

## Employer Brand Management Practical Lessons From The Worlds Leading Employers

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Employer brand management is a niche in both the brand and employment worlds. It's about how to recruit and retain the employees that fit correctly with your brand, rather than merely fill the positions which are empty on your organisational chart.

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An employer brand approach involves research with employees to understand their attitudes and behaviour, for example, through a staff attitude survey. This employee insight data can inform metrics on 'people performance' in the organisation, providing an opportunity to demonstrate links to organisation performance.

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Employer brand management expands the scope of this brand intervention beyond communication to incorporate every aspect of the employment experience, and the people management processes and practices (often referred to as "touch-points") that shape the perceptions of existing and prospective employees.

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