



**EMPLOYER  
BRANDING**

**HR ADVISORY**

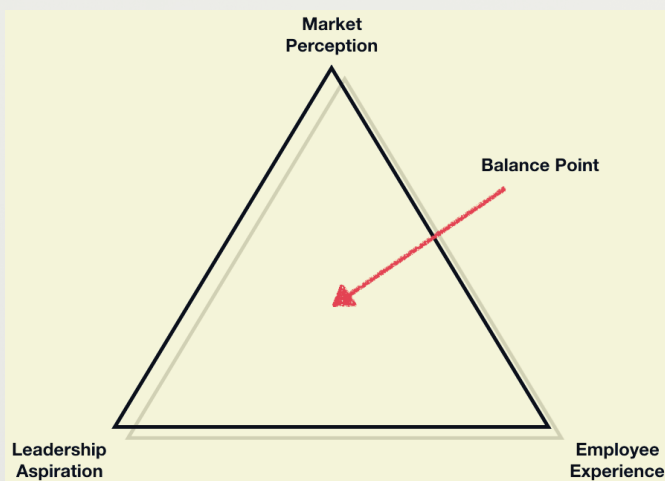
**COACHING & CAREER**

# EMPLOYER BRANDING

It continues to be a war for talent, and companies that are seen to meet the needs of candidates and employees will have a natural competitive advantage.

Our employer branding services are anchored in our core belief that an effective employer brand needs to represent a balance between the market perception, the leadership team's aspirations, and the experience of employees.

We call it the balanced triangle and it represents the interrelationship between these three elements.



Once the brand is defined, your brand can become a powerful tool to **attract, engage, recruit** and **retain** the type of people an organisation needs to achieve its goals.

We see the brand as part magnet part sieve...

It needs to be attractive to targeted groups, not everyone.

Our approach takes 4 steps:

1. We research what the market thinks of your company by reviewing the material they can access, and the themes you are promoting in that material.
2. We interview executives to understand what they think needs to be attractive about the business to attract and retain the people it needs to achieve strategic and growth goals
3. We hold focus groups with employees to understand their experience
4. We build a roadmap from where you are to where you want to be and can project manage the implementation of your employer brand

With this roadmap, you have the plan to bring your brand to life across

- Attractive and engaging creative imagery
- Clear messaging that resonates with target audiences through the right mediums
- Consistent leadership behaviours that allow employees to experience the brand

# HR ADVISORY

Organisation's needs are varied and diverse.


Some companies have an HR team, but need support in defining and delivering additional initiatives.

Others don't have any HR resources and need support with everything HR.

At Peak Corporate Solutions, we've developed our services and engaged with talent associates to provide a wide range of capabilities to clients.

Our HR advisory services encompass:

- Talent sourcing and recruitment
- Performance management
- Career coaching
- Leader coaching
- Leader development
- HR Technology evaluation and selection
- Career transition



If you need someone to help you manage your people, or if you just need some extra arms and legs for those projects you just can't get to, Peak Corporate Solutions can provide the capability and resources to help you.

# COACHING & CAREER

## Your people

How well do you understand the career motivators of your people?

Is your career development program broad and standardised?

At Peak Corporate Solutions we believe people's careers are unique as they are and it doesn't need a complicated process to help them take ownership of their direction and success.

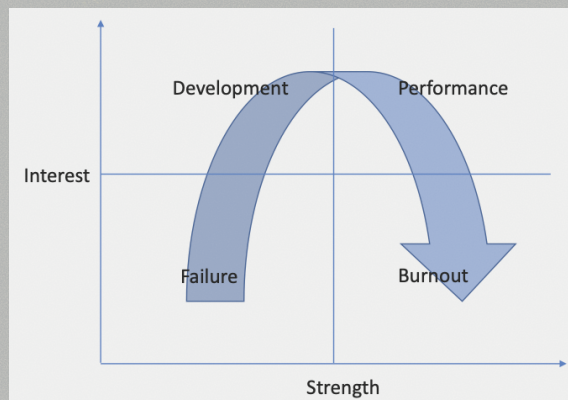
We develop and understanding of their areas of strength and their areas of burnout and use this to help you define how they can best contribute to your organisation and their own growth.

## Your leaders

Using a framework we call a role clarity statement, we help your leaders define

- The purpose of their role
- How they will measure success
- What they are accountable for
- Key responsibilities
- What they need from others to succeed

With this information we create a plan to help them either as individuals or as a group become more effective as leaders, and more targeted and successful in their roles.





**PEOPLE SOLUTIONS | BUSINESS GROWTH**

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