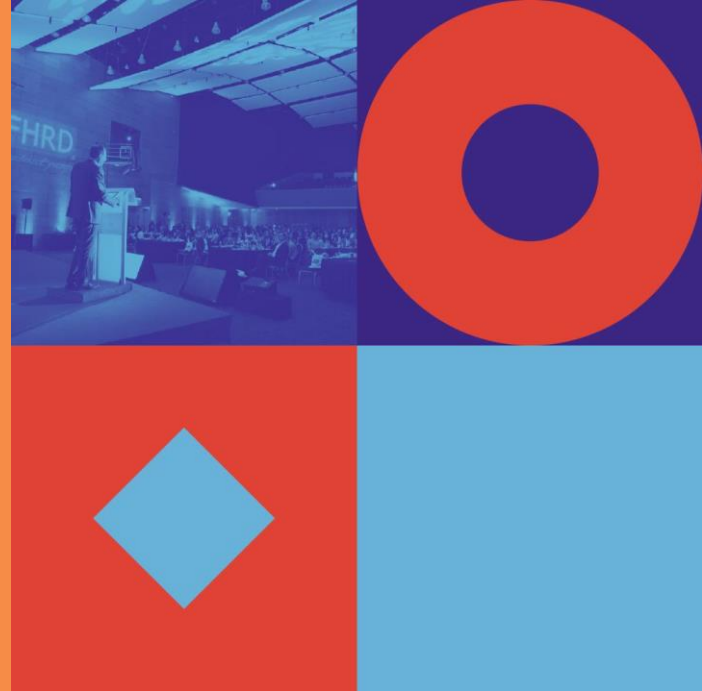


Workshop

Challenges encountered to revamp an Organisation's Employer Branding

Peter-Jan Grech
CEO & Founder, BRND WGN Co Ltd



Revitalising HR
Leveraging Employer Branding



Revitalising HR
Leveraging Employer Branding

Better people
make better brands.
Better brands
make a better world.





Estimated number of job-to-job resignations in the UK from Q4 2001 to Q2 2022 (in 1,000s)

Number of job-to-job resignations in the UK 2001-2022



Note(s): United Kingdom; Q1 2001 to Q2 2022; 16-69 years



Estimated number of job-to-job resignations in the UK from Q4 2001 to Q2 2022 (in 1,000s)

Number of job-to-job resignations in the UK 2001-2022



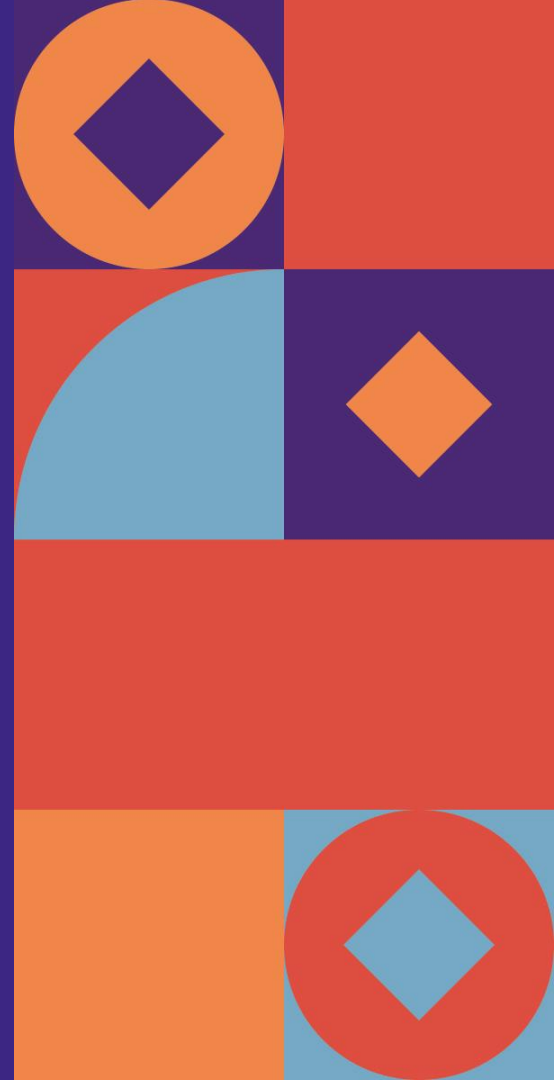
Note(s): United Kingdom; Q1 2001 to Q2 2022; 16-69 years

How do you build an employer brand when everyone is leaving?

