

EMPLOYER BRANDING - SIMPLE AND PRACTICAL.

Employer branding initiatives help showcase an employer's value proposition to the prospective employees. The idea is to attract quality talent and tap the available talent pool that normally shy's away from a concerned employer.

EMPLOYER BRANDING - ALL THAT NEEDS TO BE DONE.

STORYTELLING:

1. Communicate the brand's history, growth story, and future plans.
2. Communicate the brand's value proposition to prospective employees.
 - Workplace.
 - Quality of work.
 - Opportunities to learn and grow.
 - Element of fun
 - Other(s)
3. Showcase voice of employees - existing employees.

REVIEW & REVISIT PROCESSES:

4. Review processes related to hiring, on-boarding to enable positive experience to prospective employees. Undertake corrective actions if needed.
5. Review other people processes that impact engagement levels, employee satisfaction, productivity and overall positive work environment. Undertake corrective actions if needed.

INTERNAL READINESS:

6. The existing employees, managers, and leaders need to be aware and understand the value of employer branding, in building the organisation.

IMPLEMENTATION

The storytelling part needs to be worked on for all touchpoints where an employer connects with a job applicant or prospective employee.

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| <ul style="list-style-type: none">• Corporate Website• Corporate Website – Career Pages• Recruiter (in house)• Recruiter / Search Consultant | <ul style="list-style-type: none">• Internal Team – Managers, Leaders• Campus initiatives• Media / Social Media• Event's |
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Review and revisit of the people processes - These have to be undertaken as a onetime activity to assess “as is”, establish a “to be” and undertake changes if needed. They also need an ongoing review to assess relevance with changing business, employee and market expectations.

Internal readiness, through communication and proactive engagement with internal teams is highly relevant and needed. Any change initiative that's undertaken needs a reasonable support from business teams – and active participation from all. For employer branding initiatives – it helps if people, manager, key personnel and leaders are all in the game. They need to champion the case for employer branding and walk the talk when it comes to undertaking actions that help create an employer brand.

THERE'S MORE TO IT:

There is more to employer branding, and it will all depend on a business, its story and dynamics prevailing within the business and the talent ecosystem impacting the business.

CONNECT WITH US AT praveen.mishra@khedge.com, +91 9818199487 TO LEARN MORE ON HOW WE COULD HELP YOUR BUSINESS WITH EMPLOYER BRANDING INITIATIVES.
