



Summary: Employment Branding attracts top talent

Conclusion: Building an employment brand is an important long-term solution to ensure recruitment and retention of the best talent in today's marketplace.

Reference: **What is Your Employment Brand** by R. Lawrence; www.talentmgt.com, October 2007. Email Shrayashi Browne, M.B.A., at sbrowne@batrushollweg.com for a copy.

Why this Article is Important: Whereas most employment strategies are short-term and reactive to job openings and immediate business need, building an employment brand is a longer-term solution that allows an organization to create a steady influx of qualified candidates. A solid employment brand is made up of how people feel about working for a company, how potential candidates view the company, and how the organization is perceived in the marketplace. Thus, a distinctive brand is essential in attracting and retaining top talent.

Major Findings: Organizations need a long-term strategy to combat the "shortage of talent" problem. A company must be able to clearly articulate their position as employer of choice and why a candidate would want to work for the company and give it his or her best. It is not just about making employees "feel good" or creating a fun environment, but about strengthening the organization's culture with a foundation for tangible financial and competitive benefits. This foundation is fueled by five pillars:

- 1) A clear value proposition – What attracts an individual to the organization? What tangible and intangible benefits are derived from working there? People are drawn to clear value propositions such as creativity, innovation, and learning opportunities, especially in organizations where compensation is not as competitive.
- 2) Synergy with consumer brands – How does the employment brand connect to the products and services the organization provides? A synergy between employment brand and consumer brand produces motivated and engaged employees.
- 3) Authenticity and consistency – How real is the company brand? A company must deliver a consistent message and deliver on its promises to retain employees.
- 4) Engender loyalty – What can employers do to create a real connection and affiliation amongst employees? An organization must value the employee experience as much as it values the customer experience by demonstrating the same kind of commitment to them.
- 5) Corporate cultural consistency – How do you create a culture that is sustainable? Organizations must create environments that can attract and retain the best people, but without entitlements that become financially unfeasible with time.

What does it mean to you?

- a. A clearly articulated and consistent employment brand makes it easier to attract top talent.
- b. Because an employment brand can foster higher retention, staffing costs can be reduced, as is always costs less to retain an employee than acquire one.
- c. Loyal, engaged employees give more effort and are more productive.
- d. Retaining employees safeguards the company knowledge base and promotes a competitive advantage.