



## SCOUT TALENT

3-part webinar series

Part 1 :

# Employer Branding, Preparation and Strategic Alignment.



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# Housekeeping

- Your microphones are on mute at the moment and so we aren't able to hear you - but we'd love your participation!
- The webinar presentation will last around 15 minutes, and we will allow a further 15 minutes for Q&A.
- If you do have any questions please send them on through! You can use the Chat function which should appear in the toolbar at the bottom of your screen.
- Geoff and I will answer these in the Q&A session.
- If you do experience any technical difficulties - please let us know via the action panel and we'll assist as soon as we can!
- We will send out the recording and the slides after today's webinar.

# Today's Agenda

- 1 The importance of having a strong employer brand.
- 2 How to align your employer branding with your organisation's strategy, values, and goals.
- 3 Aligning the brand and examples of employer branding done well.
- 4 What channels exist to promote your employer brand.
- 5 The process model.



# Quick poll

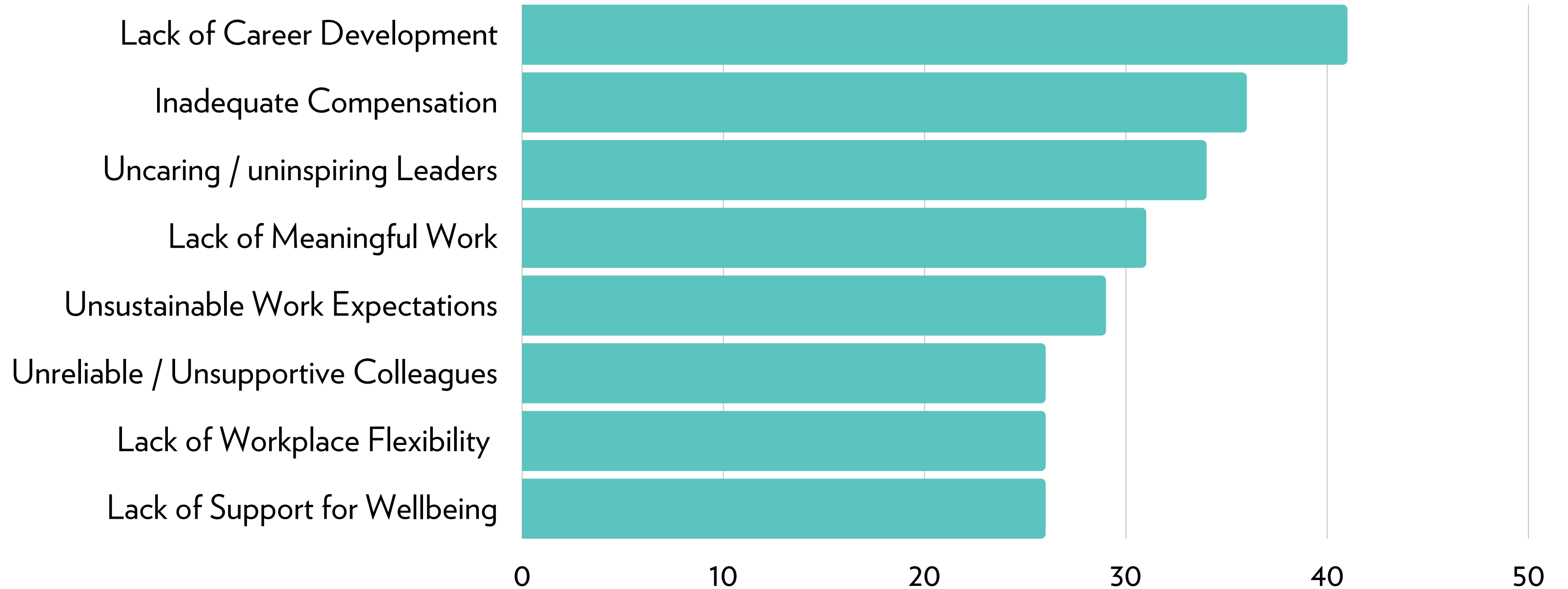
With regards to Employer Branding,  
are you more interested in:

- The WHY ?
- The HOW ?
- Or BOTH ?

