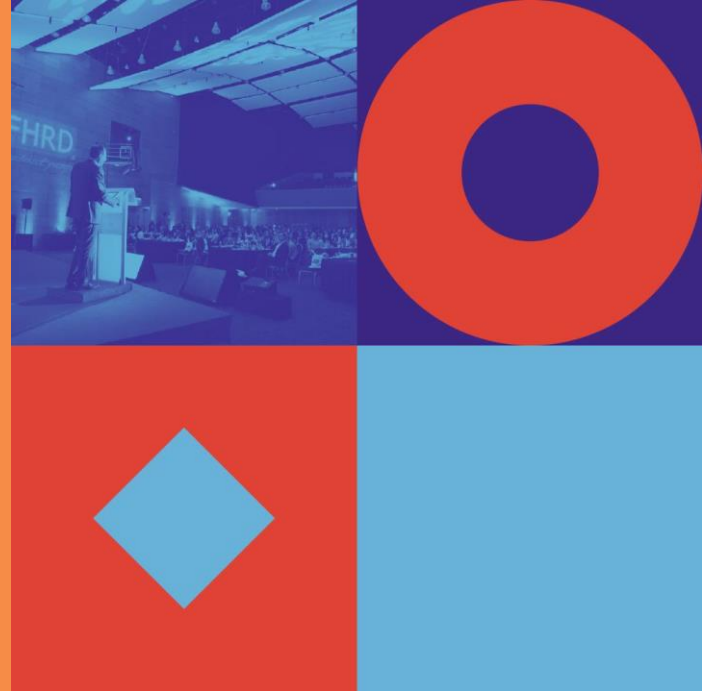


WORKSHOP

Authentic Employer Branding – It Starts With Engaged Employees!

Stefania Curmi
Head of HR LeoVegas Group



Revitalising HR
Leveraging Employer Branding

AUTHENTIC EMPLOYER BRANDING –
IT STARTS WITH ENGAGED EMPLOYEES!

A Quick Intro

- 14 years of HR experience, primarily in financial services
- Recently moved to iGaming... quite an exciting change! 😊 Head of HR at LeoVegas group
- Mum of two boys aged 7 and 3





“Customers **Prospective employees** will *never* love a company until the employees love it first.”

Simon Sinek

Employer branding... in numbers

(according to LinkedIn)

50% of employees already post comments and other content online about their employers, with **30% doing so without the encouragement of their employer.**

15% of employees have shared negative comments about an employer.

Your employees are your most powerful recruiters!
88% find that hires through referral programmes perform better.

Websites like Glassdoor are starting to really pick up traction in Malta, especially in international companies based here.

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Grab your phones and go to Menti.com –
use code **2815 1208 (all replies are
anonymous!)**

EB Example 1 – Netflix

The ‘Not Overly Positive’ one

- EB Mantra: ***Focus on content that is empathetic and inspirational, without coming across as naive or overly positive.***
- They don't **make things seem prettier than they are.**
- The company's careers page features a video of Netflix CEO talking about **what he's learned and the mistakes he's made.**



EB Example 2 – WYZANT (online tutoring company) The ‘Don’t take ourselves too seriously’ one

**Staff Attire, Avg. Day: 49% T-Shirts.
49% Other Shirts. 2% Track Suits.**



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Tangible steps to head towards an authentic EB

- STEP 1 – LISTEN! And Do The Work.
- STEP 2 - Show, Don't Tell.
- STEP 3 - Trust Your Employees.
- STEP 4 - Stay Relevant.

STEP 1 - LISTEN! And Do The Work

- Stay close to your employee engagement scores.
- Check that the story you're telling online mirrors the actual employee experience.
- Be bold, own your shortcomings! No employer is perfect and no prospective employee expects perfection!

STEP 2 - Show, Don't Tell

- Talk is cheap. Show what it's like to work at your organization by sharing photos and employee generated content that highlight the real experience.
- Human content performs best, and it helps people set realistic expectations about the opportunity.

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STEP 3 - Trust Your Employees

- They are the heart and soul of your company. Empower them to share their experiences.

STEP 4 - Stay Relevant

- As your organization continues to grow and evolve, keep a pulse on employee and candidate sentiment to make sure that your messaging is still relevant.
- Be thoughtful and intentional about the language that you use. It matters.

Take Away Questions

- When your employees see your EB campaigns, can they fully relate to them?
- How often do your own people appear in your social media in an unscripted, genuine way?
- Have you in recent months posted about any shortcomings, things which you are working to improve on?



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Thank You!

