



PEAK CORPORATE
SOLUTIONS

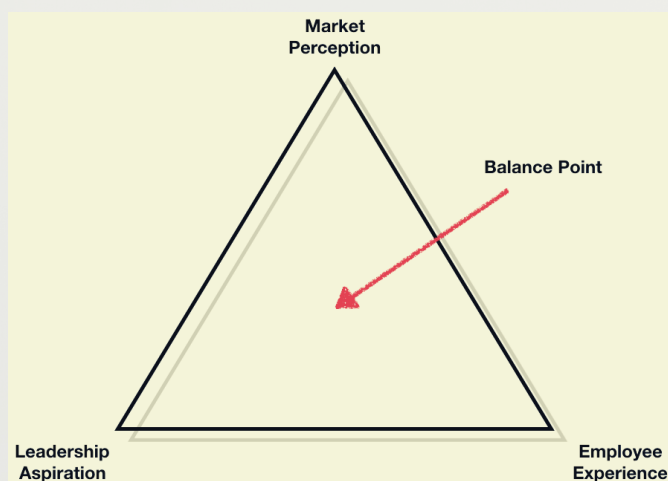
**OUR EMPLOYER
BRANDING
CAPABILITIES**

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.

You can become a *first choice* employer.

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

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

Our approach takes 5 steps:

1. We **research** what the market thinks of your company by reviewing the themes you are promoting online and in print.
2. We **interview** executives to understanding 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 develop the EVP.
5. We build a **roadmap** to bring your EVP to life.

With this roadmap, you will be guided on how to promote:

- 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.

B

R

A

N

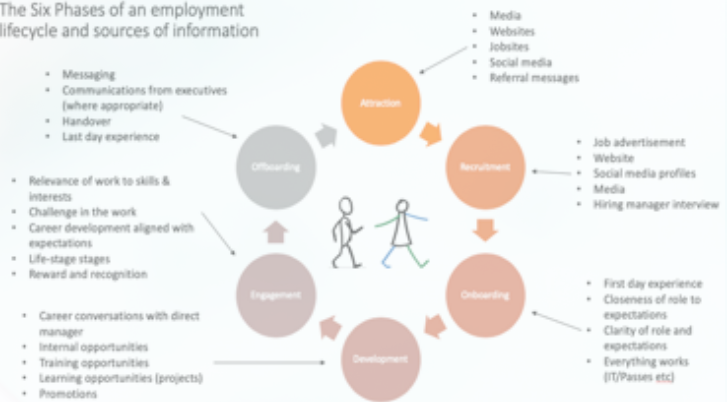
D

THE ROADMAP

Touchpoint Map

During the research phase, we start building an “EVP touchpoint” map which provides a representation of what messages are being heard by candidates and employees at each stage of their employee life cycle with the business

The Six Phases of an employment lifecycle and sources of information

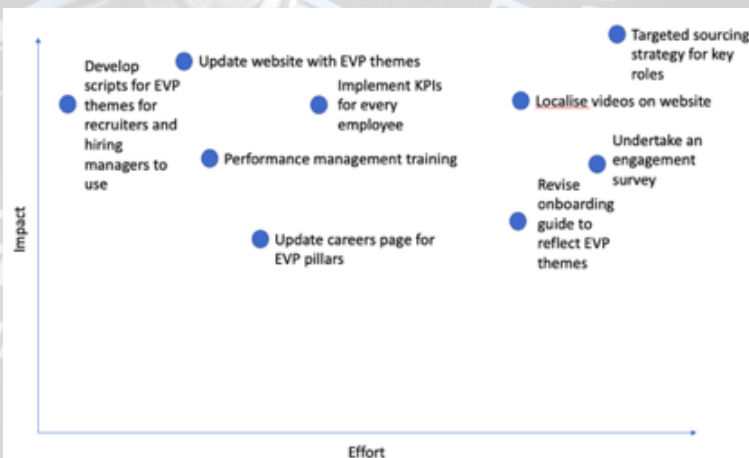


Our roadmap shapes what has to be done to bridge gaps between the current state and the future aspirational state of your employer brand and employee value propositions.

This includes:

- Creative imagery required
- Messaging to support the imagery and brand
- Behaviour of leaders required to bring the brand to life

The roadmap will also reflect the relative effort and impact of each recommendation to support more effective prioritisation and allocation of resources.



WHAT WE DELIVER

Once the roadmap is completed, it guides the development of creative assets, behaviour and messaging.

The anchor deliverable is the EVP broken into three parts:

1. The "tag-line" – a short punchy phrase to describe the brand
2. The narrative – a paragraph bringing the tag-line to life
3. The pillars – the three or four key aspects of the value proposition that underpin the employer brand and make the organisation an attractive place to work

From the EVP, specific creative assets are derived either supporting the broad organisational EVP, and/or talent-specific value propositions as required.

We can either partner with in-house marketing teams, or apply our own resources to the development of creative assets, and with HR / OD / Learning & Development for the implementation of behavioural change.

These deliverables can be then used as guidebooks for managers, sourcing strategies for recruiters, or as engagement drivers for HR teams.

Some of our recent clients



Communities
& Justice



Transport Canberra and City
Services





MAKING YOUR ORGANISATION A
FIRST CHOICE
EMPLOYER

www.peakcorporatesolutions.com.au