

Attracting Talent, Building Teams, Crafting Legacy

A Communications Playbook

Creating a strong employer brand

A strong employer brand not only serves as a magnet for skilled professionals but also enhances the company's reputation as an employer of choice. Talented individuals are increasingly drawn to organizations that align with their values, offer a positive work culture, and provide opportunities for professional growth.

A compelling employer brand not only aids in recruitment efforts, but also contributes to employee retention by fostering a sense of pride and loyalty among the workforce. It becomes a powerful differentiator in a crowded job market, enabling organizations to stand out and attract candidates who are not only qualified, but also align with the company's mission and vision. In essence, a strong employer brand is a strategic investment.

01

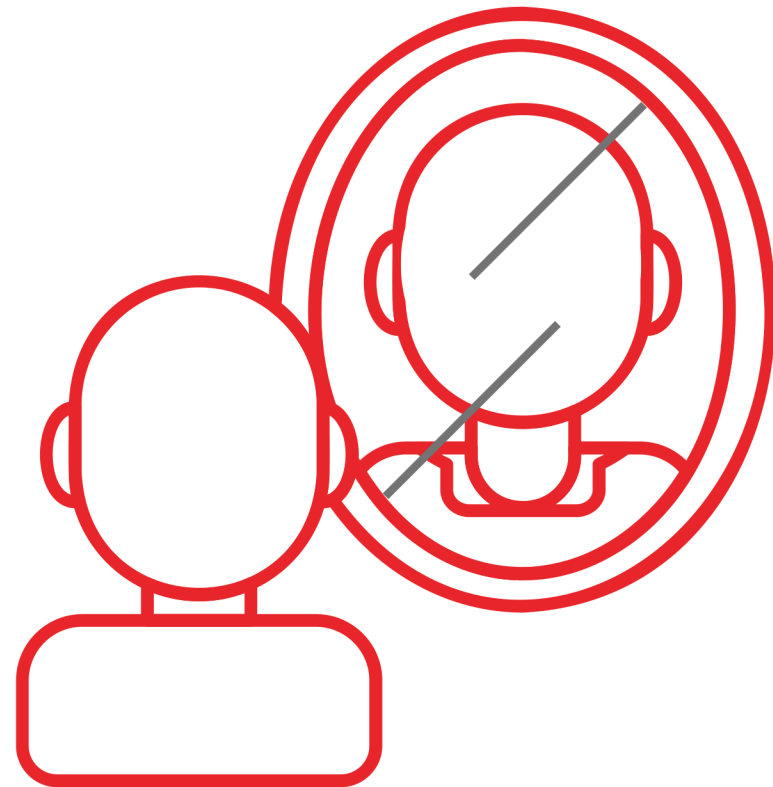
Know yourself better

Discover why you are unique and what values matter to you the most

Defining the organization's mission, vision, values, and culture is important in creating an employer brand because it provides a clear foundation and framework for communicating what the organization stands for as an employer.

Conduct in depth immersions with primary and secondary leadership of the organization to be able to gather insights on their beliefs and how they translate in regards to the organization. These immersions are designed in a manner that pushes them to think and get a better understanding of who they are and how they want to position themselves.

When employees understand and identify with the organization's purpose and values, they are more engaged, motivated, and committed to their work, leading to higher levels of employee satisfaction and retention. It also makes the brand more authentic and credible.



Know your audience set better

Discover needs and expectations of existing and prospective talent

Knowing your target audience is crucial as it allows you to tailor your messaging, strategies, and initiatives to effectively attract, engage, and retain the right talent for your organization.

Here, getting deeper into the psychographics is more important than defining the demographics. It is important to understand your talent's needs, fears, motivations, mediums of use, preferences, and interests in order to capture their attention and differentiate your organization as an employer of choice.

This will help you not only enhance your recruitment process and candidate onboarding experience, but also optimize your employer branding strategies over time.

