

WORKPLACE 2010

Creating and Leveraging Your Employer Brand

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Agenda

- What Is An Employer Brand?
- Why Is It Important?
- What Is An Employee Value Proposition?
- How Can It Be Leveraged?

Starbucks



“Love what you do.”

“If people relate to the company they work for, if they form an emotional tie to it and buy into its dreams, they will pour their heart into making it better. When employees have self-esteem and self-respect they can contribute so much to their company, their family, to the world.”

– Howard Schultz

What is it?

The Employer Brand:

The perception of the relationship between employees and an employer.

That perception can exist in the minds of the general public, your customers and vendors, and potential candidates. It certainly exists in the minds of your current employees.

Is it important?

Branding gives employers tools to communicate with applicants and employees at every stage of their relationship with the organization.

Branding gives **prospects** a reason to look

Branding gives **candidates** a reason to select

Branding gives **new employees** a reason to commit

Branding gives **all employees** a reason to believe

What about the corporate brand?

What is the relationship between the corporate brand and the employer brand?

The employer brand is an **extension** of the corporate brand. It explains what kind of **employee experience** comes with the organization's **promise to its customers**. It **enhances** the meaning of the brand by defining the **impact** on the **employee**.

ROI

A compelling employer brand helps to optimize employee engagement.
An engaged workforce leads to a proven ROI.

Towers Perrin (ISR)

- High-engagement = EPS (earnings-per-share) growth of 28%
- Low engagement = decline 11.2%

Gallup's research:

- Top employee engagement organizations = EPS growth of 2.6 times
- Disengaged employees = \$350 billion annually in lost productivity

Employer Brand Research

- 1. Qualitative Research** (focus groups and Executive interviews)
- 2. Employer Brand Survey**
- 3. External Perception Survey**

Employer Brand Research

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Employee Value Proposition

Employee Value Proposition (EVP)

What is an Employee Value Proposition (EVP)?

- The EVP is a promise between an employer and its employees, and vice versa.
- Energize employees.
- **The EVP:**
 - **Identifies:** the attributes of the type of employee you want to attract
 - **Connects:** so employees feel valued, understand what/why they're joining
 - **Defines:** employees' role in making the larger mission happen

It defines what employees should expect.



It defines what an employer
should expect in return.



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So, what's your EVP?

Questions?

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