



Do It Yourself (DIY): Implementation Models of Employer Branding Best Practice

Your journey starts here

- ◆ Know that you own something

- Employment

What does your Employment Value Propositions (EVP) promise?

Think about this seriously because your strong EVP will attract talent wishing to join your organisation. Know also that your EVP is your employer branding.

Your EVP should reflect on your Mission statement. This is very important because it shows what your company holds very dearly.

You own employment – it is your product then develop it!

- ◆ consider identifying talent externally

Do you want your new pool of labour to be of mixed professionals (diversity)?

- Use both traditional and new tools to find your best fit

- Agency (Human resources vendors) and internet

- ◆ Consider identifying talent internally

- Employee referral program

- ◆ Develop strategic approach

- Employee work life balance

- New schemes for developing, organizing, recognizing and rewarding the best people

- Management training programs

- Fast track programs



You own employment.....

- ◆ Media advertising
- Image advertising
- Outstanding value proposition

To help you in the process of developing your employment brand, you can use the examples from the two studies of propositions:

Mckinsey – “War for talent”

- ◆ Value proposition
- Compensation and lifestyle
- Great company
- Great jobs

You own employment-----

- ◆ The Corporate Leadership council – “Employment brand”

In their study value proposition was termed as employment proposition

- Company culture and environment
- Product brand strength
- Compensation and benefits
- Work environment
- Work- life balance

A point to remember: Slide 3 to 5 deal with **Human Resources strategy**.

Think about another step, this is about creating awareness!!

- ◆ How to do it: use **Strategic Employment Branding Process**

- Use various media

e.g. newspapers classified, internet banners, company web sites, and word of mouth.

- Think about value proposition that leads to positioning

Do you want to pay high salary?

How do you want to handle compensation?

How do you want to treat your employees?

How do you communicate about other benefits?

- ❑ **Take home:** The above questions are part of strategic positioning involving investment of money in promoting your EVP.

You are now looking for people to work in your organisation

◆ Recruitment

How do you attract potential candidates to join your company?

This is the selling point of your organisation to external candidates, you need to consider the kind of media and channels you want to use to advertise the job. When you are advertising a job offer, consider the following points: who you want to hire, available role(s), qualifications etc.

You need to consider technology in playing a vital role in connecting with people, therefore, you need to create an interactive link with candidates via immersive and gamification technology. Be sure if you desire to build any App, it should work on smart phone and tablet.

Get this into your head: Avoid discriminatory statement because this kills your employer branding.

You are now looking for people to work in your company

- ◆ Recruitment cont.

- ◆ Selection:

Remember you know the type of candidates you are looking for the job therefore during this process of choosing whom to interview and whom to employ, go for the match.

Important consideration

When you get your recruitment processes wrong it will cost you money to go all over again so always recruit the fit person for the job but knowledge, skills, and abilities are important too.

You are now looking for people to work in your organisation

◆ Interview

During interview session avoid asking interviewee sentimental questions. Your questions should be related to behaviour, attitude, and situation. If you have doubts about interview question there are a lot of online support. Google interview questions.

◆ Induction

Induction day is an important day to new hire(s) and the company. This is the day an organisation creates reputation and builds its image in the minds of new hires. It is also another avenue of introducing employee engagement with the aim of building relationship an organisation and the new hire(s).

Take this seriously. On the induction day depending on the department new hire(s) are hired for, the management team of that department must attend. Introduce the team to new hire(s). Communicate the company policies, history, dress code and any other conditions included in their contract.

The Heart of Employer Branding

◆ 3 key points

Attraction



Engagement



Retention

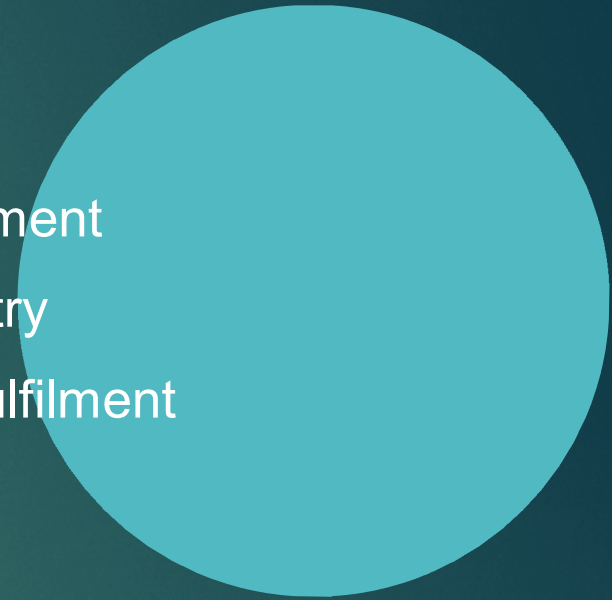


Associated tools

Attraction ----- Recruitment

Engagement---- Org'l entry

Retention----- EVP fulfilment



Engagement

- ◆ Break employees into teams
- ◆ Set a day for team meeting
- ◆ Have notice boards
- ◆ Have portal
- ◆ Know your objectives
- ◆ Training
- ◆ Reward system
- ◆ Effective people management
- ◆ Communication



Engagement cont.

