

*How Your Brand
Affects Your Recruiting*

BRAND

What's in a name, or more importantly, an employer brand? These days, a lot.

Your company's reputation influences more than you think. It can be the drawing force for attracting highly-qualified candidates.

Your employment brand could be the one thing that stands between you and your top candidates.

What Is an Employer Brand?

An employer brand refers to the reputation and image your company has in the marketplace. It's typically what attracts – or turns away – potential job candidates.

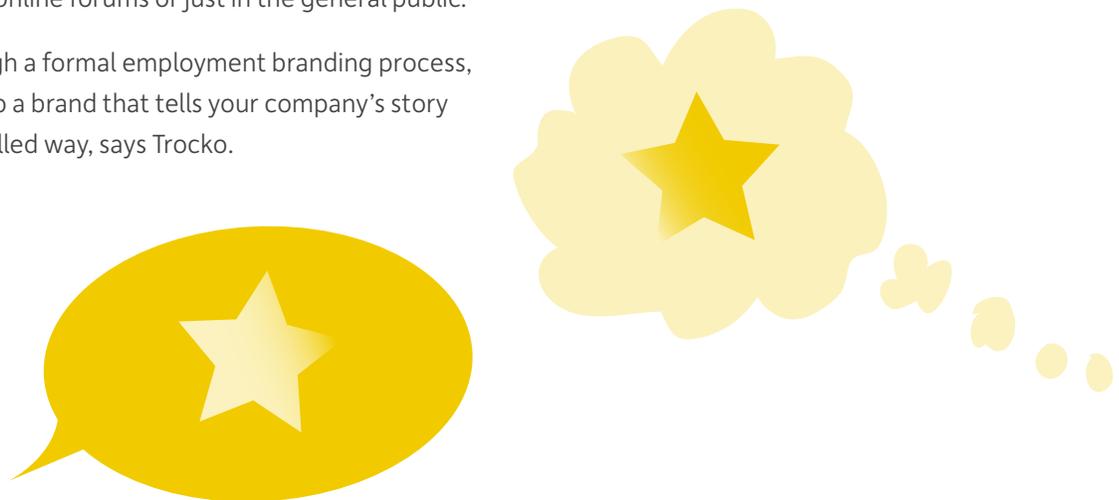
“Employment branding is very much like any branding,” says Melissa Trocko, managing director at Insperty Recruiting Services. “You're selling your business and your promise of what the employment experience will be like to potential candidates.”

Your brand's message should encompass not only the perks you offer employees, but also speak to your company's values and culture. For example, if collaboration and team work are an important part of your culture, your brand needs to say that. To prove it, you should highlight ways in which you foster this culture, such as maintaining a casual work environment, organizing team building events and offering on-site amenities like cafés, walking areas or creative meeting rooms.

An employer brand shapes the perception of your company.

That's why it's important to keep track of what's being said, either through online forums or just in the general public.

By going through a formal employment branding process, you can develop a brand that tells your company's story in a very controlled way, says Trocko.



How You Can Influence Your Employer Brand

While it can be beneficial to have a strong employer brand, you don't always have control over your brand. But there are steps you can take to shape how your brand is perceived.

An employer brand isn't centered on just one thing. Start by figuring out what your core values are. From there, also try to pinpoint what your company's culture is like.

One good way to start is by focusing on the employees you have now.

“You need to talk to your employees,” says Trocko. “Why are they there?”

It is also important to consider your competitors' employment brands, she says. You want to make sure your brand sets you apart and makes a positive statement that your candidates won't forget.

But much like any branding, for it to be effective, you need your employment brand to be unique and dynamic. Gathering information from focus groups, competitive analysis and market surveys can help ensure your brand is sending out the right message.

