



New Year, New View – Ensuring your Organisation’s Reputation during and after the Downturn

hda

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Ex-Employees and Reputation

In the current economic climate, with significant redundancies across most sectors; the value of ex-employees to the organisation’s future (post-downturn) talent strategy and business continuity needs, will become increasingly important.

Have a look at www.glassdoor.com to see what people may be saying about your organisation now which may impact your future talent attraction, engagement and retention strategy.

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.

An effective employer brand strategy can be a significant ROI-generating contributor to an organisation’s talent strategy, in that it can strongly enhance the ability of the organisation to effectively attract, engage and retain organisational talent where strategy, infrastructure and the organisation’s leadership behaviours are closely and consciously aligned.

‘Employer Brand’ broadly touches on ‘employer of choice’, employer/employee value proposition’ (EVP), employee ambassadorship and ‘unique talent experience’ concepts – lots of linked ideas which can get confusing.

Acid Tests and Key Considerations for measuring ROI on Employer Branding

The following are suggested acid tests on the success of implementation of an employer branding strategy:

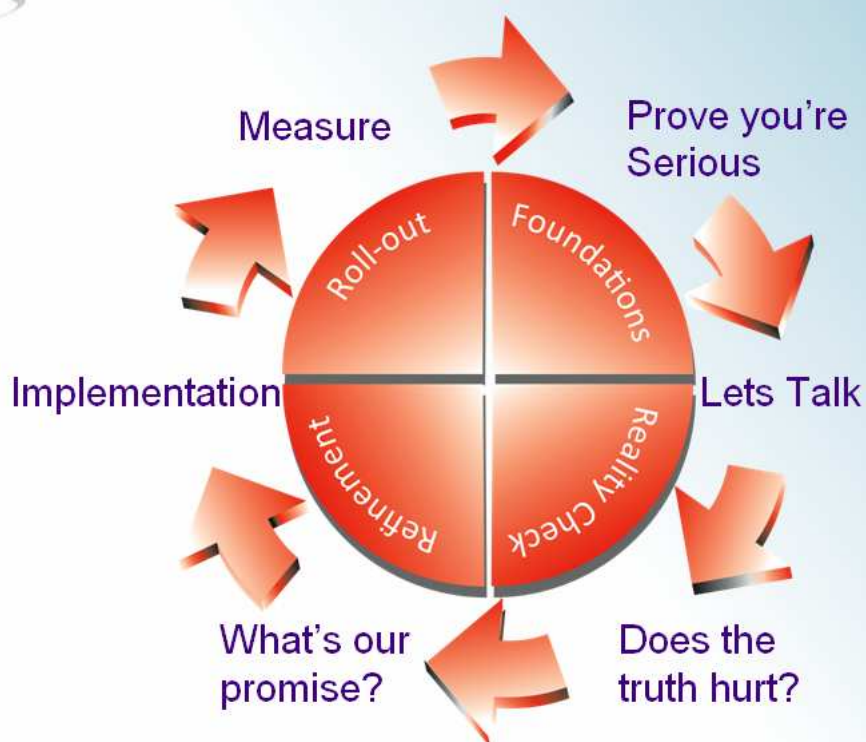
- empowered/engaged sponsors,
- outputs which clearly reinforce the organisation’s key value drivers and EVPs,
- a manageable and realistic roadmap, within a sustainable budget,
- a clear, creative and compelling communication infrastructure and feedback loop, via focus groups, surveys, etc.,
- compelling and creative tangibles eg. print and digital media, branded events and initiatives, etc.,
- requisite internal processes to give life to the strategy,
- requisite/consistent leadership and staff ambassadorial behaviours,
- a transparent feedback/assessment loop to identify requisite image vs behavioural/mobilisation gaps, (eg. via focus group and survey activity)

HDA and 360 Degree Advertising have developed a 6 Stage process (refined from an earlier 8 stage process) for implementing effective employer branding strategies. This process includes six key stages, which are in turn summarised under the following quadrants:

- Foundations
- Reality check
- Refinement
- Roll-out



The 6 Stage Process



Seven Pointers for a Successful Employer Branding Strategy and Solid Organisational Reputation

- Find the burning platform – eg. attraction, engagement, retention ...
- Assure leadership buy in and behaviours, or everything is academic
- Ensure that employees/key stakeholders have contributed
- Take a structured approach to implementing a strategy, with clear ownership, milestones and agreed commercial outputs
- Seek to measure outputs in terms of commercial/bottom-line benefits (ROI)
- Recognise that personal experience is key – external reputation, image and promise is not enough for highly marketable and talented people
- When staff leave the organisation, either voluntarily or via role redundancy, a great employer brand ensures that business reputation is maintained

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