



Employment Branding

*Presented by: Judy Walcott
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Our world. In concert with yours.

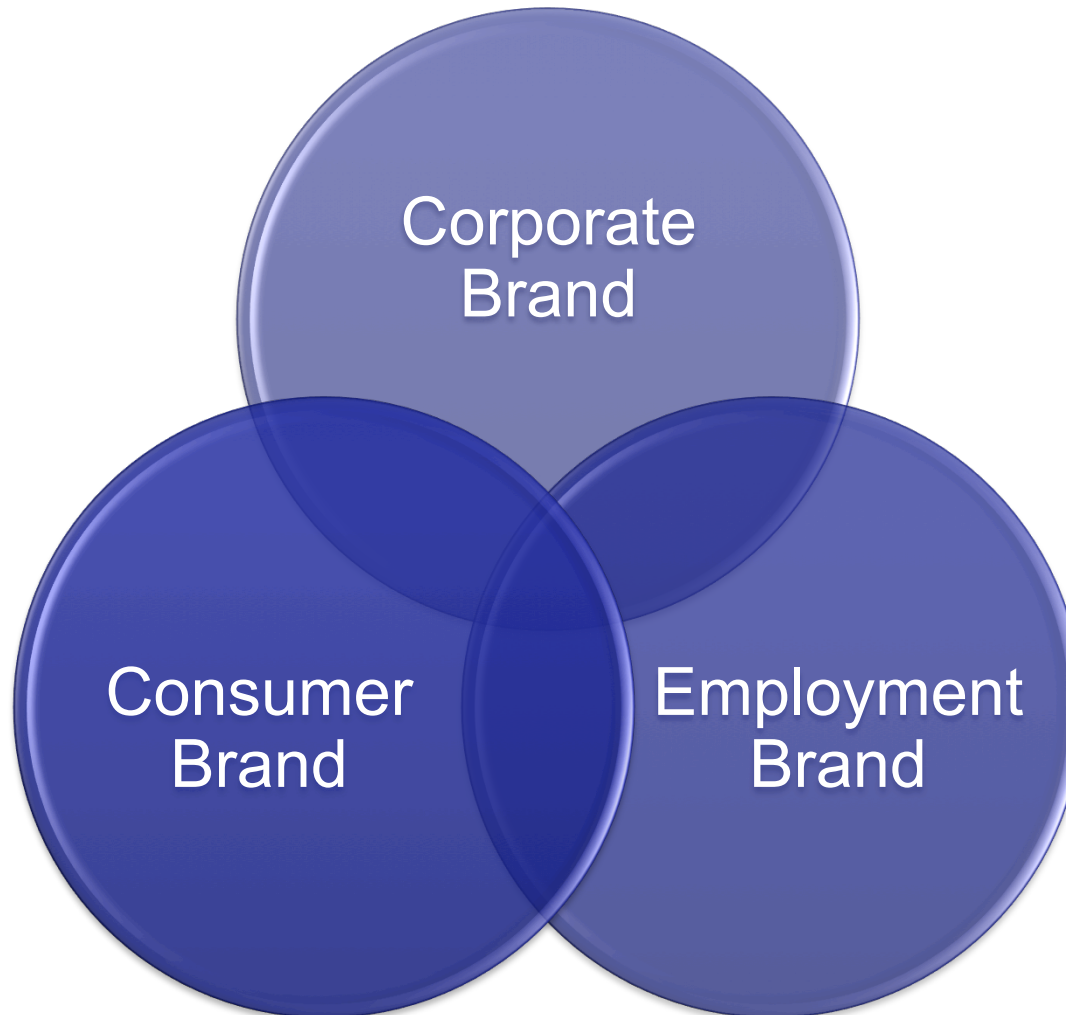
WorldConcert Overview

- Recruitment Process Outsourcing Options
 - Full Service Outsourcing
 - On-Demand
 - Results Driven
- Comprehensive Resources
 - 100+ recruiters
 - Nine (9) Domestic Offices, 2 International affiliates
 - Full breadth of services
- Recruitment Specialist
 - Primary focus unlike competitors
 - Executive Partners average over 20+ years experience
 - Born our of executive search



What is Employment Branding?

