

BRAND LIKE A BOSS: ATTRACT, ENGAGE, & RETAIN TOP TALENT



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About Me:

Justin Dorsey, SPHR, GPHR, has over 20 years of experience in HR, with a dedication to make a lasting impact on every client he supports.

With a career spanning retail, healthcare, distribution, oil & gas, and engineering, Justin's expertise covers compensation, employee relations, talent acquisition, training, benefits, and employee engagement.

Justin holds both SPHR and GPHR certifications, is a recognized leader in the HR community, and was recognized as a Fort Worth Business Press Top 40 Under 40 honoree.



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Today's Agenda

- What is an Employer Brand?
- Employer Value Proposition
- Benefits of branding
- Statistics, Example, & Case Studies
- HR's Role
- Branding Repair or Rebuild?

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WHAT IS AN EMPLOYER BRAND?



DISCUSSION TIME:
DESCRIBE YOURS WITH THE PERSON
SITTING NEXT TO YOU



dreamstime.com

ID 111985277 © Tang90246

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Why Is Employer Brand Important?

77%

Of candidates say that the reputation of a company is important.

Source: TalentNow

74%

Of Glassdoor users are more likely to apply to a job if the employer actively manages its employer brand website.

Source: Glassdoor

19%

Of employees said that the employer brand they imagined lines up with reality

80%

Of HR leaders think that an employer brand has an impact on their recruiting. Only 8% of HR leaders have budget money dedicated to employer branding.

Source: SHRM & LinkedIn 2017 Global Trend Reports

60%

Of CEOs view employer branding as their responsibility.

Source: Harvard Business Review

Recruitment.com

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EVP – EMPLOYER VALUE PROPOSITION

Your **Employer Value Proposition** is the unique set of benefits and experiences an employee receives in exchange for the skills and capabilities they bring.

Metrics to Track:

- Time-to-fill
- Offer acceptance rates
- Employee engagement
- Retention/Tenure
- Employer brand perception (Glassdoor, LinkedIn, Indeed, Google)

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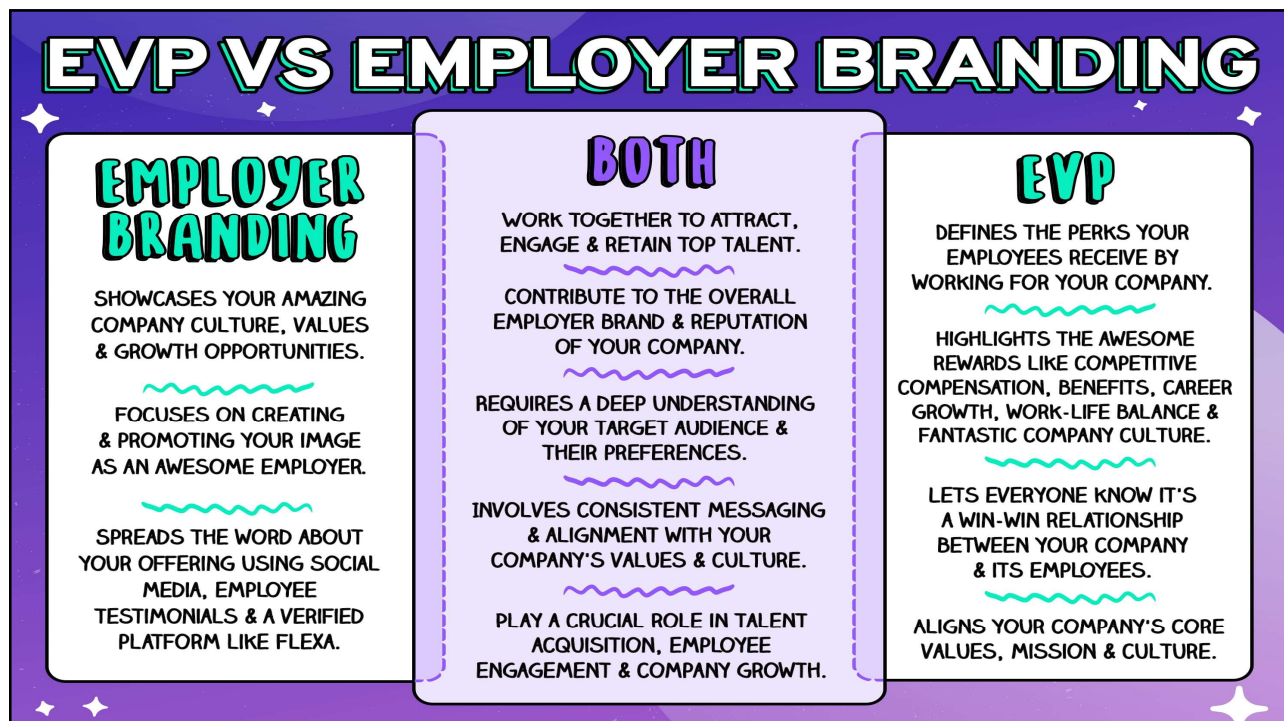
EVP Homework

