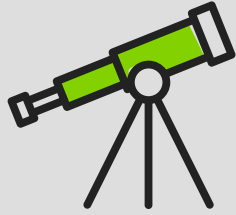




# Employer Branding

## TOOLS AND TACTICS

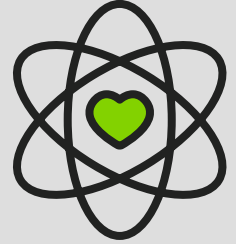
EMPLOYER  
BRANDING



The **MARKET PERCEPTION** of what it is like to work for your organisation



The **VALUE** your organisation offers in exchange for a person's skills + time



The **EMOTIONAL CONNECTION** between your organisation and its employees

### STAND OUT FROM THE CROWD

*A strong employer brand can strengthen your reputation as an employer, helping your organisation stand out as a great place to work.*



- ★ **ATTRACT TOP TALENT** in an increasingly competitive marketplace.
- ★ **RETAIN EXISTING TALENT** by creating proud brand ambassadors.
- ★ **ENHANCE YOUR EMPLOYEE EXPERIENCES** across every employee touchpoint.

THE NUMBERS

**1/3** OF NEW HIRES **LEAVE** VOLUNTARILY IN THE FIRST SIX MONTHS  
*(HBR, 2018)*

**COST TO REPLACE** STAFF IS ESTIMATED AT **50% - 75%** OF THE NEW HIRE'S ANNUAL SALARY  
*(HBR, 2018)*

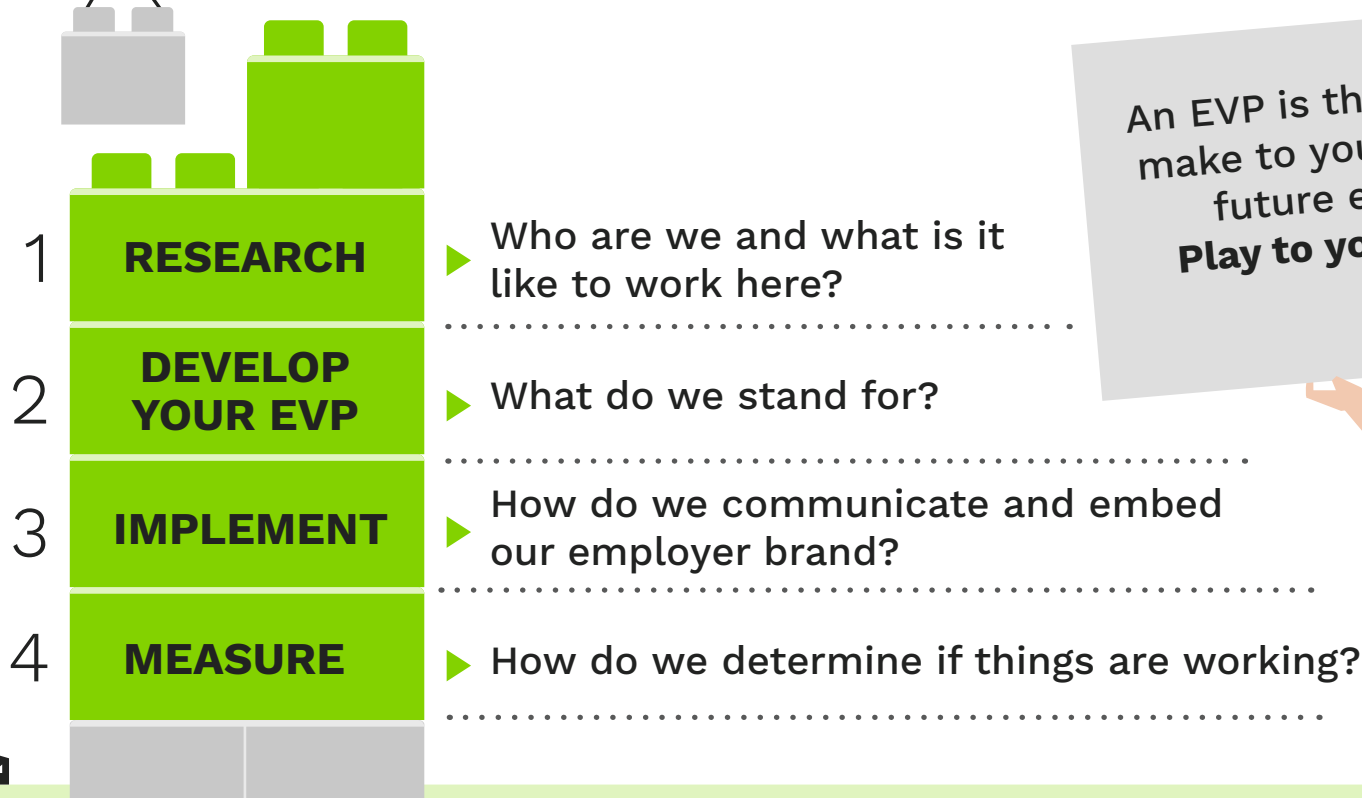
**93%** OF JOB SEEKERS SPEND AT LEAST 10 MINUTES **RESEARCHING** A PROSPECTIVE EMPLOYER ONLINE  
*(Hiring Outlook, 2019)*