**It has been reported that nearly 75% of the CEOs of the world have pointed out the unavailability of the required skills and capabilities as the main obstacle faced by organizations, limiting their growth potential.**

(Sen, Sushmita (2019). Talent Management.)

# Why are people quitting their jobs?



Based on a McKinsey & Company survey from April 21 to April 22 of 13,382 employees in Australia, Canada, India, Singapore, United Kingdom, and United States.

# Key Takeaway:

Employer Branding is strategically aligned with the organisation's direction and goals.

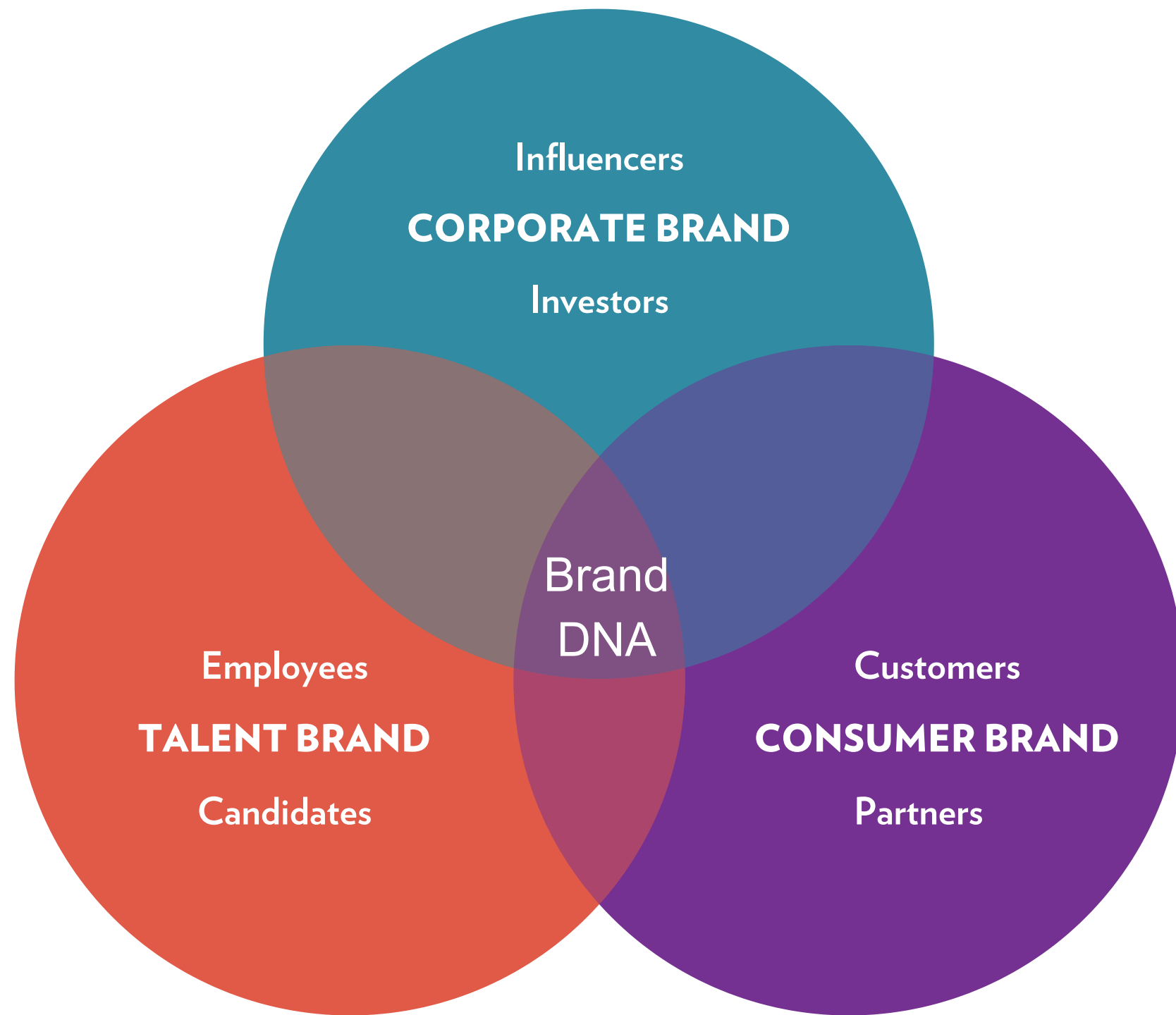
Human Resources Management

Talent Management



Employer Branding

Talent Acquisition



### 3 Brand Dimensions

In an increasingly complex operating environment, organisations need a more unified approach to brand.