Formula or framework (example):

- “At [Company], we [what you do/offer], so you can [benefit to employee].”
- Use language that connects with your target talent pool
- Be professionally transparent
- Keep it human, concise, and benefit-driven

**Questions: What do you want yours to be?
How do your employees feel on Sunday nights?**

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STAND OUT AMONG THE COMPETITION WITH AN
EMPLOYER BRAND

The concept of an employer brand refers to the reputation of the organization as a place of employment. Your employer brand sets you apart from other companies competing for the same talent. The time to start thinking about positioning your company as a great employer is long before you ever post a job or interview a candidate.

3 REASONS TO INVEST IN AN EMPLOYER BRAND

| | | |
|--|-------------------------------------|---|
| 1 | 2 | 3 |
| Lowers your cost to attract candidates | Differentiate from your competition | If you don't manage your brand, others will define it for you |



69% of Americans would not take a job with a company that had a bad reputation, even if they were unemployed

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WHY YOUR EMPLOYER BRAND IS IMPORTANT

★★★★★

Companies with an excellent reputation entice candidates to **MAKE THE MOVE:**



90%



would consider leaving their current jobs if offered another role with a company that had an excellent reputation

Most people would *only* require a **1 - 10% salary increase** to consider making the move to another company with an excellent reputation

Employment branding forms the foundation for an effective recruiting strategy and can make a significant difference in winning the war on talent. A strong employer brand aligns with your business, culture and reputation. It gives job seekers and candidates a realistic and authentic preview of working at your company.

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REASON #1: YOUR REPUTATION PRECEDES YOU

- What are people saying about you online?
- What kind of reputation do you have on social media?
- What does your website say about the employee experience?
- What does your brand or associated brands look like online?
- What can you do about misinformation?

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REASON #2: EMPLOYEE SATISFACTION



Happy employees
STAY at your
company



Employees are
more **PRODUCTIVE**



Employees who
find purpose and
meaning in their
work are satisfied



A positive
Employer Brand is
made up of
satisfied
employees!

Think about the impact on recruiting...

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REASON #3: BUSINESS GROWTH

Bottom Line Impact

Great employer brand makes it easier to recruit
and it also impacts the business' bottom line in multiple ways.



28%
REDUCTION

in organizational
turnover



50%
LOWER

cost per-hire
reduction



50%
MORE

qualified
applicants



1-2x
FASTER

time
to hire


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STATISTICS FROM GLASSDOOR REPORT

9/10 Executives (85%) rated engagement as an important (38%) or very important (48%) priority for their companies.

Companies with a formal engagement strategy in place are 67% more likely to improve their revenue per full-time equivalent on a year-over-year basis.

Only 4% of company and HR leaders believe they are very good at engaging Millennials and other generations in the work environment.