Identifying motivators of our future teams

1-n (Service)

Perception
 Fear about job security
 Tighter deadlines + high work pressure
 Set processes and systems
 Easy for beginners
 Learning ground

Sources of Info
 Company website
 LinkedIn
 Glassdoor reviews
 Google reviews
 Peers
 Employer rating reports
 Job portals
 WhatsApp groups

Personality
 Structured approach (Conventional)
 Doer or a taskmaster
 Disciplined and focused
 Speed and efficiency
 Team player

What they expect
 Job stability
 Growth opportunity
 Company culture
 Future prospects
 Work-life balance

What they fear
 Lack of freedom to innovate
 Lack of experienced peers
 Absence of technical expert to lead or guide
 Outdated tech/frameworks/practices
 Impact on CV

0-1 (Product)

Perception
 Better pay
 Talent's market (Know they are in demand)
 Better job security
 Focus on domain knowledge and skills during the hiring process

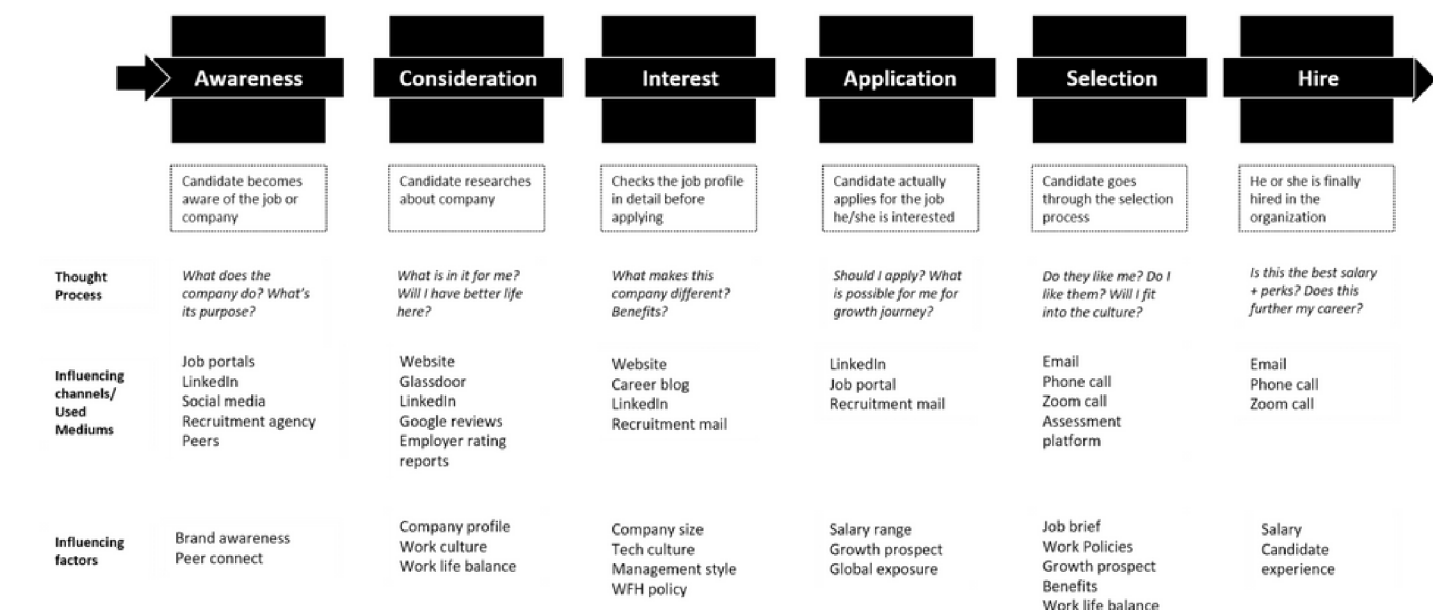
Sources of Info
 Company website
 Company blogs
 LinkedIn
 Glassdoor reviews
 Peers (Word of mouth)
 GitHub
 Job portals
 WhatsApp groups

Personality
 Creative
 Problem-solving
 Attention to detail
 Likes to build
 Passionate about technology

What they expect
 Technical challenges/ problems
 Good work-life balance
 Advancement opportunities
 Company's tech culture
 Experience of team lead
 Upskilling incentives

What they fear
 Micromanagement
 Biased growth opportunities
 Lack of empathy by management
 Conventional leave policy
 Toxic work culture

Understanding their decision making journey.