CANDIDATES **TRUST** EMPLOYEES **3 X MORE** THAN THE EMPLOYER FOR COMPANY INFORMATION  
*(LinkedIn)*

**55%** OF JOB SEEKERS **ABANDON APPLICATIONS** AFTER READING NEGATIVE REVIEWS ONLINE  
*(Talent Now)*

# Building Your Employer Brand

Ask yourself the following questions: ←



An EVP is the **promise** you make to your current and future employees.  
**Play to your strengths.**

## Top Tip:

▶ WHEN ASSESSING THE GAP BETWEEN WHAT YOU PROMISE AND WHAT YOU DELIVER, ASK YOUR EXISTING EMPLOYEES FOR FEEDBACK.

## DO'S AND DON'TS

*The most effective employer brands are rooted in a clear corporate purpose and set of values.*

### DO

- ✓ Know your target market
- ✓ Create synergy with your corporate brand
- ✓ Deliver your brand experience
- ✓ Walk the talk

### DON'T

- ✗ Jump in too fast
- ✗ Only talk to happy employees
- ✗ Make false promises
- ✗ Neglect touch points

## Be True to Who You Are: Patagonia

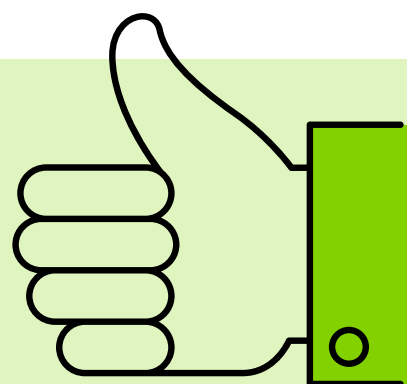
*Outdoor apparel retailer Patagonia has long stood for enjoying nature and protecting the environment. Its employer brand is a natural extension of that.*

### The company delivers on that promise through:

- Paid environmental internships.
- Reimbursements for commuting to work (other than driving).
- A flexi-time policy that allows employees to pursue their passions – e.g. hiking or surfing.

### THE BENEFITS

Patagonia's has a **6% voluntary turnover rate** among full-time employees (compared to the retail industry average of 35%).



# BRING YOUR EMPLOYER BRAND TO LIFE ACROSS ALL TOUCHPOINTS OF THE EMPLOYEE LIFECYCLE

## 1. Research

- Careers page
- Social media
- Career fairs
- Recruitment campaigns



## 2. Application & Interview

- Clear submission process
- Candidate pack
- Key contact point
- Structured interview



## 3. Choose

- Offer and benefits pack
- Site visit or virtual tour



## 4. Join



- Onboarding / welcome kit
- Relocation guide
- Orientation process
- Buddy system
- New joiner event

## 5. Work

- Internal communications
- Employee engagement strategy
- Employee surveys
- CSR activities
- Manager / leader



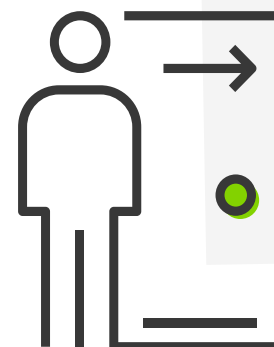
## 6. Achieve

- Performance management
- Reward & recognition
- Career development & training



## 7. Leave

- Offboarding
- Exit interviews
- Alumni network



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