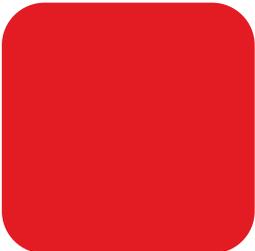
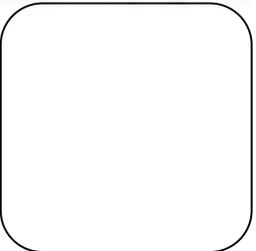
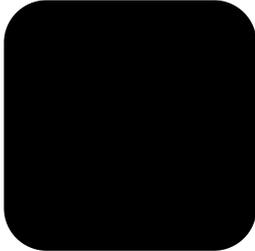
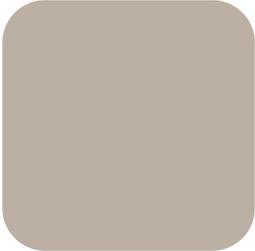
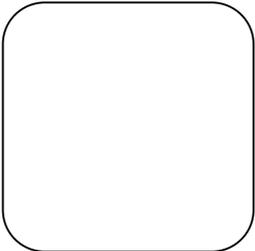
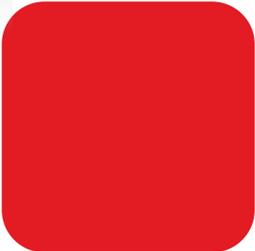


Employer Value Proposition



Your HR Solutions Partner

Understanding Employer Branding:

An employer brand is defined as the perception of the organisation as a great place to work by both current and potential employees. In short, it is the organisation's reputation as an employer. An employer branding program includes strategies for enhanced talent attraction, engagement and retention to strengthen an organisation's employer brand.

The aim of an employer branding campaign is for every employee to be able to clearly articulate why they work for this company; and for potential employees to be able to easily see why they would want to join that team. It should also help employees to understand what is expected of them to fit in.

The end goal is that you attract the 'cream of the crop' when recruiting for new employees with real impacts on your bottom line - better skilled and motivated employees = better productivity = better profits.

Employee Value Proposition:

An organisation's Employee Value Proposition (EVP) - the rewards and benefits employees receive in exchange for their performance - is critical to workplace culture, career management and retention.

The EVP answers the employee's question: "What's in it for me?"

Building on What You Already Have:

STEP 1: Find Out What Your Staff Think

- ✓ Do you know how satisfied your staff really are at work?
- ✓ Have you got a good reputation as an 'employer of choice'?
- ✓ Is it easy for you to attract, engage and retain high quality people?

STAFF PERCEPTION SURVEYS

The best way to know how you are perceived by your staff (and hence by people outside your organisation) is very simple - ask them!

Keys to a good survey:

- Be broad: don't just include those elements that you think are an issue or that you think you will get positive feedback on.
- Make sure they are anonymous: staff will be more honest if they feel safe in their anonymity (this is where an external party can come in handy).
- Use qualitative and quantitative data: quantitative so that you can measure your progress and qualitative so staff can add additional thoughts/explain ratings
- Tailor the administration to your team: have online and paper based options and face to face support for those with literacy or English difficulties.
- Always provide feedback: make sure staff know you've listened and considered their feedback by giving them a summary and action plan.

EXIT INTERVIEWS

When a staff member decides to exit your organisation, they have a reason. Given that they are leaving, they can be open and honest about their perceptions from their time with you. It is crucial to know why people leave:

- designing an exit interview specific to your business
- conducting your exit interviews as people leave your employment
- running a full exit interview project to troubleshoot high turnover

STEP 2: Define the employer brand or EVP

Make it Memorable

We recommend using the positive feedback from staff to articulate the employer brand in a memorable way. Consider the use of:

- Taglines
- Key words
- Pillars
- Values

See if you can think of something catchy but not corny!

These can be used as a consistent theme throughout your employer branding in all mediums and messages.

Your Story

Our brains and ears are wired to hear and tell stories. That is why people respond to and remember Richard Branson. He tells his story, he talks about what drives and motivates him. Everything he does has his stamp of personality.

For smaller businesses, the owners/founders should tell their story to give people a closer connection to the history of the company and an insight into what makes the owners tick and what their values are. Consider videoing this as well as writing it.

Brand intelligence is really about bringing a more human face to the table instead of keeping people at arm's length.

STEP 3: Confirm the EVP

It is vitally important to ensure that the EVP defined is believable and confirmed by existing employees. It is also important that it is presented and worded in a way that appeals to your 'target market' i.e. future employees with the skill sets you need.

Talk with a selection of employees to present the EVP and facilitating a discussion to obtain feedback and any suggested changes, additions or subtractions. A crucial part of this will be their feedback on:

- a) Do they believe that you truly deliver on what you say you do for employees? and
- b) Is the wording that understandable and 'attractive' to them?

STEP 4: Communicate the EVP

Internal Communication

Visual/Written Material

Internal communication can be both formal and informal and every opportunity should be taken. Look at what tools you can use to reinforce the message:

- Computer screen savers
- Toolbox talks
- Benefits/EVP brochure
- Upward feedback tools
- Induction Manual

These measures will have a low direct cost to implement.

Showcase Event

Once the employer brand work is complete, host an internal employee event to showcase the final results. This event is about the employees – not the company per se. Take employees on the employer brand journey - the goals, how it all started, and their involvement. Show them employer brand videos and other collateral promoting the company to candidates.

Demonstrating to employees that their input was heard and used is a key part of the process. They have been involved in the development of these key messages and their opinions and voices are valued. By doing this, many employees will feel a strong sense of engagement and support for the message, and they will be more likely to share the message with their wider community.

External Communication

Similar to internal communication, this can be formal and informal and using a variety of mediums ranging in cost. Suggested measures for consideration include:

Low/No Cost

- LinkedIn page
- Facebook page

Medium Cost

- Creating staff testimonial videos (for use on website and facebook). Excerpts from these can also be used in writing on the website. For examples, see <http://www.joewagnerearthmoving.com.au/index.php/why-join-us.html>
- Use a billboard in the Toowoomba/Darling Downs region to promote your company both as a company and as an employer.
- Include employer brand marketing in any other events attended (such as TSBE events, Surat Basin Expo, TCC events etc)
- Include the EVP message in all recruitment activity
- Utilise your existing assets; for example, create a visual advert re careers (using the EVP message) and have this strategically placed on your vehicles and plant.
- Dedicate a section of the website to the EVP (not just a career's page).

Key factors to the success of employer branding:

Remember: a company is what it does, not just what it says - actions speak louder than words.

Living up to the brand: Making your employer brand message authentic and consistent with company practices will attract employees who truly match your organisational culture: a hallmark of employer brand success. Obviously, if the employer brand states certain expectations, they must be delivered, otherwise the messaging backfires and creates disengagement and lack of trust. Empty employer brand promises lead to turnover spikes, increased recruitment costs and money wasted on supporting employer brand initiatives.

Management commitment: it will be important that the brand is seen to be supported by Management which will include Site Supervisors and other people in positions of authority. The ability of Supervisors/Managers to demonstrate commitment to the 4 pillars could form part of their unique performance appraisal.

Measuring success:

We recommend that once the Employer Branding campaign is rolled out, you measure its success.

While the results will not always be tangible, success can be measured through:

- Volume of job applications (compared to pre-branding);
- Volume of unsolicited resumes/applications (compared to pre-branding);
- Time to fill roles (compared to pre-branding);
- Staff turnover rates (compared to pre-branding);
- Question on application form re how they heard about us; and
- Future staff perception surveys.