- ◆ When a meeting is called, the lead manager should communicate to employees current position of the company in the market and where it would like to move on to
- ◆ Inform employees about any future change and how the change will benefit them
- ◆ Ask employees for their opinions, suggestions, and feedback that will benefit them and the business
- ◆ Commit everyone into various role within the company
- ◆ **THINK ABOUT CONTINUOUS IMPROVEMENT**
- ◆ **CARRY OUT A SURVEY TO DETERMINE THE LEVEL OF EMPLOYEES ENGAGEMENT**

Retention



- ◆ Fulfil what your employment value propositions promise
e.g. career development, promotional prospect etc.
- ◆ Create a feel good atmosphere through building employer vs employee's
and employee's vs employer relationship
- ◆ Always remember workplace relationship is about “**TRUST**” and are
subdivided into credibility, respect, and fairness

WITHOUT A DOUBT

A good management of engagement program will give employees hope about
the company they work for

Drivers of engagement

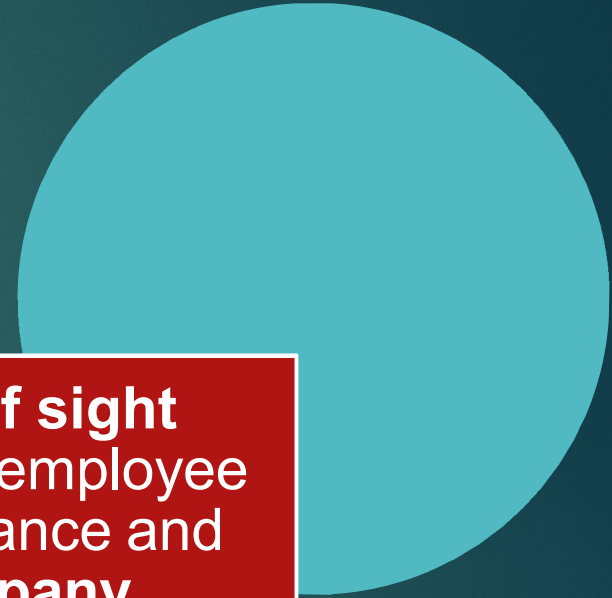
Trust and integrity

Nature of the job and
Co-workers (team
members)

*Career growth
opportunities and
employee
development*

Pride about the
companies and
relationship with
one's manager

Line of sight
between employee
performance and
company
performance



1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

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Region	Country	Year	Population (millions)	Urban population (millions)	Urban population (%)	Population density (per sq km)	Urban population density (per sq km)	Population growth rate (%)	Urban population growth rate (%)
North America	USA	2000	281.0	200.0	71.2	35.0	100.0	0.8	0.8
Europe	Germany	2000	82.0	55.0	67.1	230.0	100.0	0.1	0.1
Asia	China	2000	1.210	400.0	33.1	150.0	100.0	1.2	1.2
South America	Brazil	2000	170.0	110.0	64.7	24.0	100.0	1.5	1.5
Africa	Nigeria	2000	120.0	40.0	33.3	150.0	100.0	2.5	2.5
Oceania	Australia	2000	20.0	15.0	75.0	3.0	100.0	0.5	0.5

A typical employees engagement survey questions

◆ Instruction

This survey is to establish the level of employees engagement within (name of company). You are advised to read the instruction carefully before answering the questions.

Part 1: Employee perception of job importance

- 1) Can you rate your attitude towards working in.....?
- A. Negative C Don't know
- B. Positive

Questionnaires cont...



2) What is the quality of your working relationship with your peers, line managers and subordinates?

- A. Worst
- B. Good
- C. Excellent

3) Do you think your peers are willing to help when you encounter difficulties?

- A. No
- B. Yes
- C. Don't know

Questionnaires cont.....

Part II: Perception of the ethos and values of the organisation

1) Are you inspired by the values of the organisation?

- A. No
- B. Yes
- C. Don't know
- D. Not applicable

2) Do you what the (name of company) values are?

- A. No
- B. Yes
- C. More or less
- D. Not applicable



Questionnaires cont.

◆ Part II

3) Do you see any reflection of (company's name) in people work behaviour?

- A. No
- B. Yes
- C. Don't know
- D. Not applicable

4) Do you trust your co-workers?

- A. No
- B. Yes
- C. Don't know
- D. Not applicable

Questionnaires cont.

◆ Part III: Communication

1. At the induction, were you told of the roles which are available at your place of work?

- A. No
- B. Yes
- C. Not too sure
- D. Didn't understand
- E. Not applicable

2) At the induction, was the importance of your role and its impact within the business explained to you?

Questionnaire cont.

- A. No
- B. Yes
- C. Not too sure
- D. Didn't understand
- E. Not applicable

3) Is your experience in (name of company) different from what you were told at the induction?

- A. No B. Yes C. Not at all D. Different E. Don't know

If your answer to the above question is different. Please use the space provided below to explain.