

## How do you tell if you have an Employer Brand?

The first point to realise here is that you already have one. That doesn't mean that a predecessor went out and developed one - it simply means that your organisation has a reputation as a place of work. It may not be the reputation that you would want or that accurately reflects the internal reality. It will, in all probability be more vague and fuzzy, than you would wish. It may fail to do the job of differentiating you from your competitors in your talent market.

One company was prompted to review their employer brand when their new Chief Executive opened an industry publication and found three recruitment ads on the same page - all different, some with little captions managers had done for themselves. This created the platform to try and fix things.

So let's start with the question "What is an employer Brand?"

An employer brand is how an organisation markets what it has to offer to both potential and existing employees. A strong employer brand should connect an organisation's values, people strategy and HR policies and be intrinsically linked to a company brand.

An employer brand is a set of attributes and qualities - often tangible - that makes an organisation distinctive, promises a particular kind of employment experience, and appeals to those people who will thrive and perform to their best in its culture.

The CIPD have recently published a practical interactive tool [www.cipd.co.uk/tools](http://www.cipd.co.uk/tools) which takes organisations through the steps required to develop their own unique employer brand.

There are four stages:

- 1. Discovery,
- 2. Analysis, Interpretation and Creation,
- 3. Implementation and Communication and finally
- 4. Measurement, Maintenance and Optimisation. In this newsletter, we look at Discovery.

At this stage, you'll get a firm fix on how your brand is perceived by your top management, other employees and your external talent market. You'll get a sense of how big a task the new brand faces. You need to develop relationship with other disciplines, and prepare your business case. You'll almost certainly have some of the research data you need already.

Typical Actions:

- Senior management workshop
- Internal and external focus groups
- Employee survey
- Candidate journey audit
- Building relationship with Marketing/ PR/Communication teams
- Ensuring top-level buy-in
- Select external partners

In our next newsletter, we look analysing the information that you have discovered.