

Standing Out from the Crowd: Employer Branding Worksheet

Values

What are the core values of your organization?

Hint: What behaviors does your organization reward? Celebrate? Tell stories about?

What does your target candidate likely value?

Hint: Think about: Flexibility, Transparency, Valuing well-being, Respect

Where is there overlap between your organization and target candidate values?

Organizational Values

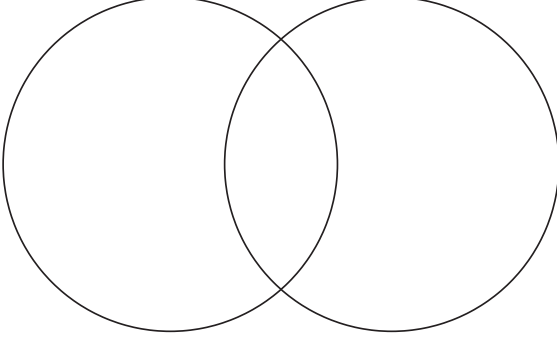
① _____

② _____

③ _____

④ _____

⑤ _____



Overlapping Values

① _____

② _____

③ _____

Candidate Values

① _____

② _____

③ _____

④ _____

⑤ _____

Employee Value Proposition

What unique experiences/benefits do employees “get” from working with your organization?

Hint: Consider unique working environments, unique benefit programs, etc.

Consider how your organization ensures Growth, Impact, Service, and Care.

In addition to a competitive paycheck, you can expect:

① _____

② _____

③ _____



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Employer Brand

What's the entire overall experience like working for your organization?

Hint: This is the culmination of the physical work environment, the culture, technology, etc that comprise the entire employee experience

What will it be like to work for your organization?

Hint: Consider asking your current team and highlighting their comments as "testimonials"

How do you want your employees to FEEL about your organization and working there?

"When you come to work at _____ (your company), you can expect _____."

"At _____ (your company), it really feels like _____."

Putting it to Work

Develop a brief statement that summarizes your employer brand, stressing what your company values, what unique benefits you provide to employees, and the special things about your organization that make it stand out from the crowd.

How will you leverage your employer brand?

- Incorporate into Job Descriptions
- Update company "careers" page
- Include in online job postings
- Include in flyers for job fairs
- Other
 - ① _____
 - ② _____
 - ③ _____