

Boost Your Employer Brand

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Linking the employer brand with financial performance

Yves Pilet

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To my wife and my three children.

*Life is a journey, not a destination.
Thank you for travelling it with me.*

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Preface – Richard Mosley

Employer brand management is the most hybrid of disciplines. It combines talent acquisition and brand management. It requires a good working knowledge of HR, talent management and internal communications. It has also become generally necessary to master the art of content marketing, particularly social media communication, alongside a plentiful range of emerging digital and HR tech solutions. This makes it both the most interesting and challenging of roles. Sitting at the intersection between many different functions, an employer brand manager is in a good position to make many friends (or enemies) as she or he strives to negotiate the most effective bridge between often competing functional and regional agendas. It is also a by-word of employer branding that deep reserves of patience and resourcefulness are a necessary requirement. The central challenge of employer branding is, most often than not, achieving a broad range of marketing objectives within a narrow HR budget.

Within this context Yves Pilet's new book provides a refreshing source of guidance through a complex yet ultimately rewarding subject. As a hybrid discipline employer branding draws people from a wide range of backgrounds, and benefits from the fresh insights and models they bring to the party. Yves started his working career as an economic scientist before making the transition into brand management through a Masters degree from the European Institute of Brand Management. Combined with several years of experience working at a marketing and communications agency as a brand manager, this provides him with a solid platform from which to offer this new Blue Print for employer brand development, management and success.

Yves starts by providing an overview of the key megatrends driving change in the global labour market. He defines the terminology commonly used within employer brand management. He then takes a data-driven approach to assessing and leveraging the key attribute areas most frequently combined to create effective employer brand propositions. The book provides fresh empirical research on the subject, as well as a new 'Quadrant' model – the Employer Brand Grid – for assessing the current status and tools for navigating the future course of your employer brand.

Having written a number of books on the subject of employer branding I understand the time and effort that goes into writing a book like this, and commend Yves on the result. He has brought a new perspective to the subject and I'm sure you will not only enjoy reading this book, but also benefit from the well-structured guidance it provides.

Richard Mosley

Global Head of Strategy at Universum and author of 'The Employer Brand', 'Employer Brand Management', and 'Employer Branding for Dummies'.

1 Introduction

Several organisations — no matter how big or small the size — are always on the lookout for highly skilled, creative, and overall talented individuals who are employed to occupy certain positions within the organisation. These individuals are all equally directed to carry out strategic, official activities guided by the organisation's established policies, rules, and regulations in a united effort to achieve the organisation's predetermined goals and objectives.

It is imperative to mention that though employers and human resource managers are well informed about the global trends in various systems of recruitment, which are often specifically designed to scout for the most promising individuals, not every individual employed in an organisation will possess the same level of academic qualifications or have equal competencies. Differences in beliefs, thought patterns, ideas, feelings, perceptions, behavioural traits, and sociocultural backgrounds, amongst other factors, tend to affect dispositions towards individual ambitions and the ability to function efficiently and effectively in a team to achieve a common goal.

This is why the developmental roles of a fully functional and intellectually equipped Human Resource Department within any organisation cannot not be underestimated. The Human Resource Management (HRM) unit ensures that a good team of working professionals, irrespective of their positions, is built, trained, sustained, and motivated towards achieving the set goals.

Without doubt, the business world is crippled with the problem of talent shortage, hence the need for senior management staff and human resource managers to stem the tide by doubling their efforts towards attracting and retaining talents. The potential labour pool keeps getting smaller, and consequently, talents are scarce both in quantitative and qualitative terms. However, the onus lies on companies to develop new methods through which much needed talents can be attracted and employed in the right quantity and required quality as they see fit.

New talents must equally remain committed to the cause and pumped full of the right dosage of inspiration to improve trust and reaffirm their capabilities towards getting the job done. The commitment and inspiration of new talent is one of the solutions to this problem.