Place your brand DNA at the heart of your content and communication to build consistency and trust.



**A BETTER BUSINESS.  
A BETTER WORLD.  
A BETTER YOU.**

**#UniquelyUnilever**





*come join the party*

**DO YOU LOVE FASHION, LINGERIE & HUNKEMÖLLER?**

HIER KOMMT DEINE CHANCE: WIR ERÖFFNEN DEN BISHER GRÖSSTEN  
*Flagship Store - in München*  
DU BIST HERZLICH EINGELADEN DICH PERSÖNLICH ZU  
BEWERBEN UND UNSER TEAM KENNEZULERNEN:

WANN? **DONNERSTAG, 27. 10. 2016 ZWISCHEN 10-15H**  
WO? **HUNKEMÖLLER FILIALE, HOHENZOLLERNSTR. 36**  
KOMM VORBEI – KEINE ANMELDUNG NÖTIG!

**hunkemöller**  
[WWW.HUNKEMOLLER.COM/JOBS](http://WWW.HUNKEMOLLER.COM/JOBS)



Hunkemoller

Winner European Employer Branding & Recruiting Award



accenture

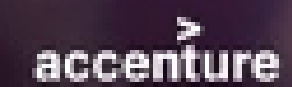


**Let there be** change



**Great humans  
needed**

At the heart of every great  
change is a great human



accenture

**BRING EVERYTHING  
YOU ARE.  
BECOME EVERYTHING  
YOU WANT.**

**FIND YOURSELF WORKING AT SAP**

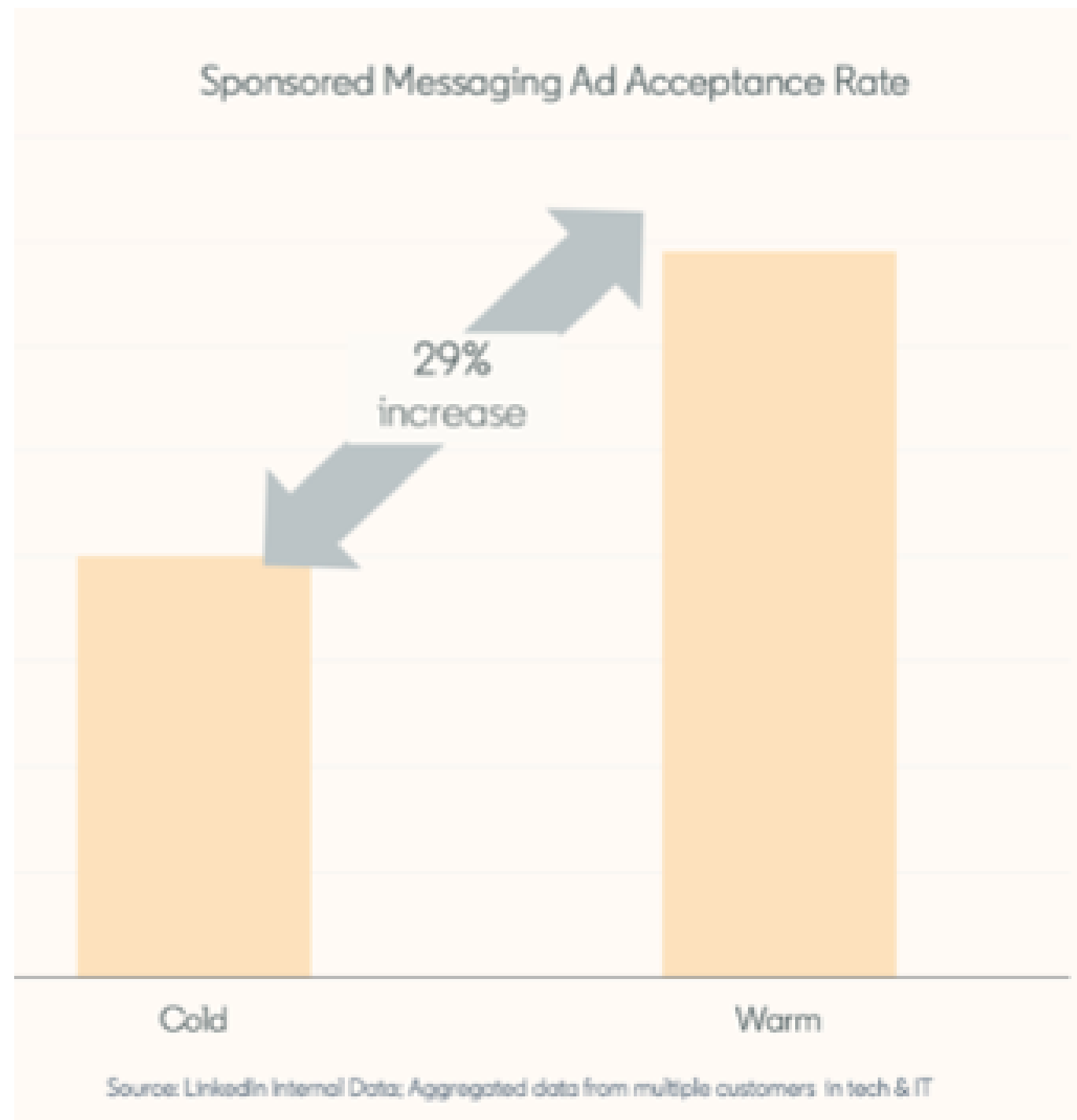




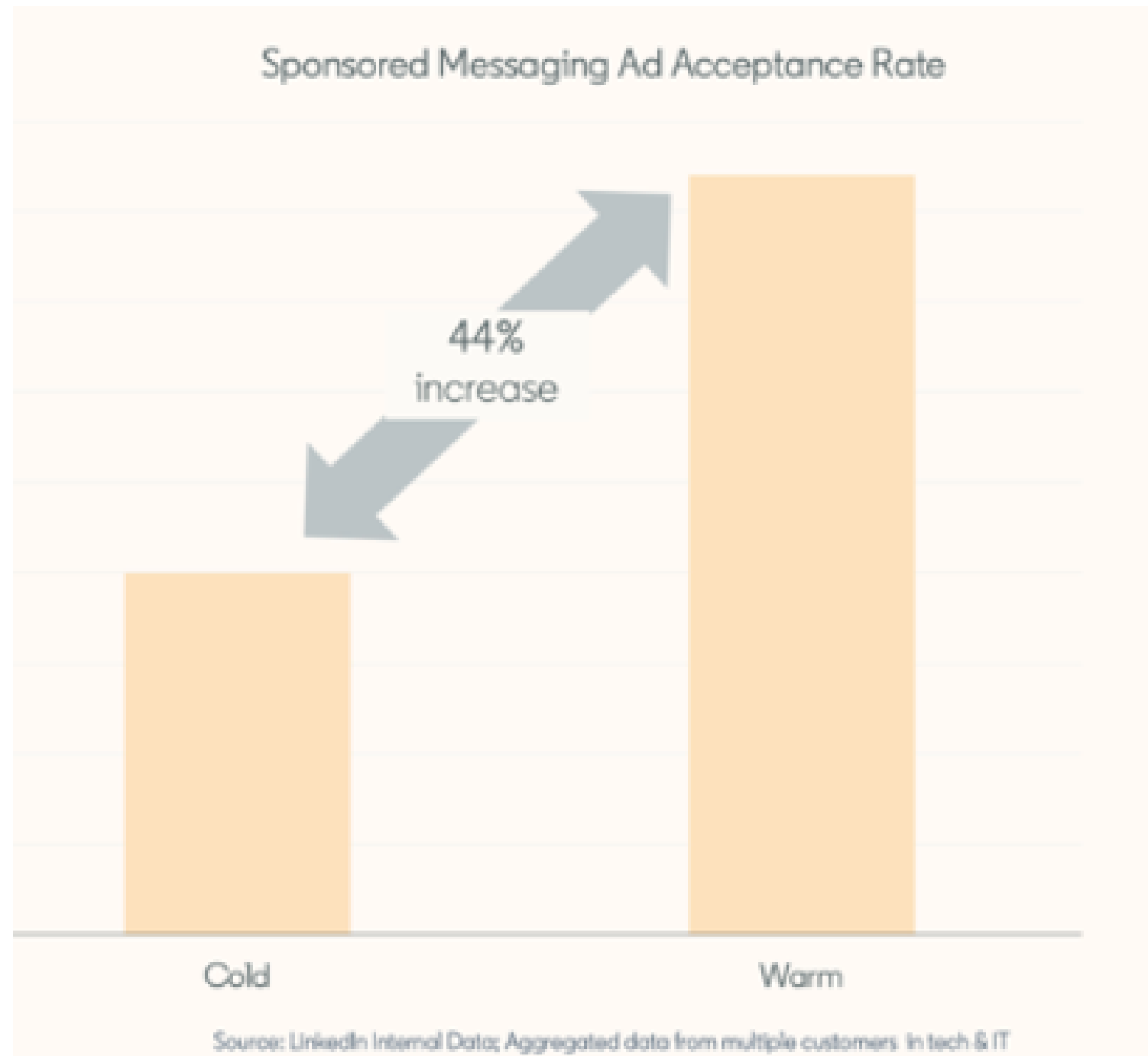
There's never been a better time for inclusion at Cisco. Your time is Now. Lead. Inspire. Empower.