Different Brands



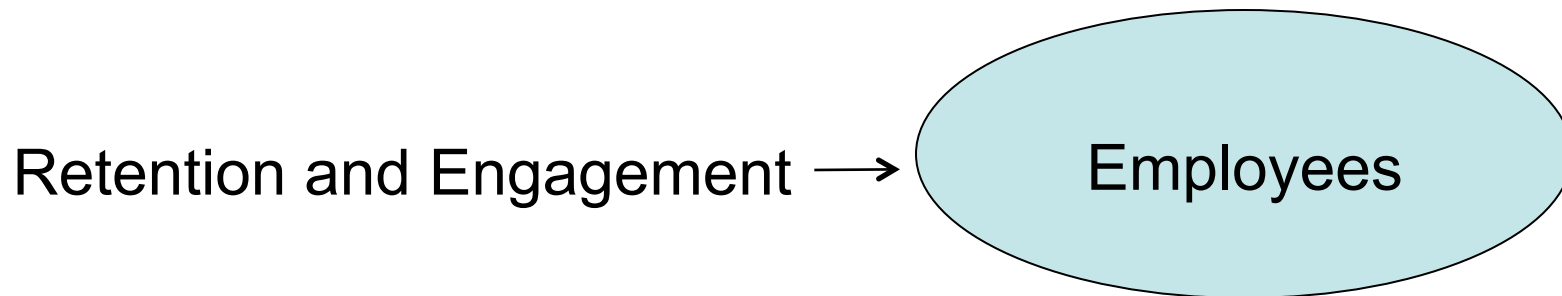
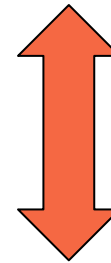
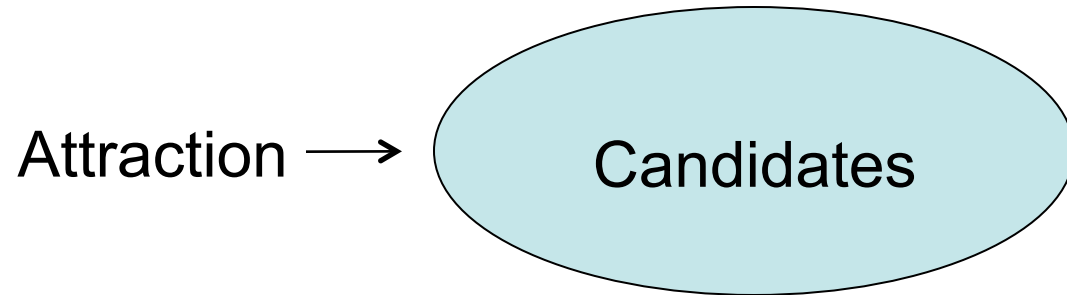
Employment Branding

- It's not just a tagline on your career site - it's an immensely powerful message that should be promoted both internally and externally.
- Your recruitment brand is your employment value proposition. It is:
 - Who you are
 - What you represent
 - Your culture and image as an employer

Employment Branding

- A crystal clear talent brand can give your organization the following:
 - Competitive advantage in the market place,
 - Help you attract, hire and retain candidates with the right fit
 - Can even increase shareholder value and bottom-line profits.

