

A strong employer brand attracts talent, retains talent and helps employees deliver on your brand promise to customers. It's bonded to the outward-facing brand. Together, they consist of:

- Reputation:** What others say and believe about your brand.
- Promise:** What you offer to employees—and what you offer to customers.
- Purpose:** Your brand purpose and mission are embraceable and engaging inside and out.

Our promise to customers: _____

Our promise to employees: _____

ACTIONS THAT DEMONSTRATE IT

ATTRACTION

- employment ads
- social media posts
 - company activities
 - work environment
- "about" copy in job websites
- website copy
- job descriptions
- job application experience
- employee testimonials

ONBOARDING

- employee onboarding manual
- pre-starting welcome video/text
- first-day welcome activities
- 30- and 90-day check-ins
- swag
- training
- news release/announcements
- mentors and ambassadors

RETENTION

- employee meetings and events
- family days
- "mission moments"

- intranet
- internal social media
- break room signage, amenities, environment
- performance evaluations
- job perks beyond standard benefits
- continuing education
- employee testimonials
- employee awards and recognitions
- internal affinity groups or clubs
- volunteer opportunities
- workaversaries
- insider lingo

MEASUREMENTS

- employees referring prospective new hires
- increase of applications on file
- employees referring prospective customers
- employee longevity
- candidate Net Promoter Score (NPS)
- employee engagement survey changes/NPS
- online job site reviews like Glassdoor
- reduced turnover
- decreased cost per hire
- employee engagement on company social media

For more employee strategies, watch our 6-minute video: **Build a Better Employee Survey for Your Financial Brand.** bit.ly/3JI0cql



INTERNAL

EXTERNAL

