

STEP 1: THE MIRROR

Evaluate your current employer brand and its elements. What is at your disposal as you build an elevated employer brand?

ANSWER THE QUESTIONS:

What are our organization’s core values?	
What is our organization’s mission or purpose?	
What is our industry?	
How many employees do we have?	
What owned channels do we have?	
What job posting sites do we use?	
What are our top application sources?	
Who is currently responsible for employer brand elements?	
What do current employees say?	
What do former employees say?	
How would I describe our culture to an applicant?	
What is it like to work for our company?	
What are our differentiating benefits or employee programs?	
What makes our company unique?	
What’s our company’s value proposition?	

WHAT ARE OUR TOP AREAS OF OPPORTUNITY?

1.
2.
3.

STEP 2: THE MEASURE

What specific goal(s) are you seeking to accomplish by elevating your employer brand?

OUR ELEVATED EMPLOYER BRAND WILL:	BY WHEN?
1.	
2.	
3.	

STEP 3: THE MODEL

What are the necessary materials and priority actions needed to reach your employer brand goals?

ELEMENTS & DRIVING QUESTIONS:	WHAT ARE OUR ACTIONS?	
JOB POSTINGS <i>Do our job postings celebrate our mission and values? Do they explain what working at our organization is like or incorporate insights from current employees?</i>		
CANDIDATE COMMUNICATIONS <i>Are applicants thanked for applying? Are the communications consistent, timely and aligned to our employer brand? Are the communications authentically us?</i>		
INTERVIEW PROCESS <i>What questions are we asking to assess a candidate's alignment to values? Is every hiring leader trained to incorporate values into their conversations?</i>		
OFFER LETTERS <i>Does our offer letter reflect our culture and values? Does it tell the candidate who we are and set the tone for our relationship?</i>		
FORMAL ONBOARDING PROCESS <i>Do new hires know what to expect in their first 90 days? How do they feel our employer brand in their onboarding? Do they have adequate support from the team?</i>		
ORIENTATION PROCESS <i>What can we share with new hires so they better understand the unique culture they've joined? Are our company values celebrated on Day 1?</i>		
REFERRAL PROGRAM <i>How do our employees know about current openings? How can we support them as internal recruiters?</i>		
COMPANY AMBASSADORS <i>How can we turn every employee into an ambassador? What consistent messages are our ambassadors sharing? What channels should our ambassadors use?</i>		
EMPLOYEE FEEDBACK <i>How are we soliciting employee feedback? What is the employee perception of our surveying and feedback loop? Are we taking feedback seriously and acting on it?</i>		
COMMUNITY ENGAGEMENT <i>How do we represent our organization at career fairs and community events? Are we known for being good corporate citizens? Are we recognized by local leaders?</i>		
OTHER <i>How can we elevate other employer brand elements that are unique to our industry, organization or culture?</i>		
WHAT ARE OUR TOP PRIORITIES?	WHO WILL DO IT?	BY WHEN?
1.		
2.		
3.		

STEP 4: THE MESSAGE

What will you tell candidates when they ask, "Why should I work for you?"

OUR 20-SECOND EMPLOYER BRAND PITCH: