

WHITEPAPER



Be your best to **get** the best

How Employer Branding excellence can help you
attract top talent in a highly competitive job market.

norvell jefferson



01

The Labor market is still a buyers' market

Despite rumblings in the economy, geopolitical instability, the energy crisis and the aftermath of COVID, we're still able to see a level of job growth and overall decrease of unemployment across markets in Europe and the US.

Most recent data from the U.S. Bureau of Labor Statistics showed the unemployment rate falling to 3.4% versus the estimate for 3.6%. That is the lowest jobless level in the US since May 1969.

Good news for job seekers; a real challenge for companies trying to find the right people!

In these highly competitive times, attracting and retaining the right competencies for your business is vital. The problem with this is not just finding people, it's about finding the right kind of people. Talent that truly fits your company.

For this, you need to balance the competencies your company is looking for, what you have to offer as a company, and the needs and motivations of your candidates.

The secret of crafting a magnetic employer brand lies in the harmonious blend of these three essential elements. This white paper serves as your guide on how we can assist you in realizing this vision.





In a
War for
Talent,
it's all
about
**brand
positioning**



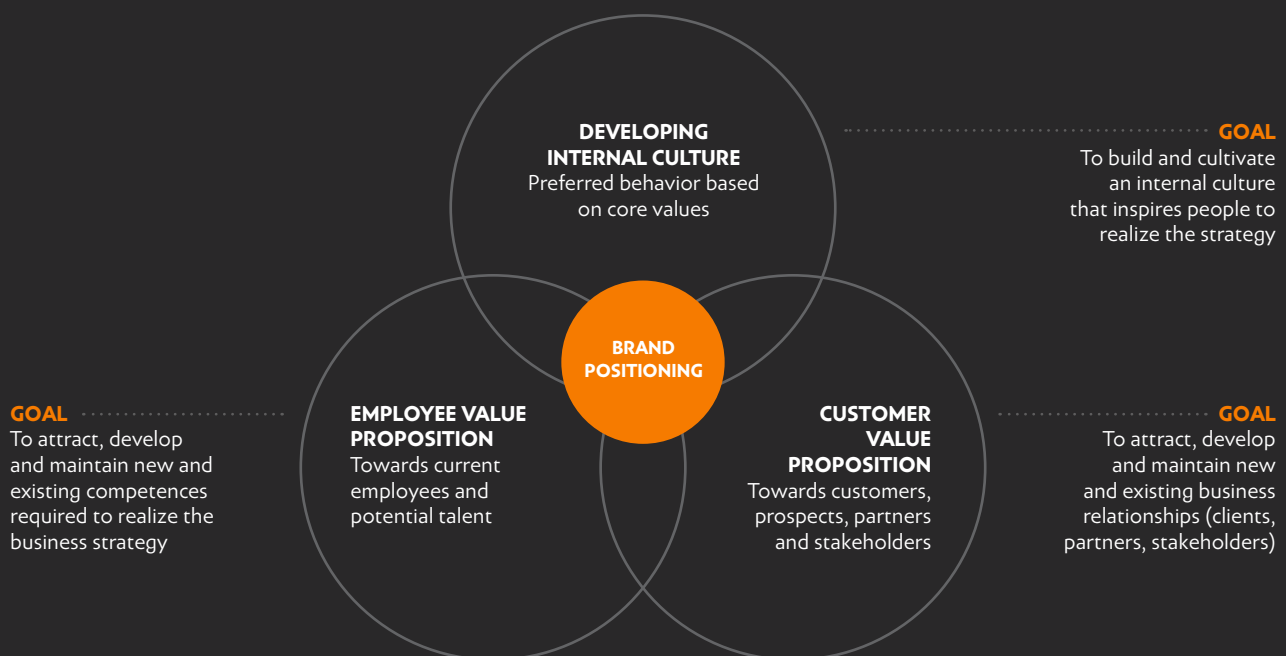
Successful companies not only clearly express their value to corporate customers; they equally succeed in **communicating to candidates and employees why they are a such a ‘great catch’**.

Communicate your value to all your audiences

Crafting a strong employer brand is essential to articulate the value of your company for your employees and candidates in a unique and authentic way.

In the same way you would engage with new and existing business partners, creating a strong employer brand will help you attract, develop and retain the right talent for your organization.

It is all about taking a holistic approach to position your brand – internally and externally.



Positioning your brand for success

Just as corporate branding aims to attract and retain new customers, partners, and stakeholders, employer branding is about how you are perceived and experienced as an employer by candidates and employees.

