How to become a *magnet* for top talent
The art of Employer Branding

Margot Katz
Happy people - stay longer & perform better
‘we’re proud to work here’
‘we have opportunities to grow’
‘we’re supported’
‘we’re appreciated’
‘we’re able to contribute’
‘there’s a productive work environment’
‘we’re well led’
‘we have a sense of wellbeing’
‘we have a voice’
‘we’re aligned with company goals and values’
What makes us choose...
the 4-step branding process

values & aspiration (*ingredients*)

excellence (*value for money*)

brand messages (*packaging*)

don’t just sit there (*reputation*)
We believe it is our responsibility to make a difference by addressing the challenges that we share with society.

Paul S. Michaels

step 1 - values & aspiration
Step 2 - excellence
Good to Great

The Flywheel

Disciplined people
- Level 5 Leadership
- First who, then what

Disciplined Thought
- Confront the Brutal Facts
- Hedgehog Concept

Disciplined Action
- Culture of Discipline
- Technology Accelerators
#1 reason why people leave organisations
Step 3 - brand messages

green
Vision

- Strategic priorities
- Departmental Objectives
- Individual Objectives

Supported by technology & systems

- Culture
- Values
- Individual Competencies
Step 4 - don’t just sit there

WHAT ARE THEY SAYING ABOUT YOU?
How are we doing?

What are our values & are we living them?

What are we world class at?

What’s the strength of our leadership brand?

Are our messages aligned?

What are people saying about us?