

workwonders

Employer branding

What and how?



this works wonders!

Employer Branding Purpose

Employer branding has the purpose:

- To focus on identifying employer attributes;
- To align organizational structure and management practices
- To communicate both directly and indirectly with the target audience
- To position the organisation as a leading firm in delivering its attributes.

Resulting in: the recruitment and onboarding of a highly defined target audience!

Employer branding relies on:

- External recognition of leadership in the identified employer attributes
- Consistent messaging (internally and externally) of the attributes (EVP)
- A story inventory that provides specific examples of how management programs and practices deliver value to employees
- Recognition for functional excellence
- Lots of lots of press coverage in very specific publications that reach into the targeted audience



Employer Branding Four Steps Plan

- Step 1: Define your key target audience
- Step 2: Define your Employer Value Proposition
- Step 3: Define your Message (external and internal branding)
- Step 4: Develop a communication strategy and toolkit

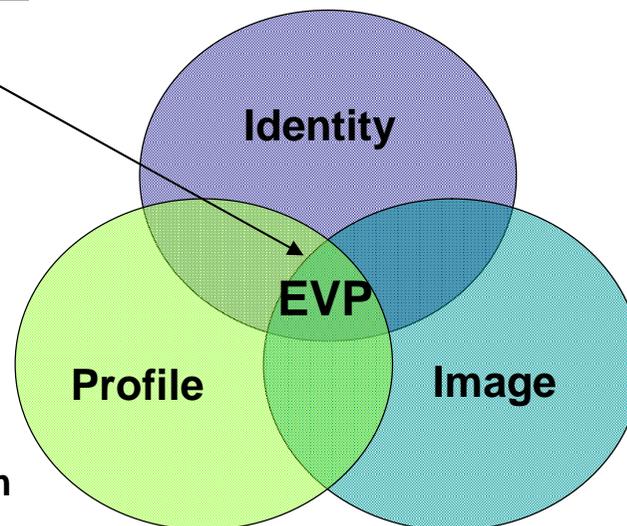


Employer Branding Model for building your Employer Value Proposition

The message:

Based on the attributes of the Employer Value Proposition

Identity: Company reality
Employee perception



Profile: Company aim
Our ambition

Image: External Opinion
Labour Market perception

Outcome: Identification of employer attributes and characteristics



Employer Branding

1. Defining the EVP: Identity - Company Reality

Define the identity of the company:

What is the internal perception of your company: the values, beliefs and attributes of your own employees.

Ways of doing this:

- Specific Employee Satisfaction Survey
- In depth interviews with key target group (cross functional, country, sexes, age)
- Interviews with key persons in selection process: line management, HRM, CEO, Recruiters



Employer Branding

2. Defining the EVP: Image: External Opinion

Define the image of the company:

What is the external perception of your company (or branche) within the key target group (functional, regional, sexes, ages)

Ways of doing this:

- Company specific labour market research:
 - Dutch: <http://www.intelligence-group.nl/>, <http://www.intermediair.nl>
 - Students Europe: <http://www.universumglobal.com>
 - Global: Recruiting Roundtable: <http://www.rr.executiveboard.com>
- General labour market data (f.i. branche data):
 - Dutch: ROA, CWI, CBS
 - European: Eurostat, IMF, ILO



Employer Branding

3. Defining the EVP: Profile: company aim

Define the profile of the company:

What is your company aiming for? What is the purpose they have internal and external? F.i. "We want to be the best in..."

Ways of doing this:

- Define the company values you (would like to) have
- Check your company marketing plan: Define your proposition.



Employer Branding

Defining final attributes and message

Define your Message based on a combination of your companies:

1. Image
2. Identity
3. Profile

Identification of 3 employer attributes and characteristics that are needed to recruit the target audience that is most crucial now and in the nearby future.

Story Telling: your message is based on stories of your employees. Making the message come alive. Their input is key.



Employer Branding

Defining your communication plan and toolkit

1. Define your internal communication plan:
Internal branding and practice what you preach.
2. Define your external communication plan:
NL: Base your plan f.i. on the Arbeidsmarkt Gedrags Onderzoek (NOA).
Find the right mix in Media strategy, online (incl own website), free publicity, advertising.
3. Develop tools and techniques
Online tools and website, advertisement formats, company presentations, etc

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info@workwonders.nl
www.workwonders.nl