A strong external brand will also help to attract potential candidates. Presence and visibility will lead to more awareness and, ultimately, consideration. In turn, being perceived as the better employer gives you a valuable competitive edge in your markets.

Norvell Jefferson: Experts in Positioning & Brand building

For more than 30 years, we have been servicing customers in Food, Health and Tech with our expertise in building and activating brands. In any of our projects we start by defining Your True North; using strategic thinking to uncover the needs of both your company and your (future) employees.

Next to our expert research, we offer a series of workshops and strategic sessions. Brand Values Sessions, Candidate Persona Workshop and Customer (Candidate) Journey Mapping, for example, can help you gather valuable insights and provide you with a solid brand building fundament.

Contact us to discover how our Workshops and Brand Sessions can give you the right starting points for your Employer Branding.

CONTACT US →

03

It all starts with **why**

Leverage the power
of authentic storytelling

Your brand is more than a catchy line. When fully realized and activated, it engages, educates, intrigues and motivates. Most importantly, it helps create an emotional connection with our audiences that leads to greater awareness, excitement and loyalty.

Human emotions play a central role in decision-making, both consciously and unconsciously. Whether it's choosing a brand to buy a product from, a brand to invest in, or an employer to work for; authenticity is essential in the selection process.

That's why stronger brands go beyond facts and figures to influence people on an emotional level.



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The brands
that will
thrive in the
coming years
are the ones
that have
a purpose
beyond
profit.

Define your Purpose to match theirs

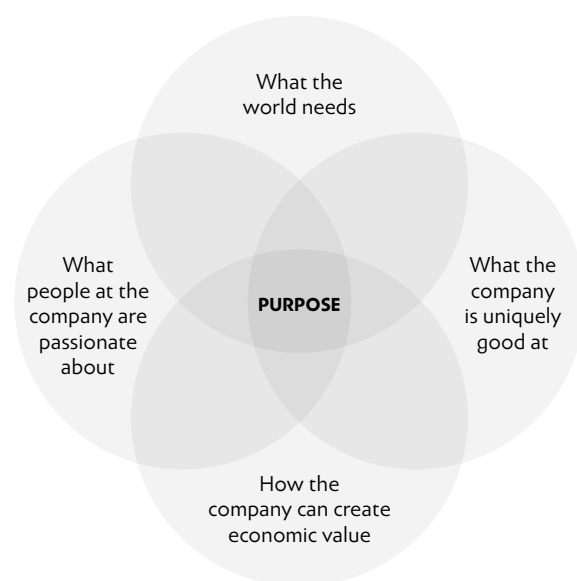
Purpose-based thinking exposes authenticity as the fundamental element for creating unique brand stories that create stronger emotional connections. The DNA that drives your organization should appeal to the intrinsic motivation of your employees.

An authentic company purpose makes clear what your organization represents. It vocalizes the values your employees can identify with, connect to, and be proud of. This instills trust and lead to loyalty, stability, and better performance.

Purpose is also a big plus in today's tight job market, as it is an essential element that job seekers are actively looking for. Today's talent is increasingly demanding and your promise to them should stretch way beyond salary and additional benefits.

Looking for your company's purpose

It lies at the intersection of these four circles



Source: The Heart of Business, by Hubert Joly

Using our imagination to help companies make their positive impact on the world

We enrich insights with imagination, transform business goals into smart communication strategies and sharpen tactics and concepts for brands and products. Finding authentic stories and transforming them into relevant, visually unique content to create truly unique and authentic Employer Brand stories.



Discover how we brought the Employer Story of argenx to life through employee videos, testimonials and a dedicated careers page.

LEARN MORE →

04

Making sure your promise fits your target candidate needs

Let's be honest, next to good pay and benefits, who doesn't want their workplace to make them feel respected and valued? We all want a place where we feel we belong. We want jobs with autonomy, but also with a strong sense of belonging and lots of opportunities to put our fortes to use.

We look for working environments that encourage us to learn and develop. Continuously. We need employers that connect to our intrinsic motivation and make us feel we can identify with and contribute to the mission of the company. We need to believe that through our work, we are really doing something positive for the world.

If you can make clear how you as an employer contribute to meeting these employee needs, you've already made huge steps towards your goal to attract and retain the right talent.





82%

of employees believe a good work-life balance is important for job satisfaction

Employees place a high value on work-life balance and are looking for employers who offer generous paid time off and flexible schedules.

94%

of employees would stay at a company longer if it invested in their career development

Employees are looking for employers who offer clear paths for career growth and professional development.

