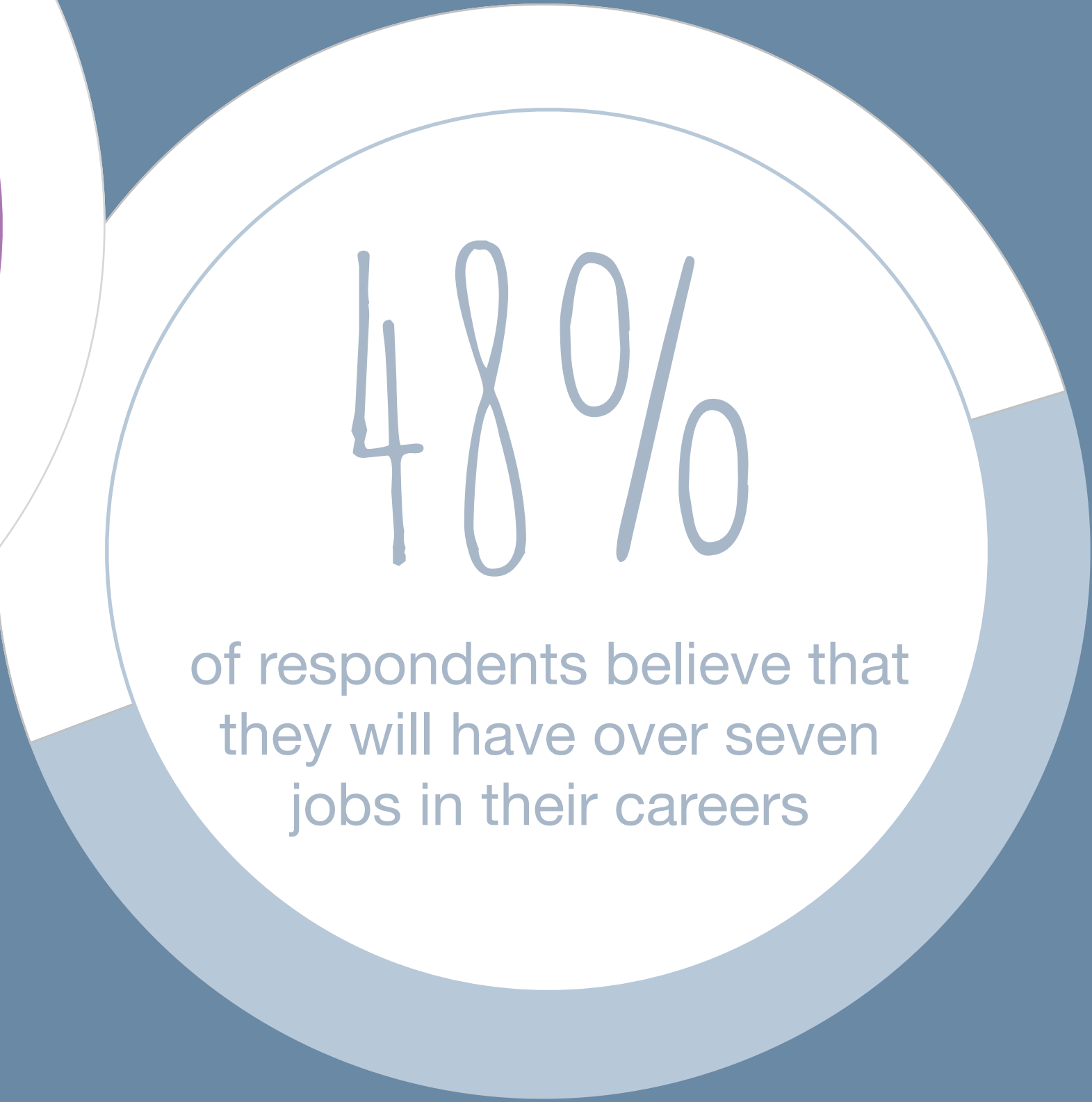