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Pick your passion




Phoenix Home Office




Retail Stores




Salons




PetsHotels




Distribution Centers




Canada




Call Center




Technology



Who We Are



Belonging & Inclusion



Blog

Health & Wellness Benefits

Your good health is our greatest investment! We offer multiple healthcare plans with HSA, HRA and FSA options. This is money available for your medical needs!

Associate Discounts

At PetSmart, we're pet people, and we know your pets deserve the very best! Receive 50% off on select products and 15% off on all services.

Tuition Assistance

Achieve your academic and professional goals with PetSmart's support. Eligible associates can be reimbursed up to \$3,500/year.

Growing Your Family

Get the support you need through pregnancy, fertility and adoption.

Pet Insurance

We believe that all pets deserve to live life to the fullest. That's why we're there for the big stuff, the small stuff and all the stuff in-between.

Time Away From PetSmart

Learn about paid time off, sick leave and holidays!

Paid Parental Leave

After adding a new member to your family, it's an adjustment to transition back to work. PetSmart is proud to offer Paid Parental Leave (PPL) to new parents, which includes up to 4 weeks of paid parental leave.


SaveSmart 401(k)

Invest in your future with financial education classes and a 401(k) match.

The Associate Assistance Foundation

PetSmart Associate Assistance Foundation provides financial and emergency support for associates in need.

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! ENTERING THIS SITE MAY LEAD TO A POSSIBLE CAREER WITH OATLY

***Attention:** By accessing and using this site, you are agreeing to our terms of use and the potential of a future at Oatly that will include working with a diverse range of people from different fields, like the people who made this site more complicated than it should've been. Entering this site does not guarantee that you will receive an offer of employment.

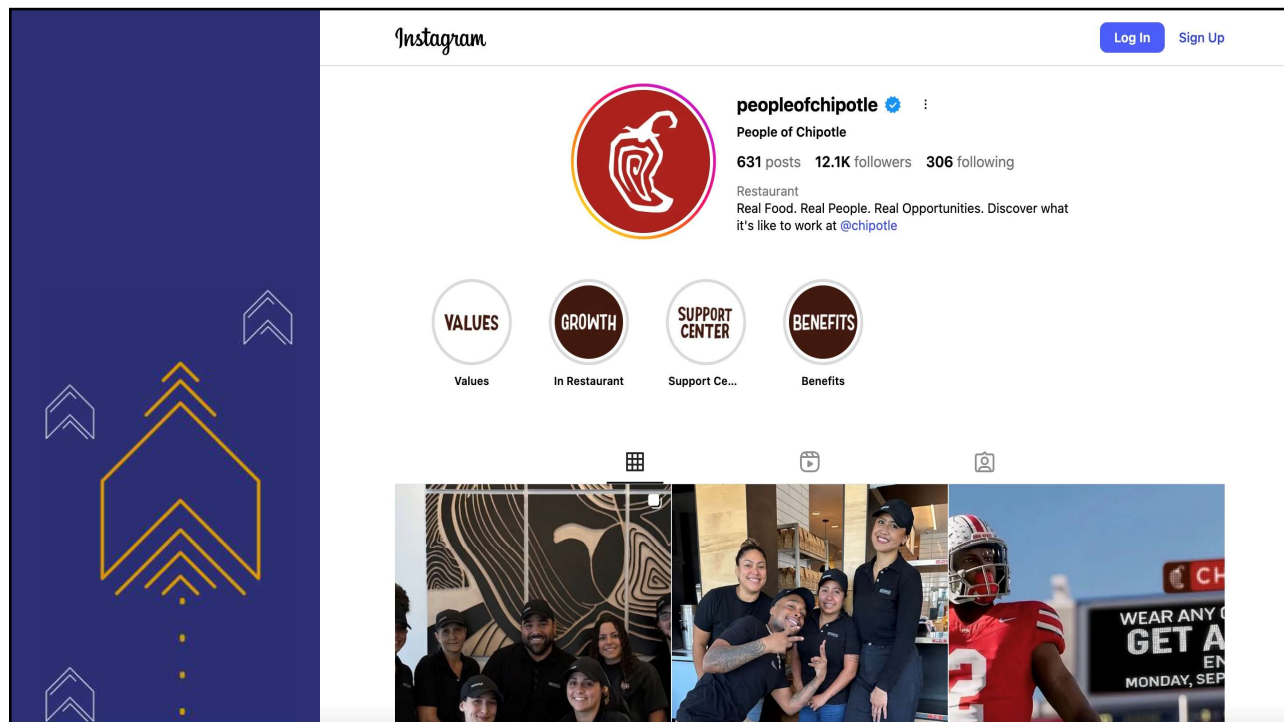
[Exit to job listings >](#)

