

Refining a powerful Employer Brand: shifting from image and hype to connected leadership behaviours

By Clayton Glen, Director, HDA

Effective employer branding – a talent management cornerstone

Any effective talent management strategy is underpinned by the ability of the organisation to effectively attract, engage and retain organisational talent. This requires an aligned infrastructure and compelling leadership behaviours which together enhance the experience of candidates, new employees, established employees, and those transitioning out of the organisation.

Well-led organisations recognise that attracting and ensuring the ongoing engagement of organisational talent with the objectives of the organisation is enhanced by employing employer branding principles. 'Employer Brand' broadly touches on 'employer of choice', 'employee value proposition' (EVP) and 'unique talent experience' concepts. Ultimately, it's about external reputation, increasingly linked to corporate social responsibility at one level (with focus on external constituencies, including candidates and customers), and the quality of the internal experience (staff and associates, including key talent).

What's the benefit?

An effective employer brand does not guarantee staff engagement, motivation and performance, but it certainly enhances it. The flipside is that

when staff leave the organisation, either voluntarily or via role redundancy, a great employer brand ensures that business reputation is maintained. These days, with online communities with a global 'voice' like Vault.com and so on, the importance of matching external reputation with internal experience is key.

Image vs Behaviours

Those organisations recognising that an effective employer brand is underpinned by outstanding and consistent leadership behaviours rather than by hype and image, are the ones likely to generate greatest success in this area.

Many organisations get this wrong – many consultancies too, considering the plethora of HR consultancies claiming to be employer brand consultants who tend to limit their focus at the image end – glitzy recruitment websites, colourful advertising campaigns and so on, without the substance of true leadership behaviour change to underpin the employer brand strategy. Image alone does not equal substance.

Getting this right often depends on close collaboration between organisational leadership, internal communications, HR, L&D and Marketing, and sometimes benefits from external facilitation.

HDA Global Employer Brand Master Classes

HDA has teamed up with Brett Minchington, Employer Brand strategist and author of International best-seller, 'Your Employer Brand attract-engage-retain' to bring a series of Global Employer Brand Master Classes to the UK during October as follows:

10 October – London

11 October – Bristol

16 October – London (Financial Services focus)

See more and book at:

<http://www.hda.co.uk/HDAMasterclass> or for further information, please contact Sweta Patel (Media): sxp@hda.co.uk or Luke Bennett (Business Development): llb@hda.co.uk www.hda.co.uk



HDA provides consultancy in career transition, leadership and talent development and organisational change

For more information, please contact Sweta Patel (Media)- sxp@hda.co.uk or Luke Bennett (Business Development) - llb@hda.co.uk / www.hda.co.uk

News

Sage grows business through acquisition



Sage UK has expanded its range of business software and services to include HR and payroll services following its acquisition of Snowdrop Systems.

Sage, a supplier of business management software and services to small and medium sized businesses, acquired the company for an enterprise value of £17 million. Snowdrop provides HR, personnel and payroll management software to over 700 mid-sized businesses in the UK. The software enables businesses to automate and manage a range of HR services, including recruitment, personnel, pay and flexible benefits.

Paul Stobart, Chief Executive of Sage UK and Ireland region, commented: "The acquisition of Snowdrop brings Sage a portfolio of HR and payroll software solutions for the mid market, complementing perfectly our existing offerings which are predominantly aimed at smaller businesses.

"Our customers have been indicating for some time a strong interest in automating and managing more effectively their HR activities. The acquisition of Snowdrop, with its specialist range of HR software products allows us to provide our customers with exactly what they require in the HR field."

Michael Richards, Chief Executive of Snowdrop said: "Snowdrop joining Sage presents a number of exciting opportunities for both our customers and our employees. The additional resource and support that Sage can provide, combined with Snowdrop's expertise, means that we can realise our full potential. We will continue to support our existing customers and offer Snowdrop software as standalone solutions whilst at the same time developing software and services for Sage's existing and future customers."