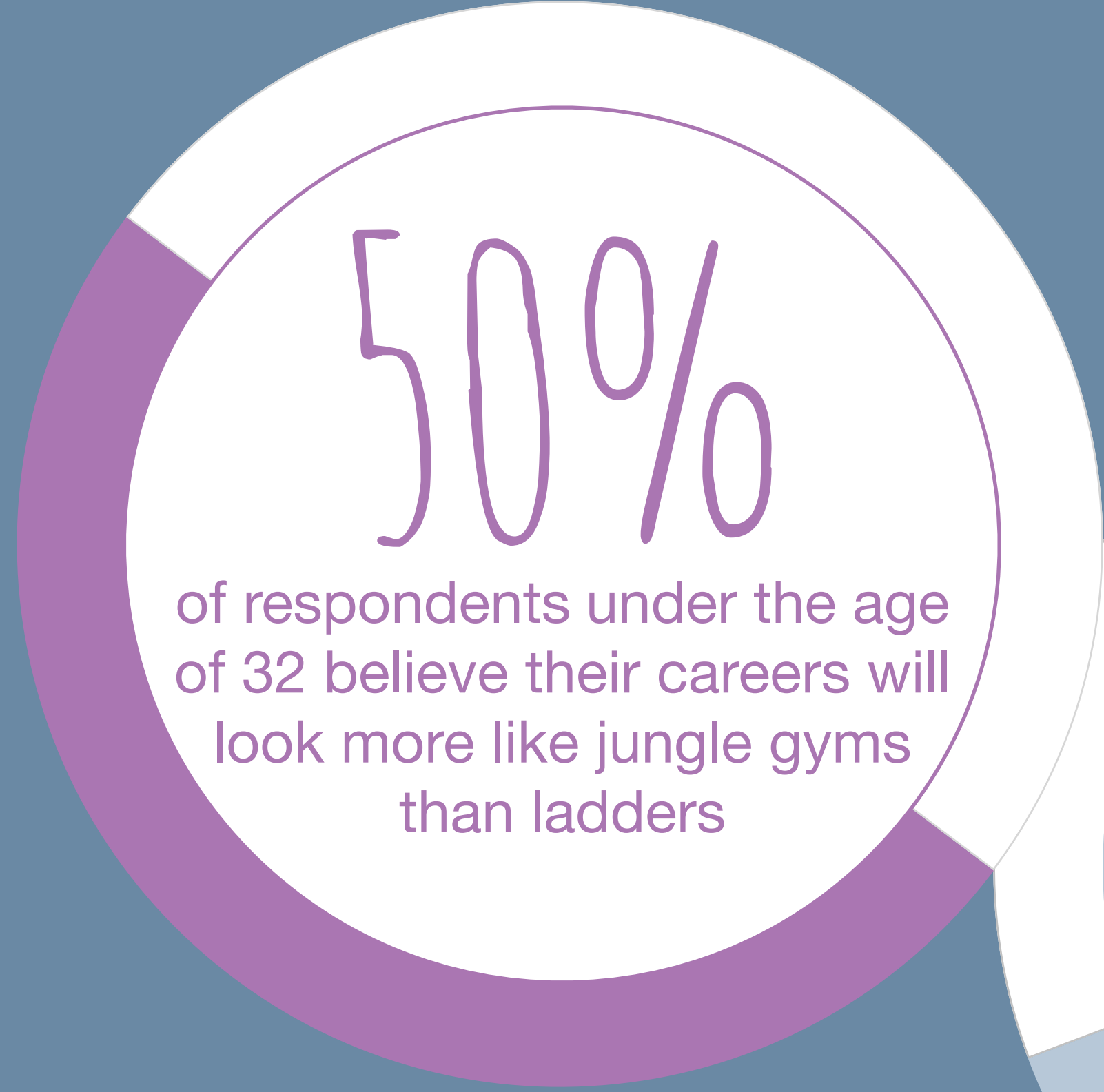