79%

of employees would take a pay cut to work for a company with a better culture

A positive company culture and values that align with an employee's personal beliefs can be a strong motivator for job seekers.

33%

Companies in the top quartile for ethnic and racial diversity are 33% more likely to have financial returns above their industry median.

Job seekers are increasingly looking for employers who prioritize diversity, equity, and inclusion in the workplace.

99%

of respondents said they would like to work remotely at least part-time for the rest of their careers

The COVID-19 pandemic has accelerated the trend of remote work, and many employees now value the ability to work from home or have flexible work arrangements.

Purpose over paycheck. Growth over compensation.

How today's talent looks for a sense of purpose and fulfillment in their jobs.

First, let's zoom in on job seekers. What drives them? What is it they are looking for?

To attract and keep the right talent, you'll have to pay attention to how the many things that drive employee involvement nowadays fit with why you do business the way you do. This goes beyond compensation and secondary benefits. Personal development, an inclusive culture and sharing a purpose are equally, if not more important drivers for today's talent.

Employee Value Proposition



Source: Based on Mercer's Employee Value Proposition Pyramid'



7 steps to optimize your employer brand

It's clear that having a strong employer brand is essential in today's high-pressure labor market. But where do you start? With so many different strategies and approaches to choose from, improving your employer brand can seem like an overwhelming job.

The values, purpose and culture of your organization are key to building a strong employer brand. They fuel authentic brand stories that make existing employees proud to be part of the team and draws in new talent wanting to get involved.

Check out the following practical steps in our process, to get you started right away.

- 01** Unlock the Value of Culture
- 02** Understand your audience
- 03** Develop a meaningful Employee Value Proposition
- 04** Create a distinctive employer brand identity
- 05** Boost internal engagement
- 06** Implement the employer brand
- 07** Measure and adjust

01 Unlock the Value of Culture

Your purpose provides guidance and direction to the behavior and interactions within your organization: your corporate culture. When your purpose is clear it allows employees to see how their individual talents and efforts make a difference. It should be a guiding principle.

Everything your organization does or doesn't do, should align with your company purpose.

So, zoom out for a moment. Assess your current culture and the behaviors that drive your organization. Your company roots and mission statement are a good start to identify the beliefs that have shaped your company from the very beginning.





Leverage purpose to cultivate your corporate culture

Companies with a clear purpose are better equipped to attract and retain top talent in a competitive job market, and employees who are clear on their organization's purpose are happier and more loyal. They feel a sense of belonging and are inclined to recommend their employer to their friends and family. They proudly and passionately contribute to the success of their organization. This turns them into real ambassadors and valuable assets to your employer branding strategy.

Leadership should set the example in this respect. Make sure your leaders model the behaviors they want to see in the organization. Walk the talk, as they say.

Once you have a clear understanding of your current culture and have incorporated the input from your employees, compare it to aspects of your organization, such as your recruitment and onboarding process, performance management, and employee development programs to determine how well it fits.

Remember that culture and values are never fixed. They should adapt to changes in the company and the market and should be reviewed and updated regularly.

Working with global companies we have quite some experience in defining corporate values and behavior. We have multiple workshops and co-creative sessions in place to help you maximize the impact of your company culture.

01 We assess your current culture

02 Zoom in on heritage and purpose to guide you

03 Refine your values and culture

04 Help you communicate clearly

05 Involve your employees and leadership

06 Set up a way to continuously improve



02

Understand your audience

Creating an optimized employer brand involves a deep understanding of your target audience and the overlaps with your brand. Discover their hopes and dreams, the qualities they are looking for in an employer, and what makes your company stand out amongst all their other options.

We use a combination of surveys, interviews, analysis and research to gather as many insights as possible on your current audiences (candidate personas) and to map out their candidate journeys.

When creating a candidate journey map, we consider the level of detail needed, the elements required to provide a truthful narrative, the purpose of the map, the balance between internal and external actions, and who will be using the map.

We make research an ongoing process and continuously review and update it to ensure it stays relevant and your efforts are effective.

Candidate Journey Mapping

Define your point of view (the lens)

Choose the perspective of the candidate or employee. Be very specific. Consider personas of your target candidates to provide a clear and strong narrative. Use one point of view per map for clarity.

Choose a scenario

Identify the experience you want to map, either an existing one or a future vision. Clearly define the goal of the journey.

