



eBook: Humanize your employer brand

5 key phrases that will revolutionize your employer brand and create stronger connections in 2022.



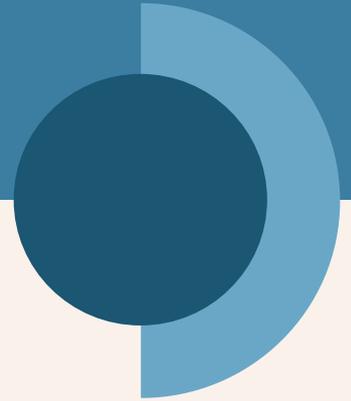
**Drift Employer Brand
& Culture Consulting**

Introduction

At an HR conference a couple of years back, I heard the phrase: "Nowadays, marketing and branding is about selling a lifestyle. Employer brand is about selling life."

It's true. Most company career sites have a section called "Life at Our Company." We know that in order to create a strong culture, we need engaged employees. And, to attract incredible talent, we need to tell the culture story in a way that sparks interest and compels candidates to look a little closer.

How does that happen? Humanizing your employer brand. This guide will walk through 5 key phrases that make their way into most employer branding, across all sectors, and how to re-imagine them for emotional connection.



Intended Use

These phrases are thought-starters, designed to illustrate what a human-centric approach to employer branding could look like in practice.

**They are meant as inspiration
and guidance.**



01.



Customer Focus

Most B2C organizations have a strong call in their purpose to create real value for their customers. Now more than ever, it's critical to get to know your customers on a deep level and find out how to create meaningful experiences.

Instead of:

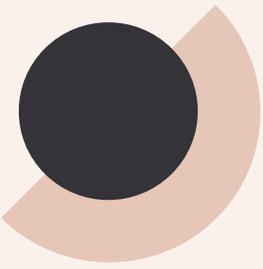
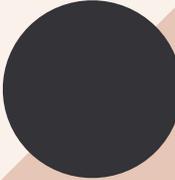
"We are customer-obsessed."

Say:

"When it comes to our customers, we will always do what is right."

Why?

Be realistic. You don't need your employees to be obsessed. You need them to care deeply about doing the right thing for your clients/customers.



02.

Flexible Work

This is one of the hottest topics in the marketplace right now. Employers who are able to speak openly and transparently about their approach to hybrid work are becoming reputationally strong. Companies that are still silent are experiencing higher rates of attrition and employee burnout.

Instead of:

"We support your balance and flexibility!"

Say:

"No matter where you are or how you work, your style is accepted here."

Why?

Specificity is the most important thing here. The workforce is crying out for more insights and transparency about what companies mean when they say 'flexibility'.

03.



Innovation



According to Simon Sinek, "You cannot be a company that is both innovative and efficient." It's important to be authentic about what innovation at your organization means and what role it plays in the overall scheme of your culture.

Instead of:

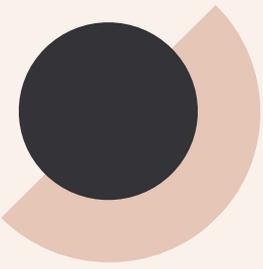
"We are committed to driving innovation in our industry."

Say:

"Finding the new, the better, the next. That's what drives us."

Why?

Innovation is exciting and messy. Let it be just that in your employer brand messaging. Don't shy away from the authentic nature of the core elements of your culture.



04.

Inclusion

The truth is, no company has perfected inclusion and belonging. The best way to support an inclusive environment is to own the shadows and the gaps and leave space for vulnerability.

Instead of making blanket claims about support, demonstrate that support by being honest and open.

Instead of:

"Inclusion is a core part of how we do business."

Say:

"When it comes to inclusion, we know we have work to do. But, we strive to foster belonging through genuine allyship. "

Why?

Performative allyship is all too common in corporate environments and it weakens a company's inclusivity. Show your commitment to real allyship.

05.

Impact

We know that top talent wants to make a difference in the world. It's one of the key motivators of candidates who make incredible employees. Your employer brand messaging should clearly show how employees can make an impact at your organization.

Instead of:

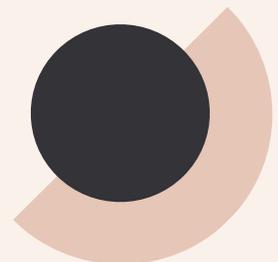
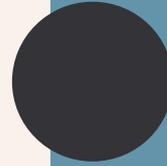
"Be a part of a team that is making an impact."

Say:

"There is a place for you on our team of bold disruptors - come create change with us!"

Why?

Make the message about shaping the future and being part of an incredible collaboration to improve the world. Be bold.



Exercise

If you are thinking, "This is all great, but there are stakeholders I have to consider. Brand language and style. There's no way I can just re-write everything"... you are not alone. The best way to tackle humanizing your employer brand is in small pieces.

- **Step 1: Audit your content.**

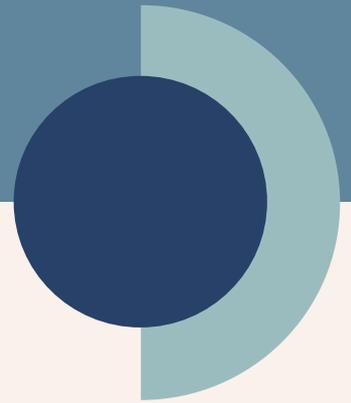
Review all your employer brand content across all platforms and make note of potential opportunities to humanize.

- **Step 2: Have a conversation.**

Familiarize yourself with your opportunities and then try explaining them in conversation to a partner or stakeholder. Note the language you use.

- **Step 3: Prioritize your messages.**

Decide which aspects of your employee value proposition are the most critical to your talent needs in the coming year. Begin workshopping those first.





Contact Drift

I've dedicated myself to creating culture strategies for companies who love their people and want to show it. I love working with organizations to develop employee value propositions that are built for human beings. I help train and educate teams and leaders on how to become incredible advocates for your culture. And I consult on marketing strategies that bring your culture to life and show, not tell, what is exceptional and different about you.

I would love to partner with you to bring your EVP to life and sustain an incredible culture you and your employees can be proud of.



Founder & Lead Strategist
Drift Employer Brand & Culture Consulting

Get in touch today!

EMAIL:

chelsea@driftemployerbrand.com

WEBSITE:

driftemployerbrand.com