Our Agenda

- Definitions
- Real World Challenges
- Employer Branding Challenges
- The BRND Framework
- Getting Started

Definitions



What is a brand?

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association).

What is a brand?

“A brand is what people
say about you when you’re
not in the room.”

Jeff Bezos, Amazon

What is a brand?

“A brand is a person’s gut feeling about a product, service, or company.”

Marty Neumeier

What is a brand?

“A brand is
what a brand does.”

BRND WGN

What is branding?

“Branding is the process of giving meaning by creating and shaping a brand in consumers’ minds. It is a strategy designed to help people to quickly identify and experience a brand, and give them a reason to choose their products over the competition’s, by clarifying what this particular brand is and is not.

The objective is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises.”



What is an employer brand?

Your employer brand is your organisation's reputation as an employer. In simple terms, it's what job seekers and employees really think of you. It's what they tell their friends and family when you aren't around.

Sam Daley, Built In



What is employer branding?

Employer branding is the process of managing and influencing your reputation as an employer among job seekers, employees and key stakeholders. It encompasses everything you do to position your organisation as an employer of choice.

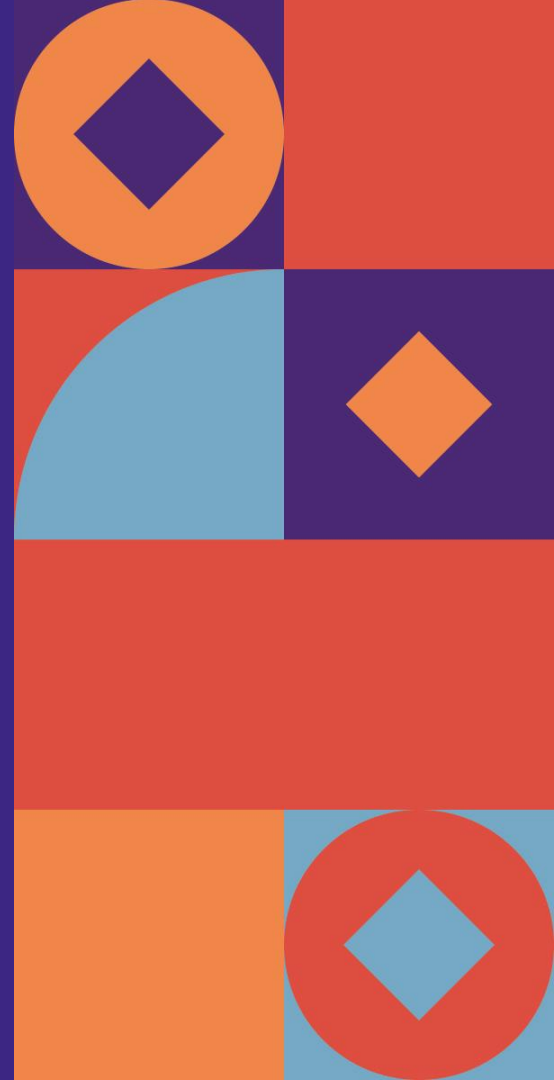
Sam Daley, Built In

*Just like your commercial brand, an
employer brand is an asset that
requires constant attention.*



Revitalising HR
Leveraging Employer Branding

Real World Challenges



CHALLENGES ENCOUNTERED TO REVAMP
AN ORGANISATION'S EMPLOYER BRANDING

Peter-Jan Grech
CEO & Founder, BRND WGN Co Ltd

Real World Challenges

5 EMERGING FORCES
TRUST & INSPIRE
STEPHEN M R COVEY

CHALLENGES ENCOUNTERED TO REVAMP
AN ORGANISATION'S EMPLOYER BRANDING

Peter-Jan Grech
CEO & Founder, BRND WGN Co Ltd

Real World Challenges

5 EMERGING FORCES
TRUST & INSPIRE,
STEPHEN M R COVEY

- The nature of the world has changed.

CHALLENGES ENCOUNTERED TO REVAMP
AN ORGANISATION'S EMPLOYER BRANDING

Peter-Jan Grech
CEO & Founder, BRND WGN Co Ltd

Real World Challenges

5 EMERGING FORCES
TRUST & INSPIRE,
STEPHEN M R COVEY

- The nature of the world has changed.
- The nature of work has changed.