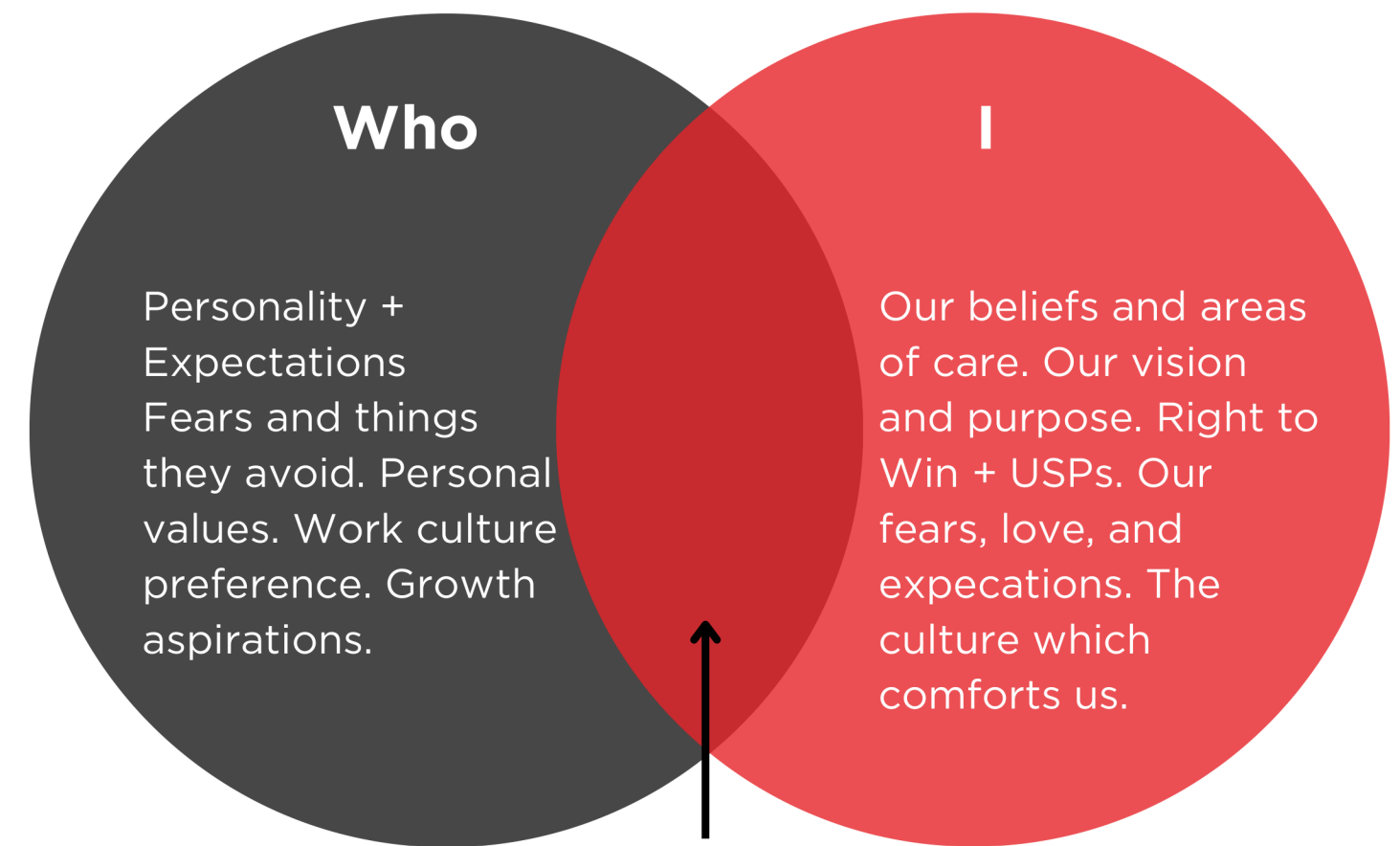
Analyze and define your EVP

Outline the EVP messaging and positioning in a language that resonates with your talent

