

Reinvigorate Your Employment Brand for 2007

What does “the war for talent” mean to your organization? As we work with our clients, ranging from large organizations to small, family-owned businesses, we find that regardless of size they all face one common HR challenge: a lack of highly qualified candidates to meet the demands of their ever-changing business objectives. Continuing to fuel this shortage is an increase in the retirement rate of baby-boomers. With all of this, now is the time to reinvigorate and re-evaluate your employment brand

Strong employment brands have a magnetic effect when it comes to attracting and retaining good people. By “employment brand,” we’re not simply talking about recruitment advertising or your “careers website.” We’re referring to the specific perception that current and prospective employees have of your organization as a place to work. Every organization has an employment brand, whether intentional or not. The challenge is to shape and influence your brand so that it attracts and retains the types of people you have identified as essential to your success.

Creating a powerful employment brand does not happen overnight. You must begin by clearly defining the goals and objectives of your business and those of each key stakeholder (your various employee populations). Once this step is established, it requires developing a comprehensive strategy to align all of your employees with these goals. This is done by ensuring that you leverage all message points throughout an employee’s life cycle, thus creating consistency and continuity. You must articulate a vision and a convincing employee value proposition. This value proposition must be one to which all employees can relate and to which they feel committed.

When employees understand and are aligned with the organization’s goals, they are more engaged and more productive. Inevitably, the needs of your customer or client will be better met as your employees will be dedicated to providing a higher level of service. As one organization cited, “we take care of our people, so that they can take care of our customers.” These employees will become your competitive advantage in today’s service economy.

A communication strategy that is built on a strong, consistent and cohesive identity will help you attract and retain top talent, as well as improve overall employee satisfaction and productivity. Just as your organization’s consumer brand defines and positions you within the external marketplace, your employment brand will define and position you within your specific talent market. By having the two working together, you can develop a differentiation that will set you apart from your competitors and drive your organization toward success

For more information on employment branding, or assistance in evaluating your organization’s employment brand, please feel free to contact us today.