Know what they are going through

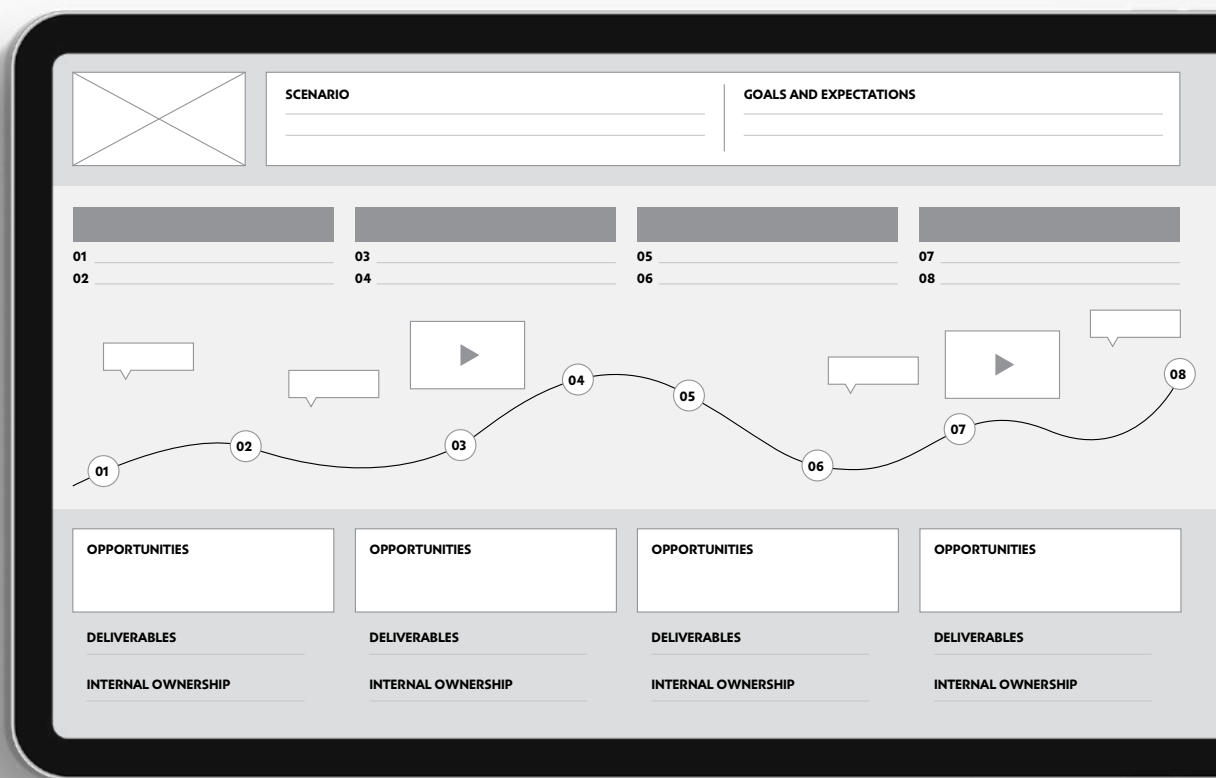
Understand the actions, mindsets, and emotions of the candidate or employee throughout the journey. Gather data from qualitative research such as field studies or diary studies.

Map out touchpoints and channels

Align touchpoints (interactions with the company) and channels (communication methods) with the candidate's goals and actions. Focus on these elements to uncover brand inconsistencies and disconnected experiences.

Gather insights and assign ownership

Uncover gaps in the candidate experience through journey mapping and take action to optimize it. This is where we can improve the journey. List insights and assign ownership to different aspects of the journey to ensure accountability.



03 Develop a meaningful Employee Value Proposition

Clarity and distinctiveness are essential when making a promise to any target audience. You want them to know exactly what to expect from you, and what it is that makes you unique.

This also applies to the promise you make as an employer. An Employee Value Proposition (EVP) is a statement that defines what your company offers to employees in return for their skills, knowledge, and experience. A well-crafted EVP can help you attract and retain top talent and create a positive company culture.

By talking to your current employees, you can find out what they value most when it comes to compensation, benefits, work-life balance, professional development opportunities, and company culture. Define what sets your company apart from others. What are your company's strengths, values, and culture that can differentiate your brand?

Next, consider your target candidates. Who are you trying to attract to your company? What motivates them? What do they value most? Use the personas and candidate journeys you have created in the previous step to be specific.



Writing your EVP

All the information you've gathered can be used to craft a clear and concise statement that should capture the essence of what your company has to offer. Once you have defined your EVP, it is important to share it with current employees and candidates to make sure it is realistic and aligns with your company's purpose and culture.

Your EVP is the foundation of your employer brand and guides all future branding efforts. Regularly assess the effectiveness of your EVP by seeking feedback from employees and monitoring key metrics such as employee engagement, retention, and attraction. Use this information to refine and improve your EVP over time.

