THE NEW ROLE OF EMPLOYER BRAND IN TALENT MANAGEMENT

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What is Employer Brand?

Why Employer Brand matters?

ManpowerGroup’s Candidate Preference Survey

Best Practices for Employer Branding

Panel Discussion: Employer Value Proposition
WHAT IS EMPLOYER BRAND?

BRAND REPUTATION & RECRUITMENT
EMPLOYER BRAND OR REPUTATION

Employer Brand is the term that we commonly used to describe Organization or Company's Reputation as an Employer, a part of more general definition of Corporate Brand Reputation.

What is the target audience for Employer Brand?

Employees | Active & Passive Candidates | Other Stakeholders: investors, clients, etc.

In Employer Branding, just as customer brand proposition, we adopt the terminology of “Employer Value Proposition” to define the unique perception, experience, job satisfaction, set of rewards, and benefits that companies offer to their employees.
WHY EMPLOYER BRAND MATTERS?

BRAND REPUTATION & RECRUITMENT
WHICH COMPANY TALENTS WANT TO WORK FOR?

Same Job Description? Same Benefits?

Have you ever asked yourself why those potential candidates want to work for your competitors?
05 Factors in Job Seeker’s Decision Making

Employment experience

5 factors in job seekers’ decision making:

- Job description: 43%
- Brand reputation of company: 33%
- Compensation package: 32%
- Interesting relevant role: 31%
- Personalized targeted message: 28%

Figure 1

1 Employer Value Proposition (EVP) is a unique set of offerings, associations and values that positively influence target candidates and employees.
“Competition for top talent is where it all starts. And today’s talent is being bombarded by messages. How can employers build connections with candidates that separate them from the pack and position the company in advance as an employer of choice when a position opens up? 

The answer is employer branding.”
MANPOWERGROUP’S CANDIDATE PREFERENCE SURVEY

BRAND REPUTATION & RECRUITMENT
Methodology

- In our recent research in US, we survey > 200 job seekers to understand how employer brand influence on talent management? And what is the best practices to leverage Employer Value Proposition?

**METHODOLOGY**
The Candidate Preferences Survey was an online survey distributed to job-seekers throughout the United States. A randomized sample with no demographic limiters was fielded between July and August 2014. 230 total respondents completed the 20-question, primarily multiple-choice survey. Results have a 95 percent confidence level.
Where is the common source of Information about Job & Employer?

- Company website: 86%
- Search engine results: 52%
- Peers: 45%
- Industry associations: 31%
- Social media networks: 30%
- News sites: 27%
- Recruiter/hiring manager: 22%
- Outside recruiter: 13%
- Other: 2%

Figure 1
Brand as Motivator but Information is lacked

Figure 2
Which Information do Candidates know about Employers?

The survey data revealed the importance of accurate and expansive information about both the employer value proposition and the position itself.

Filling the information gap is only half the challenge; making honest and respectful connections with candidates can help employers recruit and retain the best and brightest in today’s competitive marketplace.
Candidate Experience: Where do they share?

EXPERIENCES MATTER

>200% INCREASE IN THE LIKELIHOOD PEOPLE WILL SHARE THEIR EXPERIENCES ON SOCIAL MEDIA (SINCE 2012)

- 83% SHARE A GOOD EXPERIENCE with their inner circle
- 51% SHARE A GOOD EXPERIENCE on social media
- 66% SHARE A NEGATIVE EXPERIENCE with friends and colleagues
- 34% POST INFORMATION ABOUT THEIR BAD EXPERIENCE online
Social Media influence is growing

Top social media platforms used to gather information about employer brands and open positions:

- Facebook: 72%
- LinkedIn: 43%
- Google+: 43%
- Instagram: 22%
- Pinterest: 15%
- Twitter: 13%
- Other: 10%
Interviews also influence Brands

- Candidates want direct brand connection during the interview process: 72%
- In-person interview with a hiring manager: 16%
- Initial phone screening interview with recruiter: 16%
- Video conference or Skype interview: 2%
- In-person group interview: 8%
- Other: 2%
BEST PRACTICES FOR EMPLOYER BRANDING

How to leverage your EVP?
# 1: BUILDING TRUST

TO COMPETE FOR TOP TALENT, FOCUS ON TRUST

- Give employees venues to share their experience
- Respond to the good and the bad
- Be proactive; provide information about corporate culture
- Turn candidates into brand loyalists
Why building trust is important?