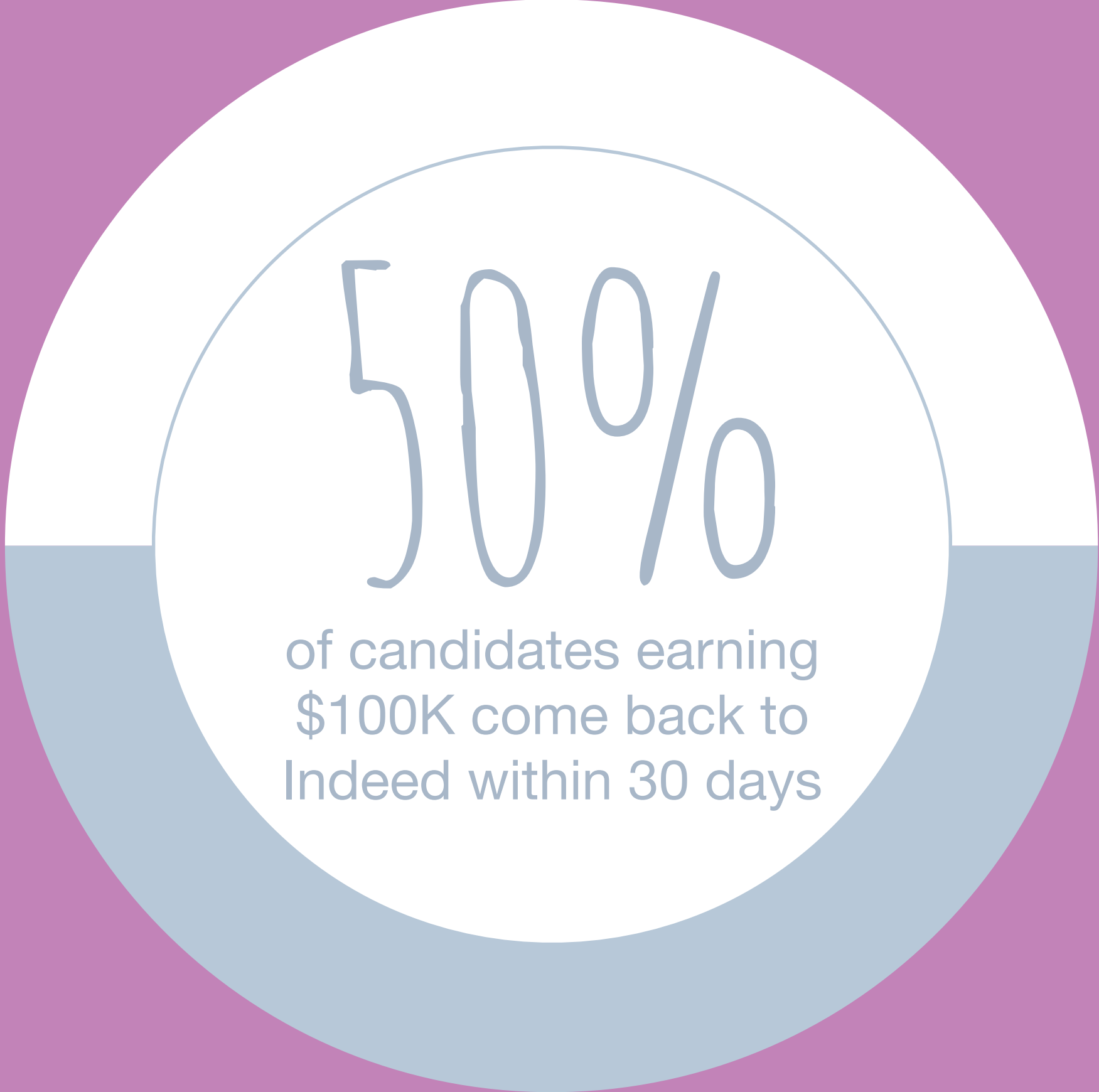
72%

of respondents think doing what they love is more important than making a lot of money

55%

of respondents believe that work is more about pursuing their passions than collecting a paycheck





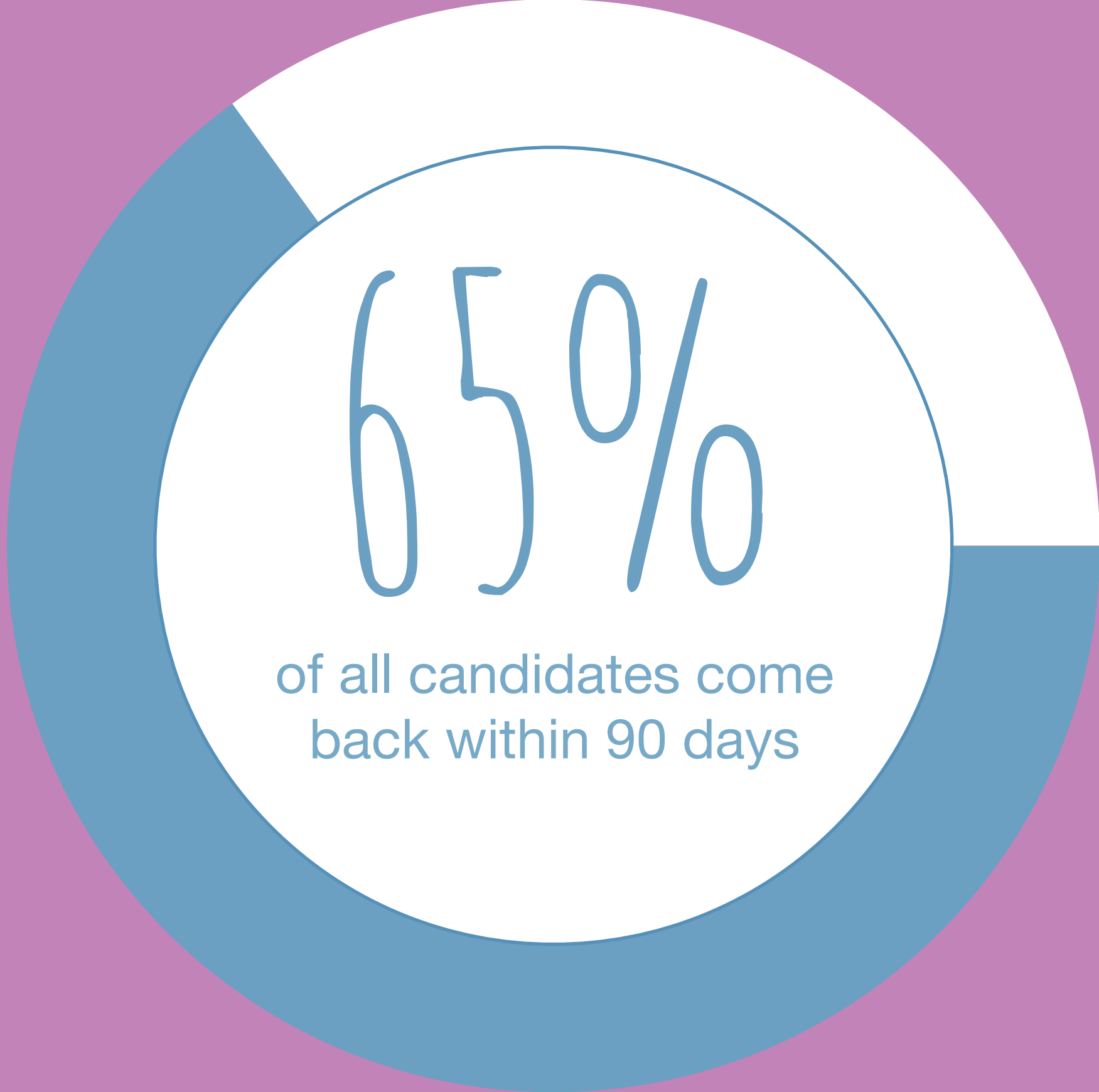
50%

of candidates earning
\$100K come back to
Indeed within 30 days



50%

of candidates earning
\$100K come back to
Indeed within 30 days



65%

of all candidates come
back within 90 days

76%

of respondents think that people who have had different types of jobs and worked at many companies are interesting and flexible, and could bring a fresh point of view.

