



Performance Group

EMPLOYMENT BRANDING GUIDE

The purpose of this guide is to assist your organization in building a competitive advantage through the development of an effective Employment Branding Strategy. Having a strong employment brand is not only important, but crucial to obtain and retain your top talent. Successful companies that have a strong Employment Brand recognize that their associates are their most important asset and communicate this message inside and outside of the organization. In turn, this creates a positive image and establishes a reputation for being a great place to work. Studies have shown that nearly half of all associates choose where to work based solely on reputation.

Companies that have a strong Employment Brand gain a competitive advantage because they:

1. Experience lower costs associated with turnover
2. Attract higher quality candidates
3. Spend less time on recruiting activities
4. Consistently engage their associates
5. Benefit from associates who actively recruit for their companies
6. Experience greater financial results—a better bottom line!

What is an Employment Brand?

Your Employment Brand is the way that your company's associates and prospective applicants view you as an employer. When you have a strong Employment Brand, you clearly communicate, internally and externally, your culture, vision, and mission in a compelling way that entices others to seek out the opportunity to work for you.

An effective Employment Brand defines and communicates what an associate can expect and links these expectations to business results.

A strong employment brand includes:

- ***A consistent recruiting message internally and externally. Associates are advocates for the brand***
- ***Clarity around your culture, vision, mission, and what makes you unique***
- ***A close alignment to business goals and results***

Established Employment Brands

	THIS ORGANIZATION IS KNOWN FOR...	UNIQUE ATTRIBUTES OF THE ORGANIZATION...
Proctor & Gamble	Brands you know and trust	Developing consumer insights, precisely targeted marketing, product innovation
Johnson & Johnson	Developing products and services that help heal and cure disease and improve the quality of life	Socially responsible product development that has a commitment to product quality and safety
FedEx	Absolutely, positively doing whatever it takes	Managing logistics, meeting deadlines, solving problems quickly
McKinsey & Co	Being a CEO's trusted advisor	Deconstructing business problems, synthesizing data, and developing solutions

Getting Started—Gathering Information

Before you start developing your Employment Brand, it is critical that you understand what current perceptions exist, internally and externally, about your organization. It could be that how you perceive the organization to be is very different from how those outside of the organization do. The first step is to gather some insight into what others are saying..

Here's where you can start:

1. Review any information that you may have from an associate engagement survey to see how your associates rate the organization
2. Conduct focus groups with a small, diverse group of associates to see how they would describe the organization to others
3. Search the Internet to see what others are saying about your organization: Google, Yelp, blogs, etc.
4. Set up a Google alert that will let you know when your organization's name is mentioned in the media or on social networking sites
5. Research what's being said/written about your competitors
6. Benchmark the compensation and benefits you offer. Determine what market value is for each position

Our findings:

Our current internal reputation

Our current external reputation

What did we learn about our competitors?

Defining Our Company's Employment Brand

Once you have gathered information about what others currently think about you, you can start building your own Employment Brand by answering the following questions:

How would we describe our culture?	
What makes us unique?	
What are people saying about us inside the company?	
What are people saying about us outside the company?	
What do we want our reputation to be?	
What do we offer that our competitors do not?	
What do our competitors offer that we do not?	
Do we offer competitive pay and benefits?	
What qualities are we looking for in an associate?	

Our Company's Employment Brand

This worksheet is designed to help you craft an Employment Brand statement regarding what you want your current and prospective associates to say about the organization.

At _____, we want our current and future associates to say....

Communicating Our Employment Brand

How will we communicate the Employment Brand in a consistent way inside of our company?	
How will we gain associate buy-in for our brand?	
How will we communicate the employment brand in a consistent way outside of our company?	
Where will we need to publicize our brand?	
How will we use social media to publicize our brand?	

Employment Branding Checklist

Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Decide on committee members who will oversee all of the research <input type="checkbox"/> Review information from your Associate Engagement survey (if you have conducted one) <input type="checkbox"/> Conduct focus groups with a small group of associates <input type="checkbox"/> Search the internet for our current reputation on Yelp, Google, blogs, etc. <input type="checkbox"/> Set up an internet alert when the company's name is mentioned in the media <input type="checkbox"/> Conduct a benchmark analysis of what others are saying about our competitors <input type="checkbox"/> Conduct a benchmark analysis of our compensation and benefits. Compare our compensation and benefits to true market value
Definition	<ul style="list-style-type: none"> <input type="checkbox"/> Schedule an Employment Branding strategy session with your management team and other committee members <input type="checkbox"/> Answer all questions on the "Defining Our Company's Employment Brand" page of the Employment Branding Guide <input type="checkbox"/> Summarize all findings from research of internal and external reputation <input type="checkbox"/> Discuss any findings from research on our competitive set <input type="checkbox"/> Discuss any changes that might need to be made regarding compensation, commission, and benefits to gain or keep a competitive edge <input type="checkbox"/> Complete written statement of Our Company's Employment Brand <input type="checkbox"/> Discuss how we will solicit buy-in from associates for our new Employment Brand
Communication	<ul style="list-style-type: none"> <input type="checkbox"/> Determine the best way to communicate our new Employment Brand inside the company <input type="checkbox"/> Place messages in selected areas in the workplace, marketing the Employment Brand <input type="checkbox"/> If applicable, publicize the new referral process <input type="checkbox"/> Publicize new Employment Brand on website <input type="checkbox"/> Determine the social media outlets where the Employment Brand should be publicized
Review	<ul style="list-style-type: none"> <input type="checkbox"/> Publicize new Employment Brand on social media sites <input type="checkbox"/> Schedule meeting with managers to review progress of the Employment Branding Initiatives at 30, 60, 90 day intervals following decision on the definition of our Employment Brand <input type="checkbox"/> Assign a person or persons to be responsible for monitoring the organization's reputation on social media <input type="checkbox"/> Assign a person or persons to be responsible for monitoring market value of compensation and benefits