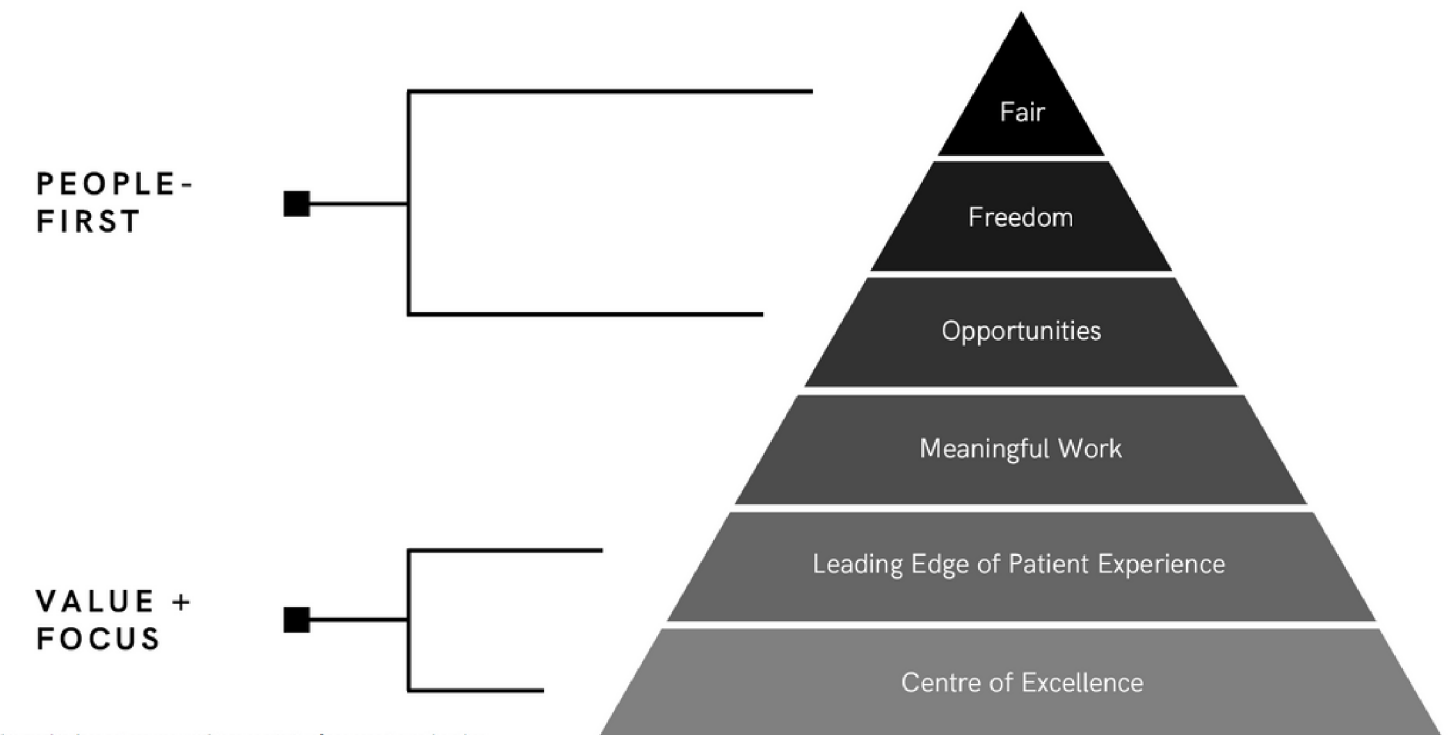
An Employee Value Proposition (EVP) articulates the unique benefits and value that employees receive from working at a particular organization. This helps in creating a strong employer brand that is unique and differentiated from competitors.

Collate and perform a deep analysis on the primary and secondary data to reach a hypothesis. Validate this hypothesis with leaders and employees of the organization. This helps in defining the positioning and messaging framework. While doing so, ensure that the EVP is aligned to the organization's purpose and founder values.

EVP contributes to the authenticity and credibility of the employer brand by accurately representing what it's like to work at the organization. When EVP reflects the reality of the employee experience, it builds trust with candidates and employees, strengthening the organization's reputation as an employer of choice. We have successfully crafted an EVP for an ITES organization which helped them scale from 8 to 1000+ employees in just three years.



Our optimum message framework lies between 'who' we speak to and our own self identity, the 'I'.



this graphic does not assume weightage or priority of one aspect over the other.

02

Create engaging content

Use your EVP and tone to not only attract the right people, but to keep the wrong people out.

Creating exceptional content is paramount for attracting top talent and establishing a robust employer brand. In today's competitive job market, prospective employees seek more than just job descriptions; they crave insights into the company culture, values, and the overall employee experience.

Compelling content serves as a window into the organization, allowing potential candidates to envision themselves as part of the team. It enables companies to showcase their unique strengths, commitment to employee development, and a positive work environment.

