

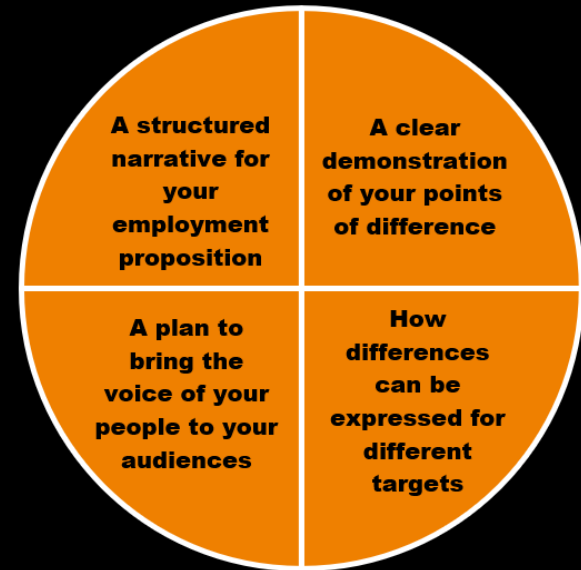
Employer Brand Definition – what’s real and meaningful

As employment rates climb ever-higher, it’s harder and harder to attract the right people and skills to your organisation.

More and more organisations are defining and promoting their employer brand to give them a clear position in the market, and set them apart from competitors.

But many don’t differentiate; their efforts end up being samey. They’re detached from the consumer brand, the mission or the values of the organisation. And they say little about the real experiences of the people that work there.

We can play back all these voices and give you:



Instead of...	We'll ensure...
A disconnected brand	your employer brand is full congruent with your overall brand
Lack of true insight	you show what is most meaningful and important to your people...
Lack of relevance	... in the terms that your target audience responds to
A boring brand	you avoid cliché, fluff and sameness

Every employer is different in existing insight and issues they face – so the programme is different for everyone. But our conversations are likely to include, stakeholder involvement, review of existing material, focus groups, interviews, and survey.

As an example price, for our planning, listening, reporting:

Organisation Size	Approximate Cost
250 people	£2,000-£3,000
1000 people	c£4,000
5000 people	c£6,000

NB: The amount and type of external listening has the biggest effect on price, and may increase these costs

We will design a programme of conversations to let your people and your targets express:

- how strategy, vision, values and culture influence your employer brand
- what’s truly different about working for you
- what your candidates think about you; what they do and don’t know

All conveyed in the language and terms that are unique to your organisation



Reason Why

Better understanding means better conversations means better results



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