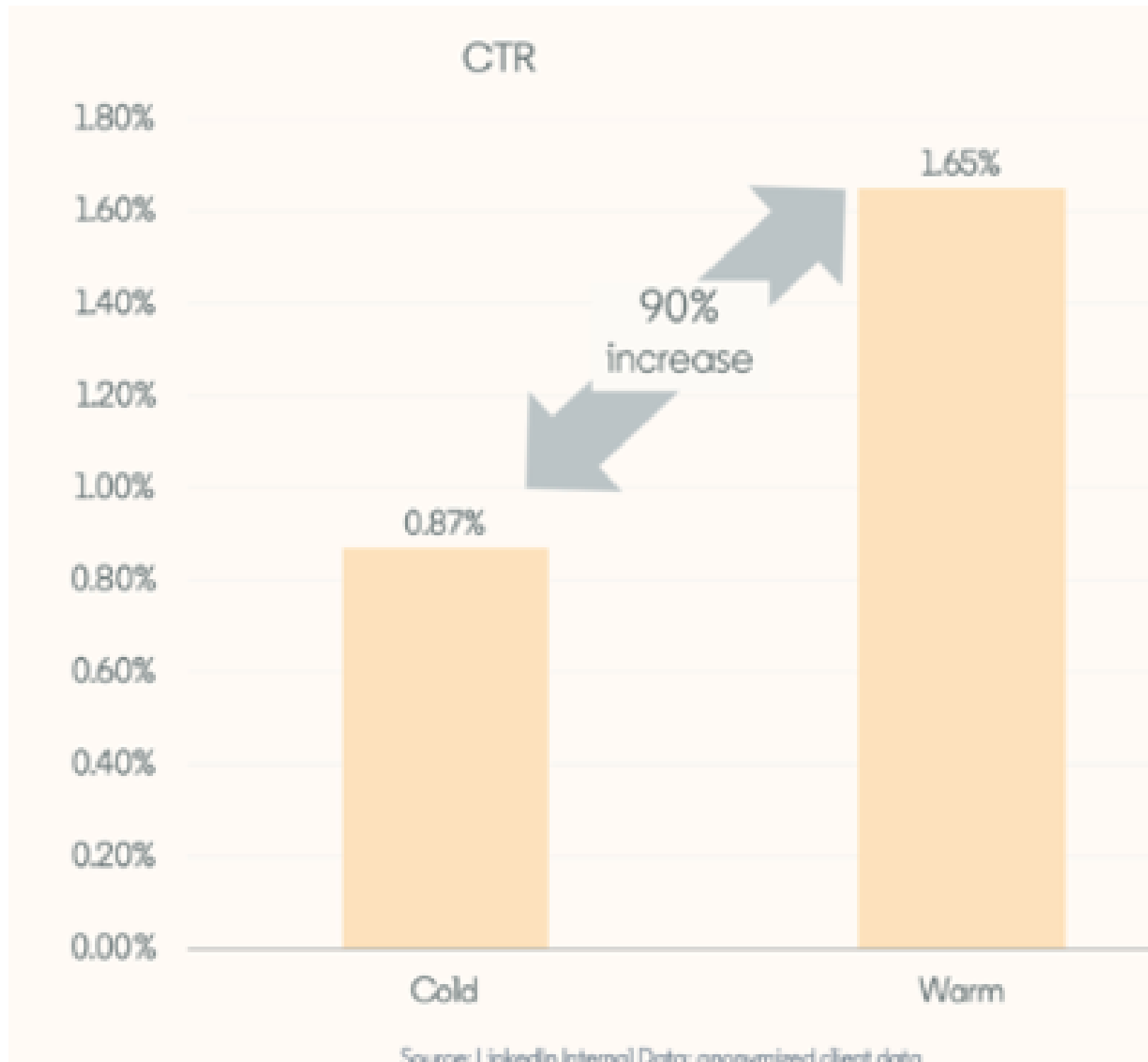
The “here and now” focus of the new campaign is appropriate for the digital era. #NeverBetter.  
Cisco. Voted the world's No.1 workplace.