Entry requirements:

- No purchase necessary -

- Have the courage to share all your ideas, and the courtesy to allow your future colleagues to do the same
- Being comfortable with the concept of silence instead of feeling obligated to talk
- Being open to making mistakes, acknowledge them, and turning them into learning opportunities
- Staying light on your feet and adapting to an ever-changing environment
- Able to harness fear and use it as a positive force
- Use your judgment

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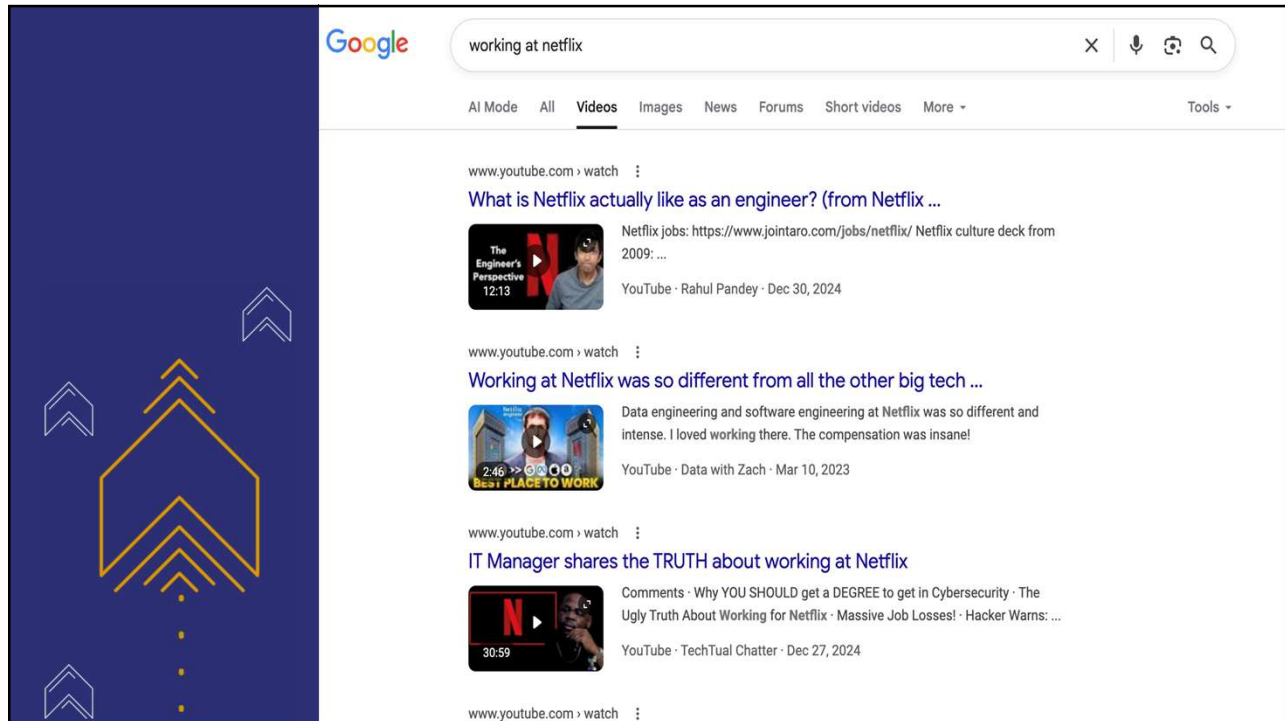
EVALUATE YOUR RECRUITING PROCESS

1. What does your short-term and long-term growth plans look like?
2. Describe your current hiring and onboarding process
3. What is your recruiting strategy?
4. Enhance your interviewing practices
5. Make sure your pre-employment and onboarding practices are legally compliant.

Sample Questions:

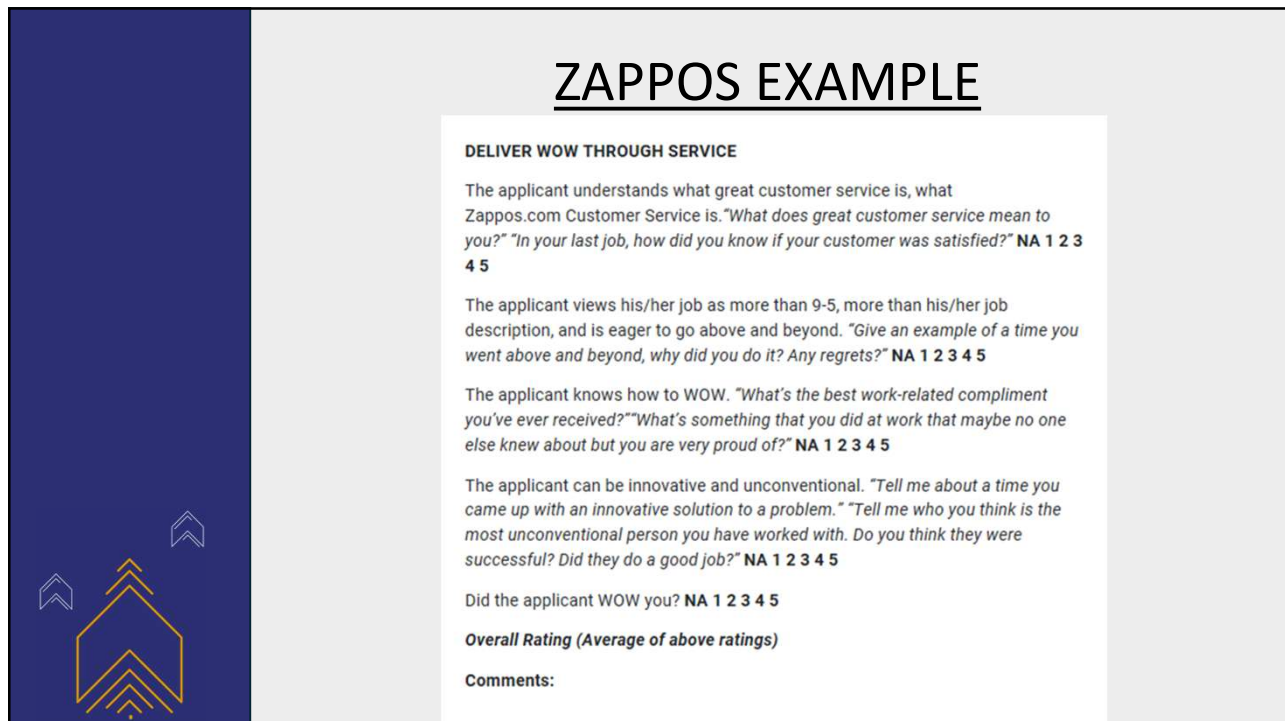
- What does your interview process look like (behavioral, peer, panel, etc.)?
- Do hiring managers know what questions not to ask and have they been trained on the legal risks involved with discriminatory hiring practices?
- Do you have a tool to rate candidates such as a scorecard?
- Can you walk me through what a new hire's first day or week of training would look like?
- Do you utilize any checklists to ensure that all equipment and training is available for the new employee?
- Are there any specific documents that must be signed during onboarding?