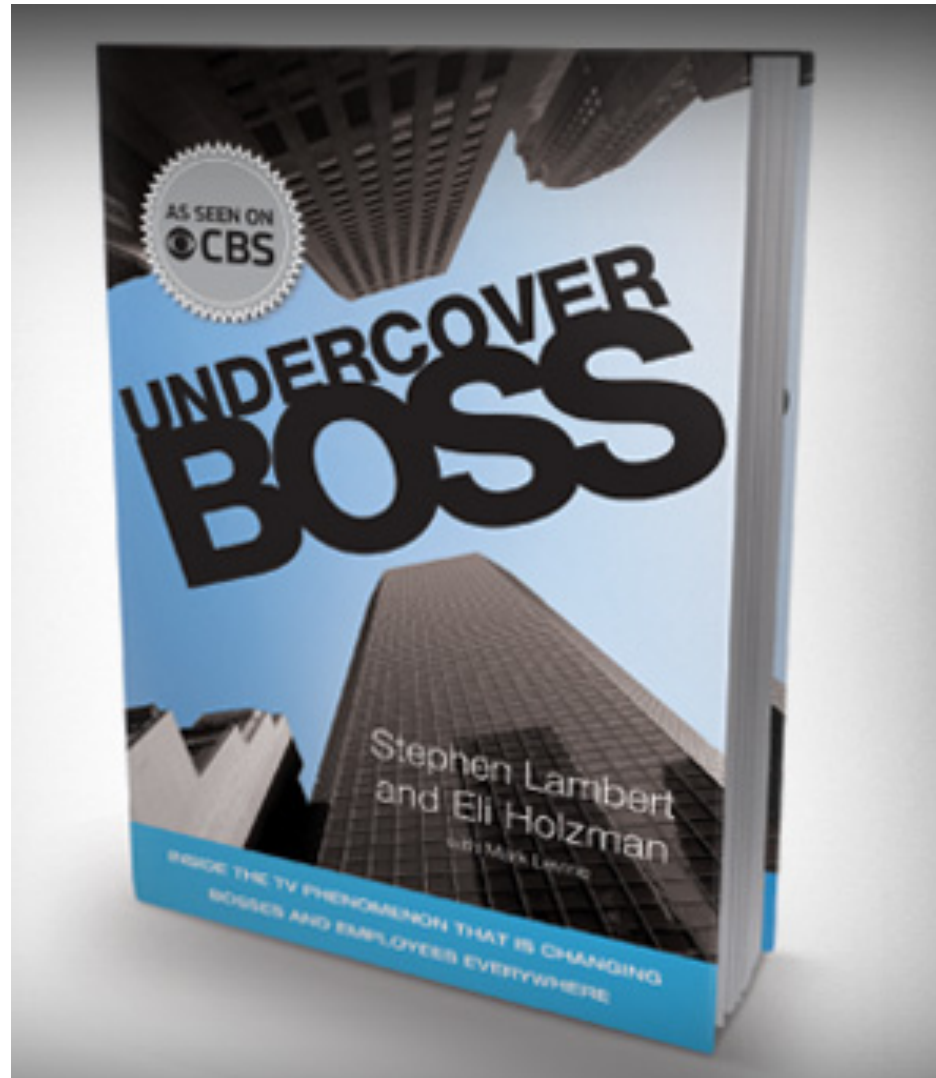
Main Purposes of Employment Branding





Employment Branding and Your Organization

Research - Become the Undercover Boss



Assess Your Current State

- Apply to your own organization
- Is your communication consistent?
- Does it reflect who you are?
- Do your employees know how to articulate it?