The Talent Board and Hire Right released a Candidate Resentment Calculator, designed to calculate the amount of money a bad experience costs employers, using a very conservative example of a medium sized retailer with 3,000 employees/250 annual hires.
Sharing from Jobseekers – What they want to hear?

Seven in 10 job seekers agree their perception of a company improves after seeing an executive or other company representative respond to a review.

More than 3 in 4 jobseekers want to hear from employers about what makes their company a good place to work.

A sample audit of social media can help companies understand where employees spend their time and which platforms provide business benefits.
The EVP & Room for Improvement

• **Nearly 3 in 4 employees** say their employer doesn’t promote their employment brand on social media platforms.

• **Only 13% of workers in 142 countries** actually feel engaged at work and half of the people surveyed say their job has no connection to their company’s mission, and has no meaning or significance.

• **Only half of workers** believe their employer is open and honest with them and a quarter of employees don’t trust their employers at

• **27% of employees** who plan to leave their jobs have high levels of trust in their companies’ leadership
10 Ways to promote authentic employee conversation about EVP

1. Design for the majority who will do the right thing.
2. Treat employees like adults.
3. Keep policies clear and simple.
5. Assume employees have your best interest in mind.
6. Respond to reviews.
7. Don’t script them. Let them be authentic.
8. Celebrate all who speak up (even if they criticize you).
9. Carefully weigh the risks against the potential benefits.
10. Be courageous. Lead the path toward trust.
08 Keys to Building Employer Brand

- Be Candidate Centric
- Be Authentic
- Be Consistent
- Be Informed
- Be Creative
- Be Proactive
- Be Reactive
- Be Bold
BUILDING EMPLOYER BRAND

Be Candidate Centric
• Apply marketing tools to their sourcing and recruiting processes.
• Taking into account passive candidates’ unique motivators, needs and life stages, then customizing approaches/materials for them.

Be Authentic
• Do not attempt to control what brand ambassadors say and do on social media.
• Savvy users of social networking sites can spot contrived or forced contributions that seem inauthentic. Such activity can actually do more harm than good to employer brand.

Be Consistent
• Consistency will avoid the perception of the “bait and switch” candidate trap as well as speed the development and strength of the employer brand.
• Put marketing guidelines in place for recruiters so they know what messages to impart about a company.

Be Informed
• Have a technology team constantly evaluate all the tools out there from LinkedIn to Facebook to get rated! Do not discount a new tool that has only been around a few months as it may wield real influence in the marketplace.
BUILDING EMPLOYER BRAND

Be Creative
• Invest time on job descriptions. Make sure you talk about why a candidate would want to work at the company and why people stay there.
• Encourage the use of less traditional creative outlets such as “selfie videos” of daily workplace activity by employee ambassadors or testimonials to convey the employer brand.

Be Proactive
• Cultivate talent communities for months (if not years) before the company needs to fill open positions.
• Make joining a talent community as easy as one click on a website or mobile device.

Be Reactive
• When online reviews are negative, do not be defensive. Address the issues being raised and, if appropriate, follow up when they have been rectified.
• When reviews are positive, use it as an opportunity to provide deeper insight as to why it is important to the company and how it reinforces the EVP. Authenticity matters.

Be Bold
• For some HR professionals it may be a hard pill to swallow that employer reputation is increasingly being shaped online — often by forces they fear they have little control over. However, hesitation or denial is no solution.
• New marketplace dynamics require courage beyond the usual limits of conventional thought.
THANK YOU
FOR YOUR ATTENTION!