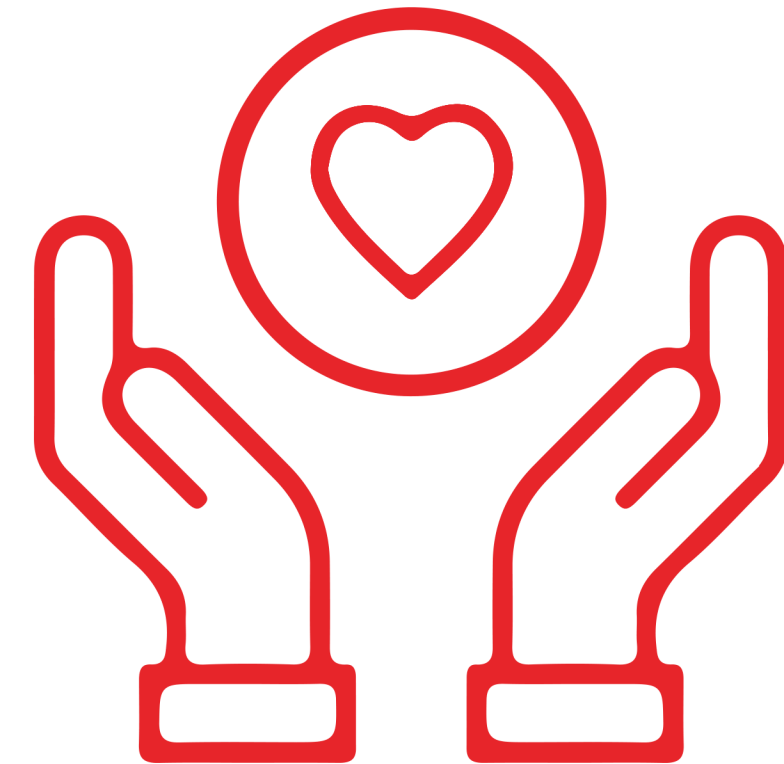
By consistently delivering captivating content across various platforms, organizations can position themselves as employers of choice, fostering a strong employer brand that resonates with the talent they aim to attract and retain. This not only aids in recruitment efforts, but also cultivates a positive reputation that extends beyond the workplace, influencing the perception of the company in the eyes of both current and future employees.