OUR TALENT INSIGHT

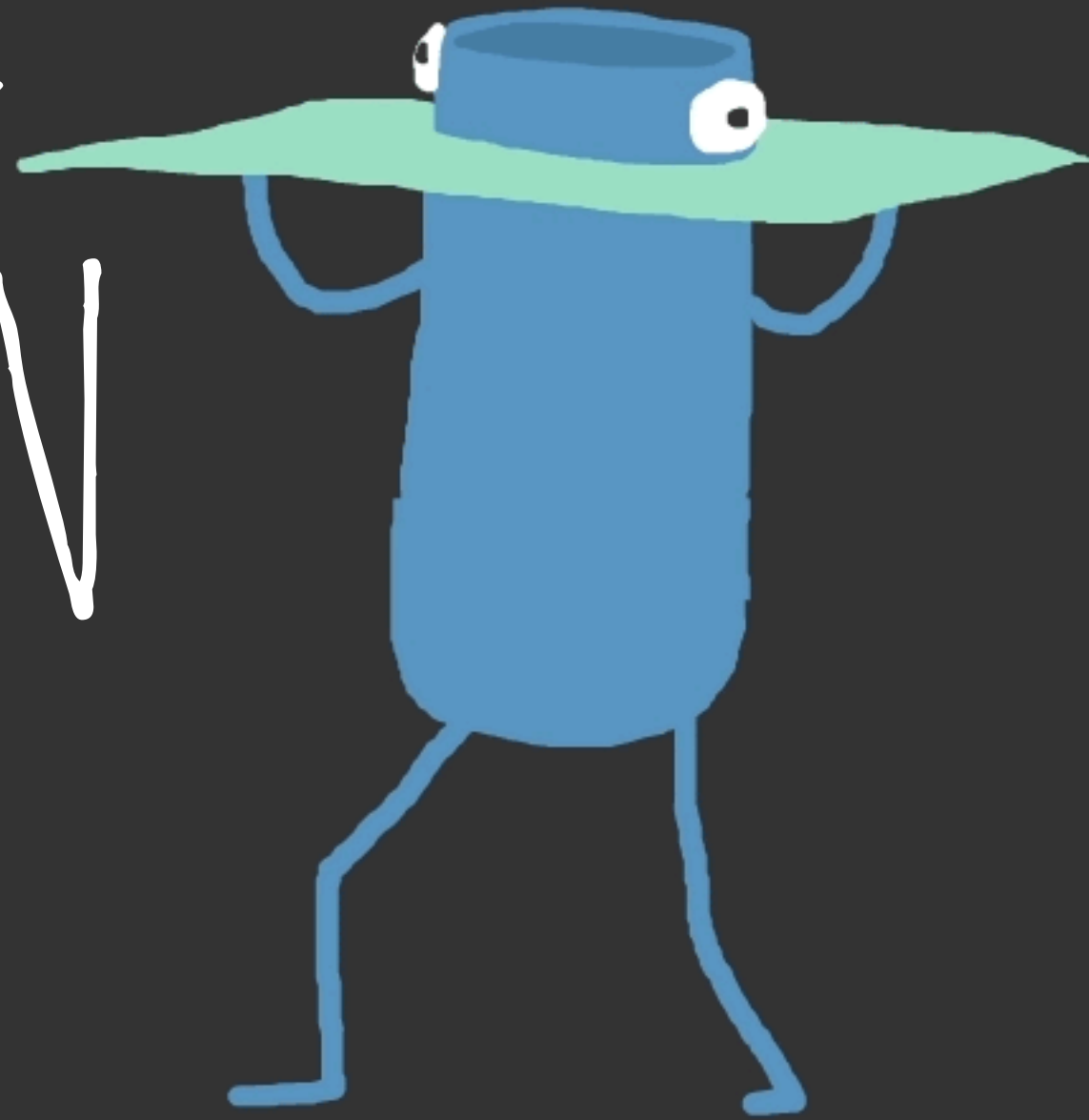


the world is a better place when we have jobs
as interesting as we are

HOW
INNOVATION
HAPPENS

be committed to change.
hire those who are adaptable,
those with stable legs on unstable ground,
who smile when blinded by headlights.
give them a roller coaster,
train them to think fast, and
reward them for great gut instincts.

HR AS A
CREATIVE
FUNCTION



HOW DO WE TRAIN AND RETAIN MISFITS?

WE

SEND THEM PACKING

GIVE THEM OPPORTUNITIES

SURROUND THEM WITH INNOVATION

REBRAND THEM

CHANGE THE ENVIRONMENT AROUND THEM

HIRE A GUIDANCE COUNSELOR

CHALLENGES IN CULTIVATING MISFITS

KEEPING THEM INTERESTED

CRAFTING CAREER PATHS

MISFIT CULTURE IS NOT FOR EVERYONE

THANK YOU

MULLEN LOWE U.S.