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A screenshot of a Google search for "working at netflix". The search results are filtered to "Videos". The first result is a YouTube video titled "What is Netflix actually like as an engineer? (from Netflix ...)" with a thumbnail showing a person and the text "The Engineer's Perspective 12:13". The second result is "Working at Netflix was so different from all the other big tech ..." with a thumbnail showing a person and the text "Data engineering and software engineering at Netflix was so different and intense. I loved working there. The compensation was insane! 2:46". The third result is "IT Manager shares the TRUTH about working at Netflix" with a thumbnail showing a person and the text "Comments · Why YOU SHOULD get a DEGREE to get in Cybersecurity · The Ugly Truth About Working for Netflix · Massive Job Losses! · Hacker Warns: ... 30:59".

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A screenshot of a Zappos interview example form. The title is "ZAPPOS EXAMPLE". The form contains several sections with questions and a rating scale from 1 to 5.

DELIVER WOW THROUGH SERVICE

The applicant understands what great customer service is, what Zappos.com Customer Service is. "What does great customer service mean to you?" "In your last job, how did you know if your customer was satisfied?" **NA 1 2 3 4 5**

The applicant views his/her job as more than 9-5, more than his/her job description, and is eager to go above and beyond. "Give an example of a time you went above and beyond, why did you do it? Any regrets?" **NA 1 2 3 4 5**

The applicant knows how to WOW. "What's the best work-related compliment you've ever received?" "What's something that you did at work that maybe no one else knew about but you are very proud of?" **NA 1 2 3 4 5**

The applicant can be innovative and unconventional. "Tell me about a time you came up with an innovative solution to a problem." "Tell me who you think is the most unconventional person you have worked with. Do you think they were successful? Did they do a good job?" **NA 1 2 3 4 5**

Did the applicant WOW you? **NA 1 2 3 4 5**

Overall Rating (Average of above ratings)

Comments:

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DIFFERENT TOUCHPOINTS IN BRANDING

OWNERS LEADERSHIP TECHNOLOGY FEEDBACK

ADVERTISED BRAND VS. EXPERIENCE

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STAY INTERVIEWS AND EMPLOYEE SURVEYS

Chemicals or compost?

© 2019 by [unreadable] / [unreadable]

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REPAIR OR REBUILD?

<https://hyreo.com/ways-to-improve-employer-branding/>

Where to begin?
BEK and current client example

Focus on momentum and
incremental improvement



Quick Rundown

Employer Branding Examples Do's & Don'ts

Do's

- Do Highlight Employee Stories
- Do Align Employer Branding with Company Values
- Do Foster Inclusivity

Don'ts

- Don't Ignore Workplace Issues
- Don't Overlook Employee Well-Being

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RECAP & BRANDING ON A BUDGET



Reasons to Create an Employer Brand Strategy:

- Technology – Glassdoor, LinkedIn, etc.
- Employee Satisfaction

Pay attention to what other best-in-class companies are doing in this space:

- Netflix, Chipotle, HubSpot, etc.

HR's role in Employer Branding


- Job Descriptions
- Recruiting Process/Onboarding – Hiring for Values & Culture
- Stay Interviews
- Career Section on Website

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Final Question

What's one key takeaway from today's presentation?

Contact me for a free online branding guide.
justin@texashrteam.com



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Benefits of Fractional HR



**TEXAS
HR TEAM**



Strategic HR

Retained HR Support
On demand consulting

Talent Acquisition
Staffing, recruiting, and executive searches

Operations
Compensation, hiring/onboarding, training, employee relations, benefits, HRIS, and performance management

Compliance
Handbooks, process improvement, risk management, multi-state challenges, and administrative support



“Where do I start?”
www.texashrteam.com

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QUESTIONS?

Thank You!

The slide features a dark blue background. In the top left corner is a square QR code. To its right, the word 'QUESTIONS?' is written in a white, sans-serif font. Centered on the right side is a bright yellow sticky note with a white border and a small grey shadow, containing the words 'Thank You!' in a blue, hand-drawn, cursive font. In the bottom left corner, there are several decorative elements: a small white arrow pointing up, a larger orange arrow pointing up, and a series of three small orange dots arranged vertically.