Real World Challenges

5 EMERGING FORCES
TRUST & INSPIRE,
STEPHEN M R COVEY

- The nature of the world has changed.
- The nature of work has changed.
- The nature of the workplace has changed.

Real World Challenges

5 EMERGING FORCES
TRUST & INSPIRE,
STEPHEN M R COVEY

- The nature of the world has changed.
- The nature of work has changed.
- The nature of the workplace has changed.
- The nature of the workforce has changed.

Real World Challenges

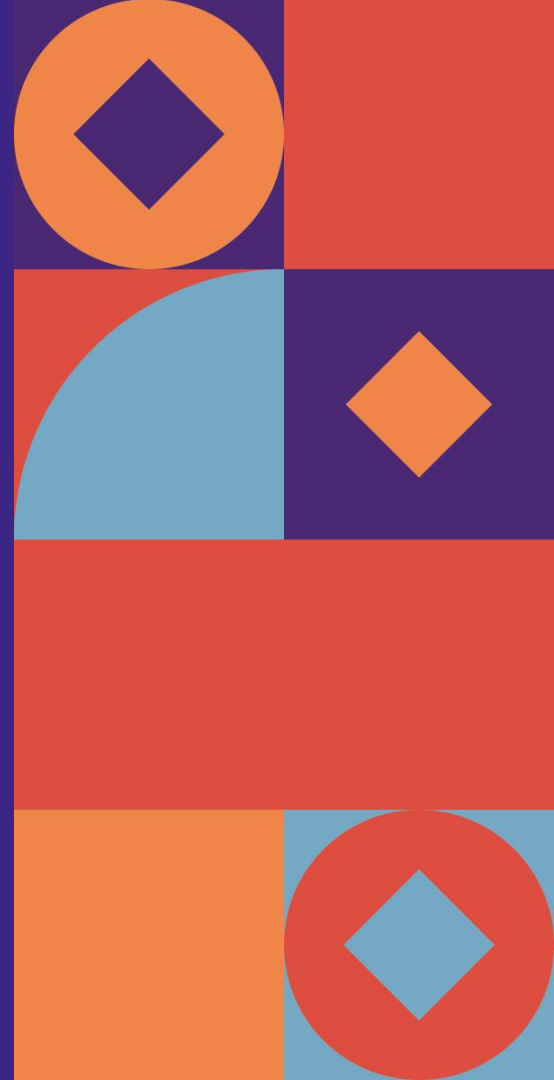
5 EMERGING FORCES
TRUST & INSPIRE,
STEPHEN M R COVEY

- The nature of the world has changed.
- The nature of work has changed.
- The nature of the workplace has changed.
- The nature of the workforce has changed.
- The nature of choice has changed.



Revitalising HR
Leveraging Employer Branding

Employer Branding Challenges



Employer Branding Challenges

- Authenticity
- Willingness to adapt
- Drive, discipline & perseverance



Authenticity

Many organisations attempt to build their employer brand in powerpoint using all the fancy words. Real employer brands are built through collaboration commitment and example. If it is not real, don't do it.

Your employer brand needs a brand story but the story cannot be a fairytale.

If this is just about recruitment and retention for KPIs sake - don't bother.



Willingness to adapt

In-person/hybrid/remote, diversity - are all factors that we need to take into consideration when building and communicating our story.

The onus is on leadership to adapt to the audience and not the other way around.



Drive, discipline & perseverance

Employer branding is a marathon not a sprint.