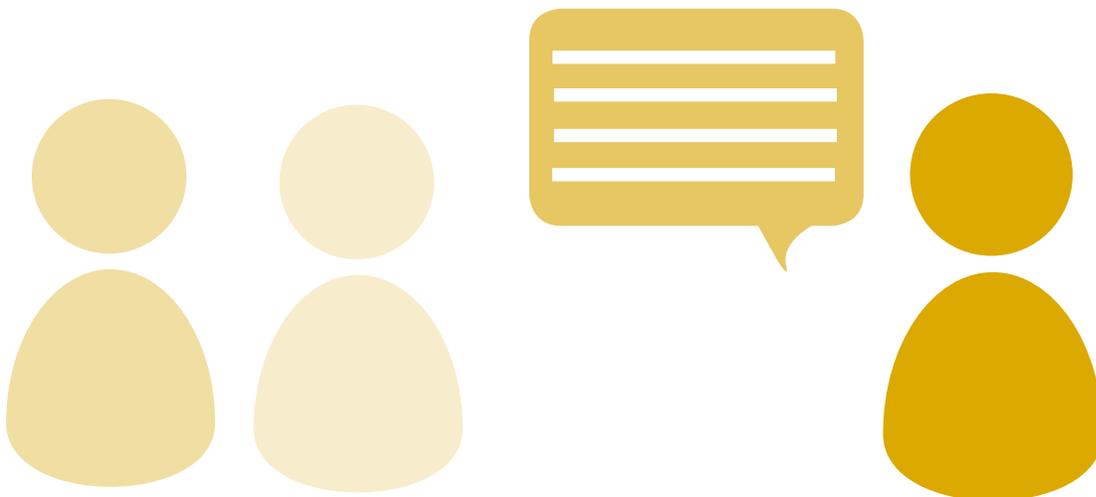
Building a successful employment brand takes time and a considerable amount of research. As a result, many businesses are turning to outside professionals for help. With more time and resources at their disposal, a professional can help you develop a brand that boosts your reputation and gets the attention of the right candidates.

Why You Need an Employment Brand

Before candidates agree to work for you, they want to know, “What's in it for me?” A well-developed employment brand answers this question. In some cases it's more enticing than competitive compensation or benefits. Yet, many business owners fail to give their brand the attention it needs.

“Most of the time, it never occurs to the business owner that they need to put so much effort into developing their employment brand,” says Trocko. “But the biggest mistake a business can make is doing nothing.”

When you ignore what people are saying about your company, you allow others to create your brand for you. This can damage your reputation, making it difficult to recruit and retain valuable employees.



Here are a few reasons why you need a well-thought-out employment brand.

#1

It helps you recruit and retain higher quality candidates

Highly sought-after candidates can afford to be choosy about where they work. A dynamic employment brand can help you get noticed and beat out the competition.

Your brand should speak directly to the wants of your target candidates, says Trocko.

This can turn the tables for your recruiting program. Instead of searching for candidates, you may find that more candidates come to you. And if the message is clear and targets the wishes of your ideal candidate, it can attract more applicants who match the role requirements and relate to the organization's culture.

Sometimes your best candidate is not actively pursuing a new job, but will consider a change for the right opportunity. A positive employment brand might provide the push they need to convince them to make the change.

And if you build an honest and accurate employment brand, your new hires will likely be a good fit, be happy in their position and less apt to leave. This can reduce costly turnover and improve productivity.

#2

It tells your side of the story

Typically, candidates research a company before applying for a job. Whether they read reviews online or speak to one of your employees, your candidates are going to dig up information about the employment experience at your company. If you don't want candidates to base their opinion on naysayers, then you need to make your own statement.

"When considering a job, the first thing candidates do is go to the employer's website," says Trocko.

"The majority of candidates won't apply if you don't tell them what it's like to work for you."

Candidates will still go to review sites and talk to your employees. But with an employment brand, you provide candidates with first-hand information, giving them a balanced perspective.

#3

It helps you pick the right candidate

To find the best candidate for the job and your business, you must first know what you're looking for. A good employment brand should say a lot about your culture and what you value in employees. If you keep it in mind when you screen candidates, it can help ensure you're picking people who fit your culture as well as the skills and work ethic you're looking for.

If your candidates' values and personality don't align with your brand, they're probably not the right fit for your organization. By measuring up candidates with your brand, you can quickly determine who would be considered a suitable employee.

From websites to job advertisements, your employment brand should be included on any media or collateral that candidates might use to form their opinion about your company.

The Takeaway

Skilled candidates often have multiple companies vying for their attention. By advertising the advantages your business offers its employees, a well-developed employment brand can highlight what makes you an attractive employer.

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