Honest words, intentional actions lead to honest goodwill

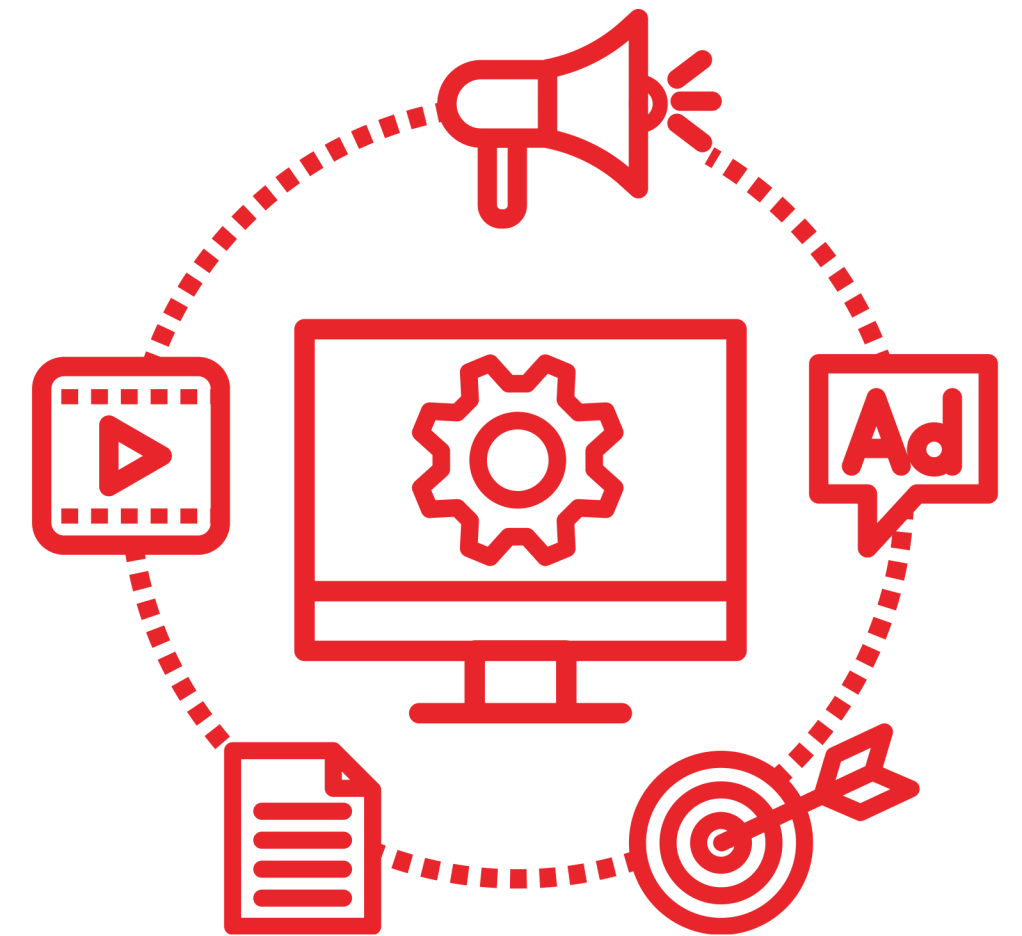
Walk the talk and talk the walk

- Employer brand communication relies heavily on the pillars of empathy, genuineness and voice of the employee
- Most brands, young and old, need a culture reset, the severity of which defines the size of the challenge
- Encouraging employees to be brand ambassadors is not a content-first challenge but a test of the company's relationship with employees (ex and current), legacy, and ability to walk the talk
- Talent (people) will continue to be the best bet differentiator for brands, helping them beat the competition and achieve their goals
- We must focus on channeling the people and partner focus to the right channels to create a positive WoM for the brand
- Employer brand communication will (and should) always evolve faster than the consistent brand message as it is a reflection of the evolving culture.



Build a layer of uniqueness on top of your substance

- Do not overlook the fact that the employer brand can easily be a key differentiator, especially in competitive people-driven industries like IT, e-commerce and even manufacturing
- It is important to have a North Star framework on messaging (discovery stage) and build content types around it
- Leadership personality for employer brand communication can be differentiated and responsive to market trends and winds of change
- Don't be cringe - avoid bandwagon content efforts to build authenticity and character (example: DEI)
- Explore a larger mix of content assets and channels - townhalls, DEI workshops, newsletters, reviews on Glassdoor, clear leadership messaging
- The Chief People Officer becomes a key leadership voice in championing the employer brand, so it is important that that voice becomes a familiar and frequently-used one.



Your content is your EVP in action

Focus on L&D

- Show, not tell
- Create and promote an all-pervasive learning culture - not just centered around workshops
- Emphasize your commitment to employee growth and learning
- Share success stories of employees who have advanced their careers through training and development programs.

Hero Asset

- The brand must invest in a central pivot employer brand asset like a townhall, newsletter, offsites or 1-1 communication from leadership depending on size of the organization
- Frequency, treatment and channel considerations are necessary.

Leadership Coaching

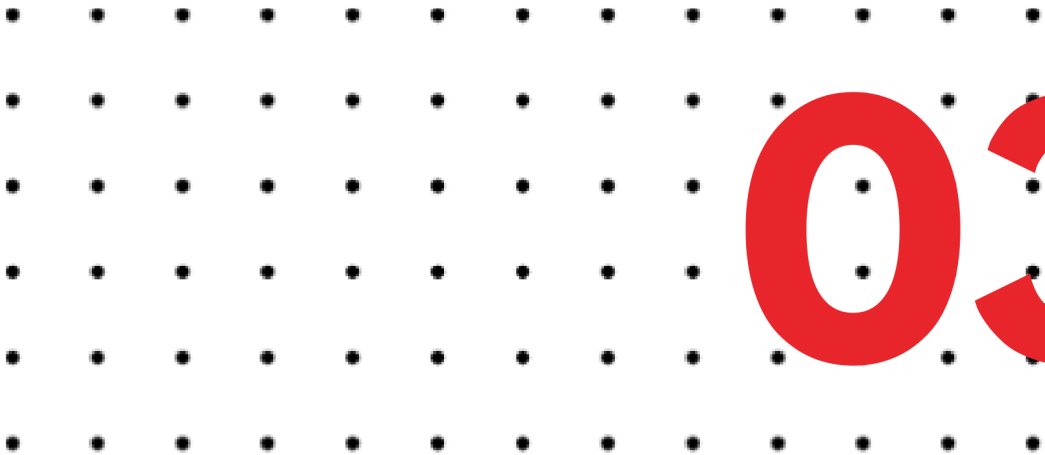
- Leaders need to understand the implications and always-on nature of employer brand comms
- Ensure baseline understanding and action on key concepts like inclusivity, gender roles and equal opportunity
- Create a response mechanism for employee or people crisis points.

