

E-BOOK

# **BUILDING A HUMAN-CENTRIC POST-PANDEMIC EMPLOYER BRAND STRATEGY**

Putting talent and employees at the centre of your attraction and retention efforts.



Mobilize your EVP to deliver real results.

## Internal Focus

# Start with your EVP

Adjust your employee value proposition to make it more friendly for an increasingly agile workforce & gig economy.

A gig economy undermines the traditional economy of full-time workers who often focus on their career development.

In 2018 Gallup estimated that 36 percent of US workers had a gig-work arrangement in some capacity, including independent contractors, online-platform workers, contract-firm workers, on-call workers, and temporary workers



### Clarity on Role and Impact

## Communicate

Provide a perspective on the tangible contribution employees can make at your company.



### Unique Holding Environment

## Iterate

Create a workplace that supports physical, social and psychological needs.



### Framework for Fulfillment

## Enable

Assert a re-defined idea of success that includes autonomy and impact and applies to all employees.

## Internal/External Focus

# Future-Proof

Since its inception, employer branding has always been an important part of a company's overall strategy.

And given the current state of affairs, it's not surprising to see that projected budgets for employer branding and recruitment marketing have increased on average by more than 10% compared with 2020. (Forbes, 2021)

## Industry Competitive Analysis

Deep-dive into your top talent competitors and identify how they are engaging talent, their external brand reputation & prevailing sentiment. Find competitive whitespace.

## Personal Brand Training

Inspire influencers and culture champions within your business to become more vocal advocates for your employer brand.

## Talent Magnet Program

Identify talent magnets within your business and collaborate to create and share content that provides a view inside your organization and a perspective on what makes your culture incredible.

## Talent Identity Maps

Find out what motivates and excites your target talent, on a human level, and uncover ways you can authentically connect and engage with them based on this understanding.

Invest in your talent strategy. Create a platform for market-driven initiatives that harness the power of your workforce and strengthen your employee experience AND your employer brand,



## External Focus

# Build Authenticity

86% of employees said they would prefer to work for a company that prioritizes outcomes over output. What does this mean? New employees want to work for a company that cares less about the qualified work output they are able to produce, and more about the impact they can deliver to the business in a holistic sense. (Harvard Business Review)

01

### Diversify Your Storytelling

- Focus on employee and leader stories that approach the personal and the professional.

02

### Try Removing Axioms and Jargon

- How would your career site content sound if you couldn't use "inclusion", "impact", "wellbeing" or "innovation". Challenge yourself to say more with human language

03

### Create an Audience-Based Channel Strategy

- Beyond the big, monolithic recruitment platforms, add channels that are hyper-relevant to your talent. Do your research.

## External Focus

# Target your talent

According to Statistics Canada, the number of job vacancies across all sectors reached an all-time high in the third quarter of 2021, up over 62 per cent from a year earlier. And that's leaving employers scrambling to fill critical jobs and giving job seekers the upper hand amid a war for talent.

### Channel Strategy

Make sure you are present and active on a range of platforms. Look to add one new platform per year. Don't spread yourself too thin, but strive for evolution.

### Explore Delivery

Don't stick to one content format and method of delivery. Play with video, animations, employee spotlights, social media takeovers. Shake it up.

### Organic & Paid

Paid media guarantees reach, but make sure the human voice of your employer brand doesn't get lost. Empower employee generated content, too.



**Internal/External Focus**

# Foster a Sense of Belonging

**Belonging is not seen or heard.  
It is felt.**

To build a reputation as an organization where employees feel they belong, enable bottom-up feedback that leads to strategy implementation.

## External Focus

# Create Inclusive Recruitment Marketing

Nearly 80% of workers in the most recent CNBC Workforce Survey say that they want to work for a company that values diversity, equity and inclusion.

Sixty percent of workers in the survey say they approve of business leaders speaking out on social and political issues.

## 01 Tone

Audit your career site content, job descriptions, social content & company profile information to mitigate biased language as much as possible. Engage a technological solution to parse language and a panel of sensitivity readers to make language-based recommendations.

## 02 Content

Revisit your story. What can you offer employees when it comes to flexible work? How do you support internal talent mobility? Is there a place for great candidates who don't fit bullets on the job description? These are all important factors that help candidates make an assessment about inclusion and belonging.

## 03 Vocal Allyship

Empower employee and leader voices through your talent branding efforts. Amplify perspectives from inside your organization that demonstrate your culture of belonging and allyship. Use blogs, livestreams & video content. Show, don't tell.

## 04 Patience & Consistency

Creating an inclusive strategy that upholds real diversity in your pipelines of talent and at your organization is a commitment. It's not reactive and it can't feel inauthentic. Engage consistently and honestly. Seek new perspectives and modes of messaging. Have patience.

## Internal Focus

# Internal Talent Mobility

"Internal talent mobility brings organizational benefits. It widens the internal talent pool and increases gender diversity.

For instance, women are much less likely to apply for a position for which they are not at least 90% qualified. But a technology solution can lower this threshold with recommendations and nudges."

- Josh Bersin

### 01 UNCOVER PRE-EXISTING TALENT COMMUNITIES

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Engage groups across your organization to find internal networks of employees who are already helping each other upskill and grow. Help them gain sponsorship & visibility.

### 03 SHOW REAL GROWTH

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Amplify stories from employees who have taken their career to new heights through your organization's support for ongoing development.

### 02 FIND OPPORTUNITIES TO PROMOTE BELONGING

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Embed internal messaging that encourages employees to explore roles that offer more exciting challenges and more fulfillment.

### 04 ACTIVATE TALENT ADVOCATES

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Find champions within your business who have succeeded in creating an incredible career path. Provide support for them to engage in mentorship and coaching.

# Engage Drift Employer Brand Consulting to help with....

## Purposeful Employee Value Propositions

The Employee Value Proposition (EVP) is a set of strategic, purpose-aligned ideals that act as a master plan for your employee & talent experience.

Deep Internal & External Research

Calibration to Embed EVP in EX

Training for Internal Teams

## Engaging Talent Advocacy

Inviting your employees and leaders to be collaborators in the way you share your employer narrative is a powerful way to promote transparency and inclusion.

Talent Magnet Training & Support

Culture Champion Programs

Personalized Support for Advocacy

## Impactful Employer Branding

The Employer Brand is a creative identity that expresses your unique culture, utilizing your EVP as the unifying concept.

Employer Brand Roadmaps

Talent Identity Maps

Custom KPI Dashboards & Metrics

Contact [chelsea@driftemployerbrand.com](mailto:chelsea@driftemployerbrand.com)



**Thank you!**