

MASTERING S.M.A.R.T. TALENT MANAGEMENT

THE RIGHT

SOURCING · MARKETING · ASSESSING · RECRUITING

HIRE

Patrick Ropella

EXECUTIVE SUMMARY **8**

Chapter 3 | **Why Your Company Needs
Employee Branding Now**

Why Your Company Needs Employee Branding Now

Employment branding remains one of the most powerful and long-lasting tools that your company can use to draw – on an on-going basis – the top talent that your company needs to thrive in a highly competitive world. It also is one of the most beneficial long-term methods that you could use to add a lot of money to your company's bottom line.

Employment branding is much more than simply creating additional time-consuming projects for people who are already busy. It is also much more than just wishful thinking or something that will enable your company to say that it uses employment branding. Instead, when employers do come to understand the long-term value that it can provide, they are sure to wonder why it was not implemented much sooner.

The bottom line reason as to why your company needs employment branding is because there are so many benefits that it can provide your company with that you would want your company to have. Once these are understood, it is hard to believe that you would not seek to implement them into your company immediately.

The Basic Benefits of Employee Branding

There are many solid benefits that your company will gain from a quality program of employee branding. Here is a look at some of them.

- **An Increased Volume of Unsolicited Candidates**

Once you have a quality program of employee branding – which will also be reflected strongly on your company's Webpages, others will take notice and find a desirable place to work. This will bring many more unsolicited applicants to your company.



An Army of Applicants Will Be Waiting to Apply

- **Higher Quality Candidates**

Better candidates have a pretty good idea of what they want, of what they already have, and of what will enable them to get that better job. Having an employee brand in place that shows what your company offers, which enables them to compare, is sure to bring a better quality of employee with better talent. This will cause employees who may never have considered your company previously, to now take note and want to get in an application quickly. Focusing on innovation will also enable you to draw game-changers, leaders, and innovators who demand it.

- **Increased Employee Referrals**

When employees are happy working at your company, it will only be natural to talk about it and spread the word. Their pride in their company and/or product will soon have others coming to put in an application at a company that they have heard is superior to other competitors. More referrals means that employees will feel company ownership in the recruiting process and it will also reduce the workload of recruiters.

- **Improved College Recruiting**

College students are especially conscious of brands, and they also love benefits. As part of your employee branding, these benefits are open for viewing and will enable you to draw quality students for internships and hire college students throughout the year.

- **A Competitive Advantage**

In order to make your employment brand as effective as possible, it will be necessary to provide extensive metrics and side-by-side comparisons of your talent competitors. These measurements and the constant application of them to revisions of your employment brand will enable you to stay differentiated and continually superior to your competitors.

Staying superior over your competitors is going to impress senior managers. It will also enable you to win candidates who have applied at your competitors.



Quality Employment Branding Can Give You A Distinct Leading Advantage

- **Higher Offer Acceptance Rates**

Through the refinement and strengthening of your employment brand, you will find that your company gains a greater acceptance rate when an offer is extended. This will greatly reduce the time needed for resume reviews, interviews, etc.

Additional Benefits Gained Through a Solid Employment Branding Program

A number of other excellent benefits may certainly be obtained with a good employer branding program, too. These may depend on the size of the company and the quality and extent of your branding program.

Other benefits you can expect include:

- **Increased Knowledge and Competitive Intelligence**

By adding more top talent to your employee rolls, your company will add a lot more knowledge and competitive intelligence. Employment branding will attract the best talent to your company and it will enable you to retain them, too.

- **An Increased Focus on Excellence**

When there is a focus on excellence for the benefit of the employees, this soon leads to a continued betterment of the company as a whole. This means that once a quality employee brand is in place, that its own reputation helps to make it even better.

- **Creating Higher Impact and Better ROI**

It will be known before long that the HR department helped generate an employee brand and that the better results will be attributed to it. It will also soon be seen as the one department that is increasing the bottom line.

- **Easier to Attract the Top Recruiters**

Companies that are perceived to be better organized and have a better employment branding program to offer are more attractive to the best recruiters. HR experts are also going to be attracted to it, too.

- **Improved Employee Retention Rates**

Employees like to stay where they know that they can enjoy work and have the benefits they need. A good employee brand increases the retention rate and decreases the need to bring new employees in. It also makes your company the one that is sought out by quality employees because they will see it as a superior opportunity. The employees will also be proud to work there, and glad to answer when others ask, "Do they really do that over there?"

- **Increased Employee Motivation**

Motivating employees is much less of a problem when they already want to be there and feel secure about their job and benefits. They also have pride in your company and know that they will be treated well by a management using better practices and that also wants the company to continue to be known as a company-of-choice.