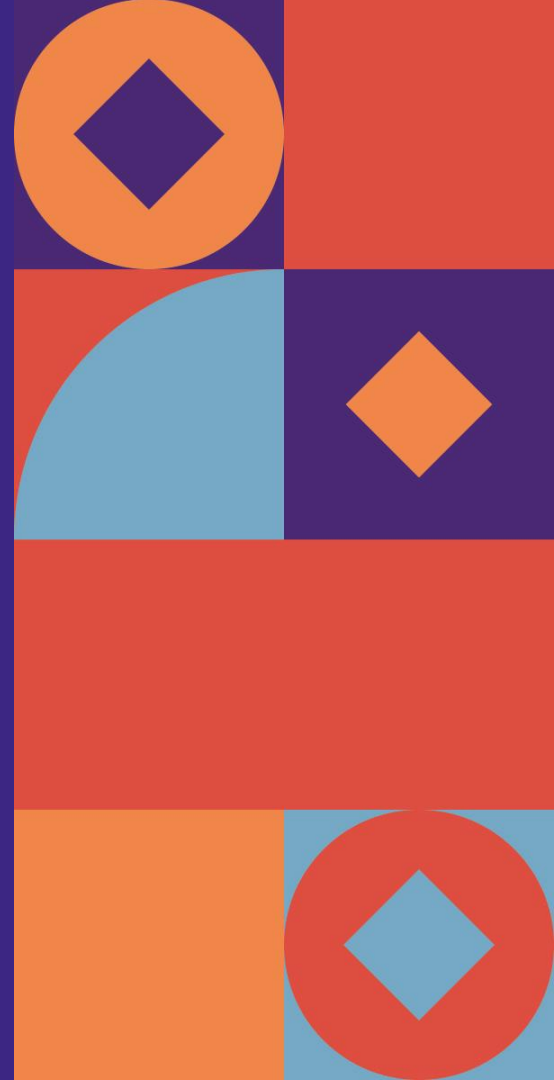
The inspiration must start in the C-Suite and drive through the organisation by example.

The organisation must be fully supported to persevere in carrying the Employer Brand through every touch point.



Revitalising HR
Leveraging Employer Branding

Epic Imperatives that drive Employer Branding



Two Epic Imperatives

2 EPIC IMPERATIVES
TRUST & INSPIRE,
STEPHEN M R COVEY

- Create a high-trust culture that can attract, retain, engage and inspire the best people
(and win the war for talent)

Two Epic Imperatives

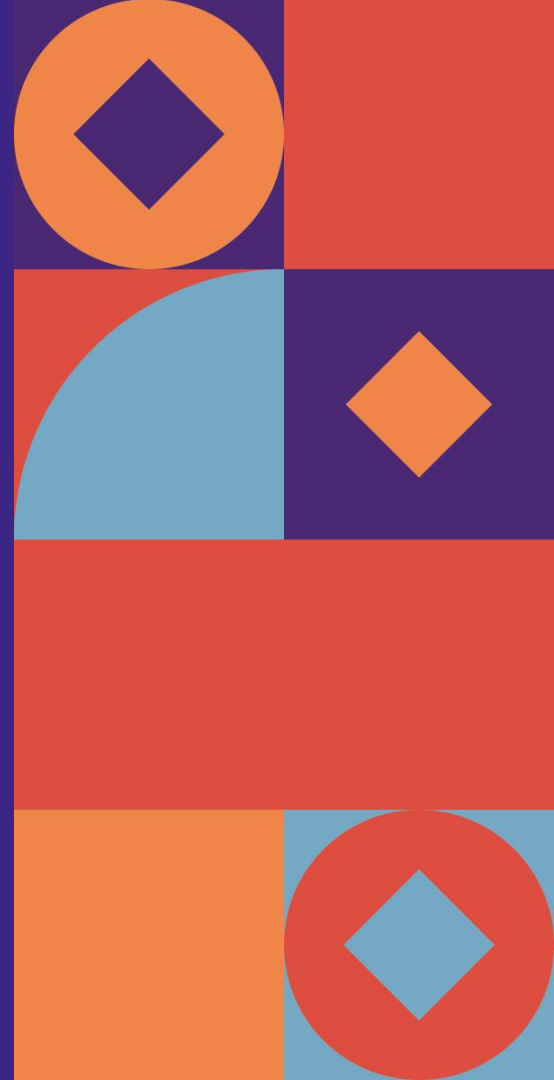
2 EPIC IMPERATIVES
TRUST & INSPIRE,
STEPHEN M R COVEY

- Create a high-trust culture that can attract, retain, engage and inspire the best people (*and win the war for talent*).
- The ability to collaborate and innovate successfully enough to stay relevant in a changing and disruptive world.



Revitalising HR
Leveraging Employer Branding

The MPLYR BRND Framework





Revitalising HR
Leveraging Employer Branding

Vision
+
Proposition | Purpose | Principles
+
Action





Your what

Vision

+

Proposition | Purpose | Principles

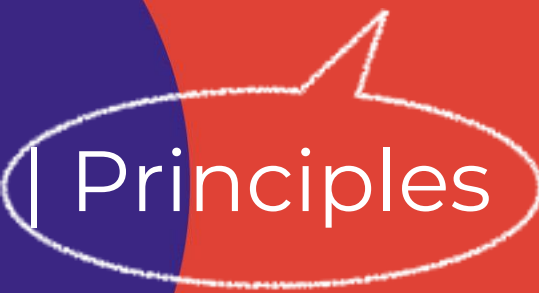
+

Action



Vision
+
Proposition | Purpose | Principles
+
Action

Your how

A hand-drawn white speech bubble with a tail pointing towards the word 'Principles' in the central text.

