Creating a Highly Relevant Employment Brand
Employment branding is as important as corporate branding.

Promise + Delivery
“Highly Relevant” to Whom/What?
Ask them!

- Executive interviews
- Employee surveys
- Target talent surveys
Interviewing Executive Leadership Does Three Things

Understand the company’s goals and vision

Connect corporate goals to employment brand goals

Executive buy-in
- **SWOT**
- Why did you join the company?
- What do you think the company’s value proposition to employees is? Can anyone else say that?
- What is the mission or vision that everyone should be working toward?
- How do you describe the workplace culture to someone who’s not familiar with it (spouse, friends)?
- Why wouldn’t a prospective hire choose to work for us and instead work for a competitor?

- What are the company’s goals and vision, and what are the three most important things the employment experience needs to be in order to support them?
- What’s the best-kept secret about working here? What do you wish more people knew about the employment experience/culture?
- What one word or phrase should the company own when people think about it as a place to work?
- If the company were a person and I invited them over for dinner, what kind of person would I expect to show up?

- Who are the most important people we need to attract and retain, and what are their current perceptions of the company as an employer?
- What kind of people will be successful here?
- What do you think is most important to our targets when it comes to employment?
- Who are our competition for talent and what makes them more appealing to our target talent?
Employee and Target Talent Surveys

What employment factors are most important to them?

How well is our company delivering on these things?
Baseline Factors

Rational
- Advancement opportunities
- Compensation
- Benefits
- Work on challenging assignments
- Training/development
- Culture
- Work/life balance
- Quality products/services
- Growing organization

Emotional
- Feel appreciated by boss
- Make an impact on customers’ lives
- Sense of company mission
- Your ideas can impact the company
- Gives back to society
- Sustainability policy
- Strong brand reputation
- Take ownership of the work you do
The Key Things to Find Out

How important is each factor?

How well do they perceive your company is delivering on each factor?
Two Other Things I Like to Include

What are your perceptions of the company’s employment experience?

For employees:
How likely are you to recommend this company as an employer to someone you know?
We have all of this data. What do we do with it?
The Other Key Input: Competitive Differentiation
Employment Value Proposition

Employment Positioning

Employment Messaging
What’s Owned? What’s Ownable? What’s Important?

- Fast-Track Your Career: CEVA, Kuehne + Nagel
- Work for a Leader: JB Hunt, Ryder, NFI, Penske
- Our People Count: XPO, CH Robinson
- Strong Employee Benefits: Expeditors, Americold

CBD Marketing
The Ideal Place for a Highly Relevant Brand to Sit
Employment Brand Components
Key Employment Brand Components

Employment Value Proposition

What you offer employees that is meaningful to them and differentiated from talent competitors.

Key Messages

Ways in which you directly address their most important employment needs. Supports the value proposition.

Proof Points

Reasons to believe each key message.
A career with the [company] puts you in control of your life and allows you to help others as you help yourself and your family. We offer a proven path to personal success and unlimited opportunity.

| KEY MESSAGE/SUPPORT | We set you up for long-term success: you’ll get the tools and training you need, and support from a financially stable Fortune 500 company. | • We have a proven pathway to success that has worked for thousands of [company] agents.  
• [company] gives you intensive, effective and ongoing training that prepares you to succeed. | • We offer you the opportunity to earn significant amounts of residual income.  
• [company] corporate is there to support you and make your job easier. |
|---------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| KEY MESSAGE/SUPPORT | When you work hard, there are no limits on your success.                           | • We offer the best compensation package in the business, including significant residual income.  
• [company] gives you opportunities to advance at every point in your career. | • [company] is there to help you with all of the back-office support you need, so you can focus on closing deals and servicing customers.  
• This is one career where you truly get paid what you are worth |
| KEY MESSAGE/SUPPORT | We are a company with strong, deeply-rooted values. We do right by people.        | • You become part of something bigger than just yourself, you’re part of a team/family that cares about your success.  
• We strive to do the right thing as a company for both our customers and those who represent us in the field. | • We know that treating people the right way will help our company grow. That goes for both customers and our field sales force.  
• We have a 90%+ approval rating from customers for claims handling. |
| KEY MESSAGE/SUPPORT | A career with [company] changes your life in many ways.                           | • A career with [company] means opportunities to significantly increase your income.  
• It also means a new a new lifestyle. As you succeed, you’ll have more time to focus on the things that are most important to you. | • You get the opportunity to help others when they most need it. It’s a feeling that you don’t get with most other careers.  
• You get to help people in a way that you couldn’t ever possibly do on your own. |
Now what?
Bringing Your Employment Brand to Life

1. It starts with HR/TA...
2. ...but Marketing can play a leading role
3. One program for target talent, one program for employees
4. Executive buy-in
5. Brand champions
6. Help employees “live the brand”
7. Integrated content strategies (owned, earned, paid, social)
8. Measure perceptual improvements against your baseline
Topline Checklist

✓ Interview executives to understand corporate goals and brand
✓ Target talent and employee surveys
✓ Competitive audit
✓ Gaps and alignment in executive, target talent and employee perceptions
✓ Find the relevantly differentiated clear space
✓ Employment value proposition, key messages, proof points
✓ Segmentation
✓ Develop, deploy, measure, repeat
To get a copy of this presentation, my discussion guides, survey questions, etc.

mshevitz@cbdmarketing.com
Thank you.