Motivated Employees Enjoy Winning

- **Increased Shareholder Value**

The value of a publicly traded company has been proven to get better when it becomes listed on Fortune's Best Places to Work list. This also greatly continues to enhance your employer's image and raise your stock price. Google, for example, has made the observation in its SEC filing, that recruiting and employee retention definitely has a part in their continued growth.

- **Support for the Product Brand**

A good employment brand can increase your product sales and consumer retention through consumers knowing that your company attracts quality employees and will also be sure to produce a better quality product.

All-Around Benefits from Employment Branding That Become Self-Sustaining

In addition to the above benefits gained from employment branding, here are some more from Dr. John Sullivan, who is well known as a thought-leader in the HR field:

- **Ammunition for Employees and Managers**

Companies often gather stories and compile best practices in their efforts at employment branding. This compilation is usually made available to employees and will provide a lot of quality information for the employees to tell to others, such as their friends, candidates and even the media. Overall, it strengthens the employment brand even further – making it an even better place to work.

- **Increased Manager Satisfaction**

As the management practices improve, the employees will become happier, and the managers will hear fewer gripes and have to provide less motivation. Better candidates being brought in to the company will also mean that hiring managers have to devote less time to the hiring and interview process.



Better Employees Enable Managers to Do More

- **A Stronger Corporate Culture**

As you develop your employment brand, your managers will be focused more on what it is like to work at your company. This will let them see areas that need improvement, and it will help to develop an even better corporate culture – one that both management and employees can be glad to be a part of.

- **Decreased Corporate Negatives**

Taking time to develop a positive employment brand will enable you to see and eliminate problem areas in your company that often give your employees reasons to complain. By seeking out the negatives, you can eliminate them from your corporate culture – making your company a much better place to work. It will also help you remove negative comments from the media, too.

- **Increased Media Exposure**

Once your company begins to win awards and is placed on one of the "best places to work" lists, as well as having your managers being invited to speak at various industry events, it will certainly begin to attract the attention of the media. This will provide your company with even more attention, and the media will brag about the excellent management skills your company uses. Of course, this will draw even more top talent your way – in a way that no ad ever could. More media people will also be drawn to speak to your managers wanting stories and interviews – and your company's popularity grows even more.

THE RIGHT HIRE

“The most important decisions that business people make are not *what* decisions, but *who* decisions.”

- Jim Collins, Author of *Good to Great: Why Some Companies Make the Leap... And Others Don't*



In most organizations, making the right hire means the difference between success and failure. This book helps you recruit great people and keep them loyal to the organization by helping you understand, assimilate and execute today's best processes, programs and practices for Sourcing and Marketing to potential candidates, Assessing and Recruiting top talent, Retaining & Training employees and Transforming your organization for the better.

What you will learn from this book

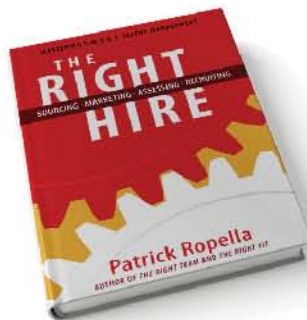
- How to successfully execute the all-important preparation stage of talent sourcing
- What to do to bring into alignment the whole interview-selection team
- Where to scout, network, and narrowcast in order to recruit the best candidates
- What techniques to use to screen and assess talent using proven tools
- How to use behavioral-based questions and interviewing techniques to uncover quality information that leads to great hiring decisions
- What can be done to dramatically improve the negotiations, offer, acceptance, start date and on-boarding processes
- And much, much more...

“People interviewing have choices, and *The Right Hire* presents the right things to do not only attract the top talent, but also to assess for culture fit, personal characteristics, experiences and credentials that will fit with your opportunity. With the growing need for companies to hire the very best talent available, *The Right Hire* is a must read.”

- Steve Watson,
International Chairman, Stanton Chase

“Too often making the right hire is seen as a matter of luck. It should not be. Follow the steps in this book and it will improve your success rate dramatically.”

- Yves Lermusi, CEO, Checkster



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Patrick B. Ropella is Chairman & CEO of the Ropella Group, a 25-year-old international Executive Search, Leadership Transformation, and Corporate Consulting firm in Florida with clients among the world's most prestigious corporations. The Ropella Group focuses on working with mid-level management and executive-level leaders regarding their search, leadership, and/or consulting needs across most roles and functions. Patrick authored the book and web based training program, *The Right Hire – Mastering the Art of SMART Talent Management*. The SMART Talent Management System covers Sourcing, Marketing, Assessing, Recruiting, Retention, Training and Transforming top talent. Patrick's status as a thought expert, and writer on talent management & leadership has been promoted, featured and published in a wide variety of trade magazines and business publications, and leadership and executive search industry blogs and journals. Patrick regularly speaks at webinars, career fairs, conferences, trades shows and more. For more information about Growing Your Great Company through Ropella services, visit www.ropella.com, or call Patrick Ropella at (850) 983 - 4777.