Where you're
going by when

Vision

+

Proposition | Purpose | Principles

+

Action

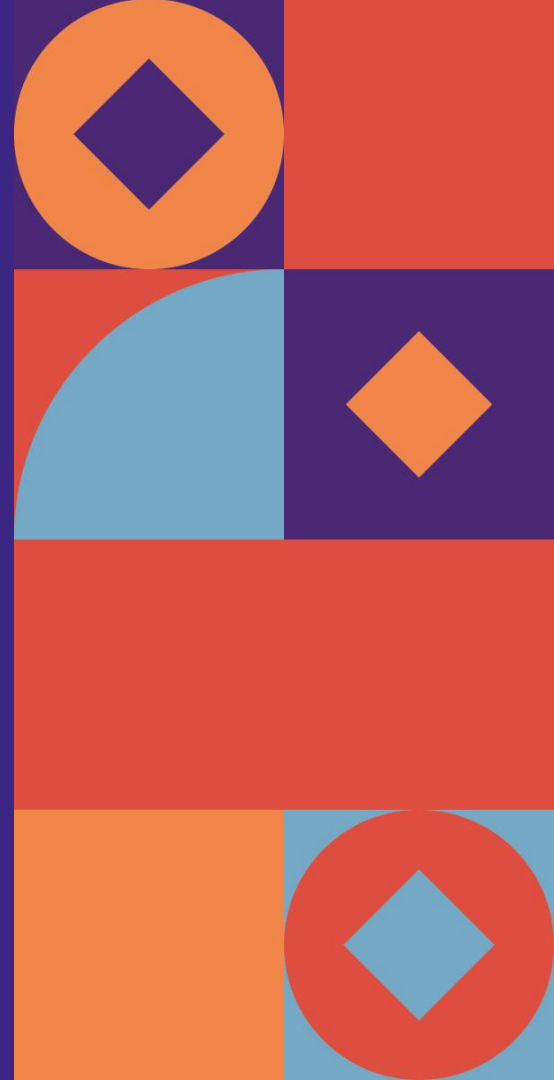
Vision
+
Proposition | Purpose | Principles
+
Action

The milestones
to get there



Revitalising HR
Leveraging Employer Branding

Getting Started



Employer Branding Action

- The RoundUp
- Scrums. Driving ownership
- Rituals. Building momentum
- Communicating always and in all ways



Round Up

1. Start by sharing the story with your team.
2. Communicate: why you're here, how you got here & what this vision means for the whole organisation.
3. Be clear about what success looks like and how it benefits everyone.
4. Define your 'Action Pillars' that will determine where efforts needs to be concentrated.
5. Reach out and see who would like to be involved in which areas.
6. Set a clear road map of what's next.

Scrums

Scrum meetings or 'SCRUMS' are the perfect place to get those team members who are committed to enacting the vision together to have a say in what's next and also make it happen.

We suggest appointing a dedicated Scrum Master to each action item and giving each team a clear brief of what is expected and access to the right resources required to make things happen.



Rituals

Ritualistic behaviour can improve social bonding when we practise it collectively. Group rituals indicate that members are like-minded and share certain values, promoting an atmosphere of trust. *EG. ritualistic chants have been shown to make football fans feel connected.**

A ritual is a sequence of activities involving gestures, words, or objects, performed according to a set sequence.

Great rituals include: Ringing bells, Weekly stand-ups, Chants, Welcome new employees in a special way, Recognising birthdays and even farewells.

* Karan Johnson, BBC

Communi cating

The final yet most consistent activity that builds resilient employer brands is communication.

It is very easy to focus on externalised communication using social and traditional media channels yet the most effective, important yet sadly overlooked component of building strong employer brands is internal communication.

Communicate always and in all ways.

Every communication is a chance to shape and strengthen your employer brand.



Revitalising HR
Leveraging Employer Branding

A brand is
what a brand does.

Do the right thing.





Revitalising HR
Leveraging Employer Branding



THANKS
brndwgn.com