Candidates who were exposed to consumer brand messaging in the 30 days beforehand were 29% more likely to accept a Sponsored Messaging Ad from recruiters.



Taking a blended approach to content meant the candidates who were exposed to the corporate brand messaging in the 30 days beforehand were 44% more likely to accept a Sponsored Message Ad from recruiters.

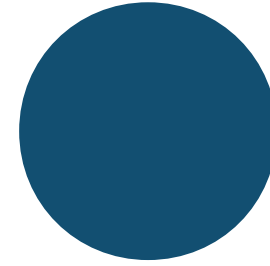


Exposing candidates to consumer brand messaging increased the CTR of campaigns by 90%.

## FOCUS

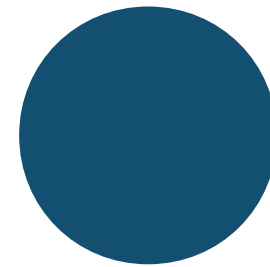
## PREPARATION

**ORGANISATION**



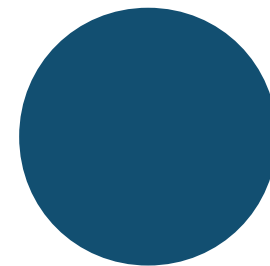
Strategic Alignment

**COMMUNICATION**



Brand Alignment

**EMPLOYEE**



Employee Value Proposition

# Employee Value Proposition

REPUTATION



PROPOSITION

EXPERIENCE



# The benefits of Employer Branding



**72%**

of recruiting leaders worldwide agreed that employer brand has a significant impact on hiring.



**75%**

of job seekers consider an employer's brand before even applying for a job.



The top three channels SMBs plan to extend their

**employer brand**

are company website (69%), online professional networks (61%), social media (47%).



**52%**

of candidates first seek out 1) the company's sites and 2) social media to learn more about an employer.

# Your website

- Accessible
- Celebrate your employer brand and EVP
- Foreground people and culture
- Expanded careers page



# Social media

- Celebrates your employer brand, values and EVP.
- Profiles staff
- Celebrates opportunities.
- Staff team events
- Office network interactions
- Can be operations/vacancy focused





# Profile Stories

- Short and sweet.
- Authenticity is key.
- Video is best, however, it doesn't need to be over-produced!
- Written profiles are impactful!

# Employer Branding Framework

This 6 phase process covers:

Phase 1:  
Discovery Phase.

Phase 2:  
Define your Employee Value Proposition.

Phase 3:  
Lock down strategy, goals and objectives.

Phase 4:  
Define the Communication Plan.

Phase 5:  
Market your Brand.

Phase 6:  
Track, Measure, and Report.



# Q & A

We have allowed a 15 minute Q & A session from questions posted during the presentation.



# Recap

- 1 The importance of having a strong employer brand.
- 2 How to align your employer branding with your organisation's strategy, values, and goals.
- 3 Aligning the brand and examples of employer branding done well.
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# NEXT UP...

- 1 Employer branding, preparation, and strategic alignment.
- 2 Building the employer branding solution and planning.
- 3 Employer branding, implementation, and measurement.



Thank You