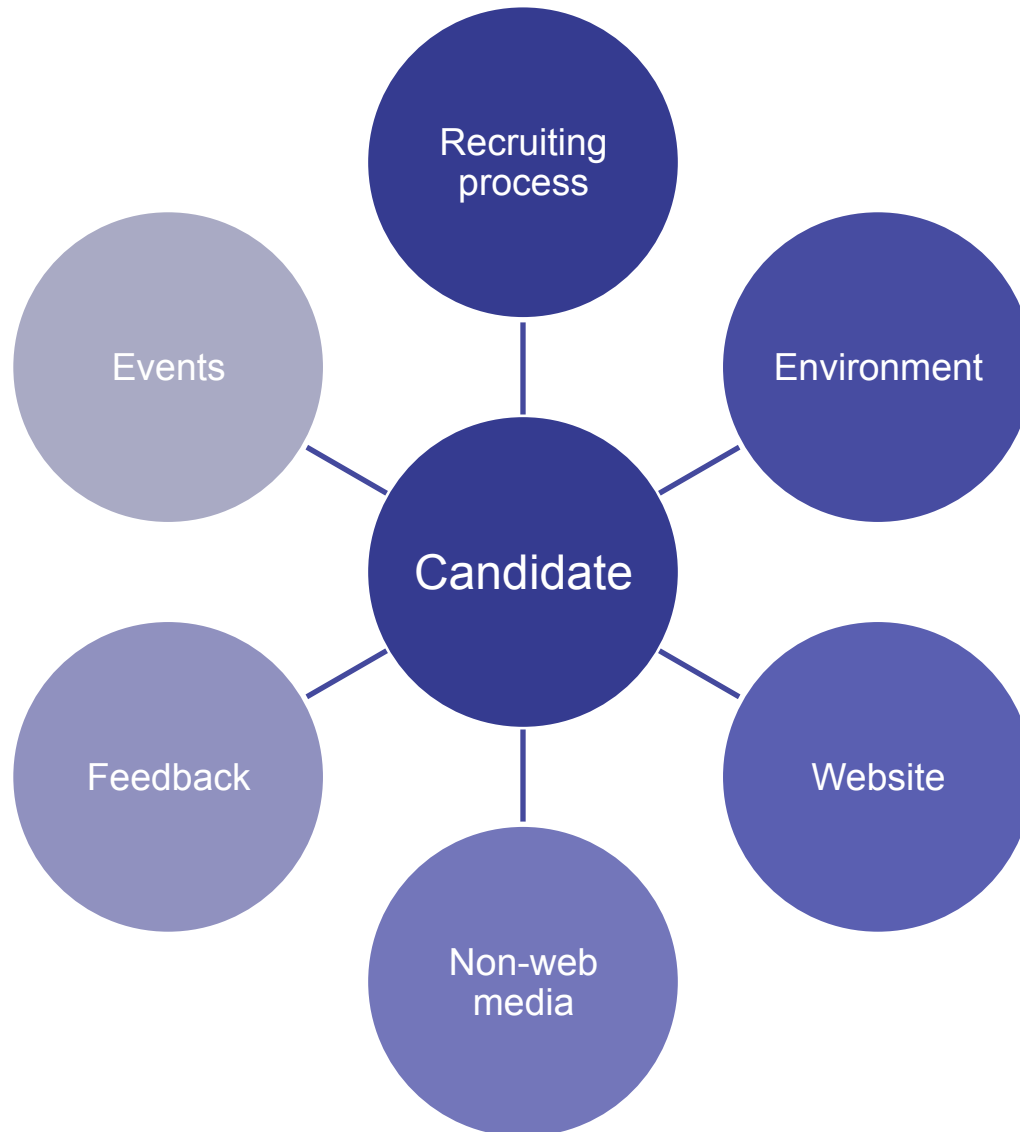


Development of Employment Branding

- Don't be afraid to be who you are.
- Current employees are the best to understand who you currently are.
- Sell the intangible needs such as empowerment, motivation, recognition and trust.
- Develop a budget
- Consistent communication



Candidate **Experience**





Trends in Employment Branding

Current Reality of **Employment Branding**

- Employment Branding 1.0 was a monologue.
- Employment Branding 2.0 is a conversation.
 - Create connections
 - Develop relationships
 - Sustainable talent advantage



Employment Branding

- Strong employer brands have an employee value proposition ("EVPs") which does the following:
 - Communicates company actions and behaviors
 - Evokes both emotive (e.g. I feel good about working here) and rational benefits (this organization cares about my career development) for current and prospective employees
 - Reflects the image the organizations wants to portray to its target audience.

Social Media and Employment Branding

- Candidates – Start the conversation
- Connect – How to engage?
- Channel & Applications – Where should you be?
- Governance and Escalation

Linked 





The Future of Employment Brand

- Employee testimonial podcasts
- Employment branding blog
- Visual identity (branding)
- Job simulations





Creating the ROI

Importance in this Economy:

- Brands and brand advertising remain important weapons in the **War for the Best Talent**. The memories you create among the candidates in your recruitment process, however, can be just as powerful sources of brand equity, and for many organizations they are a far more realistic goal to pursue, especially in a difficult economic environment. - Peter Weddle, CEO WEDDLE' s



What is the ROI?

- Improved retention of employees
- Increased productivity
- Recruitment cost savings
- Access to talent

Best in Class Example – Ernst & Young

- **Ernst & Young**
 - “Achieve Potential – Make a Difference”
 - Brand pillars include: opportunity, learning & development, an inclusive and flexible environment, and making a difference in the community
 - Creative with social media
 - Facebook – Connect2U
 - Innovative career page
 - Top Employer Awards

Thank You



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