Employee ambassadors

- When your people are happy, they will waste no chance to tell the world
- Perks, unlimited PTOs, security, insurance and mentorship - the talking points are everywhere
- Drawing out these stories is more difficult than creating the message and needs execution precision.

Compelling Stories

- Share authentic and engaging stories about your employees' experiences
- Highlight career growth, achievements, and personal development within the company
- Use multimedia elements like videos, testimonials, and blog posts to add depth to these stories.



03

Take your message to market

Using the mediums, tools, and formats your current and prospective talent are comfortable with

Selecting the appropriate communication channels and marketing tools plays a pivotal role in effective employer branding. Just as in targeted advertising, understanding the preferences and behaviors of the desired audience is essential. Employing platforms such as LinkedIn, industry-specific publications, and professional networks enables a tailored approach to reach potential candidates.

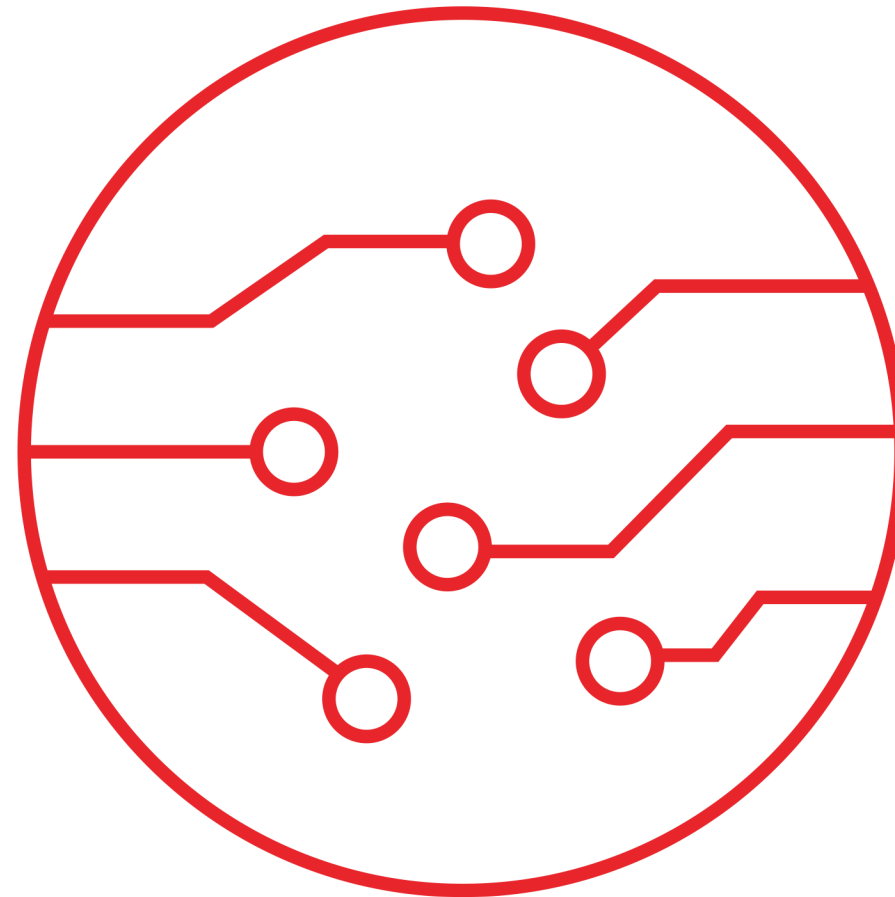
Incorporating diverse mediums, including engaging videos, insightful blog posts, and thought leadership content, allows for a comprehensive storytelling strategy. The strategic alignment of content with the chosen mediums ensures that the employer brand message resonates effectively with the intended audience, thereby attracting and appealing to top talent in a professional and impactful manner.



We help you articulate your EVP in a manner that incites action and goodwill

What our content does

- Inspires engagement and advocacy
- Builds creative narratives that resonate
- Ensures a consistent and trustworthy brand identity
- Leads powerful messaging across channels
- Strategically aligns for choice employer status



How we do it

- Understand where the culture benchmarks lie and try to push key parameters upwards
- Content advisory: help the brand understand how much is too much or too little.
- Fuel the UGC momentum and find the right influencer nodes from within to polish them (future leadership is a good place to start)

Thank You!