Things to keep in mind when crafting your EVP

- ✓ Identify with your target audience
- ✓ Define what makes you unique
- ✓ Differentiate yourself
- ✓ Make a clear promise
- ✓ But, don't make promises you can't keep!
- ✓ Evoke emotional response
- ✓ Reality-check your EVP internally

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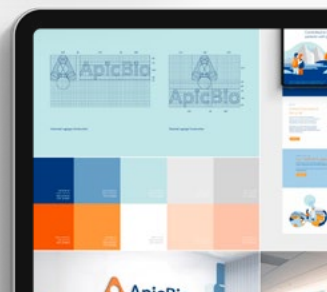
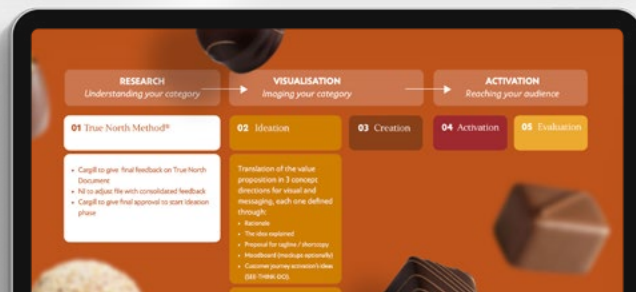
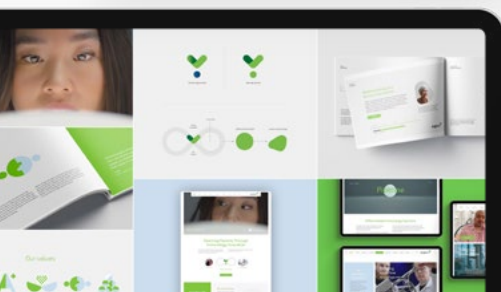
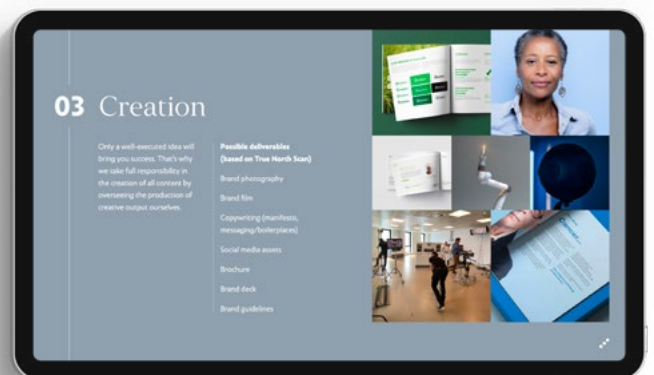
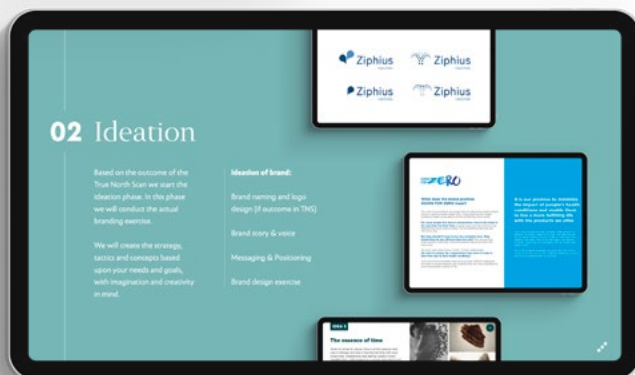
Create a unique visual and verbal employer brand identity

To elevate your employer brand and attract top talent with compelling messages, you now need to express your unique employee value proposition into an authentic brand narrative, using a distinct tone of voice.

Once your messages are developed, it's important to incorporate them into all materials related to the employer brand, such as the website, social media and recruitment materials. Use your candidate journeys to clearly define the touchpoints and channels you need to activate.

As with all steps in this process, it is important to test and adjust your messages to ensure relevancy and effectivity. A strong messaging strategy will help you become more recognizable and memorable, as well as to attract the right talent that aligns with your purpose, culture and values.

Now boost emotional connection amongst your current and potential employees even further by combining your messaging with a visually appealing identity that underlines your company culture and values. It will make your messages more recognizable, memorable and ownable.



05

Boost internal engagement

Unleash the power of employee advocacy. Encourage your employees to be active ambassadors of your brand, using a strategy that involves and empowers them. This may include employee training and development, as well as incentives and rewards for employees who actively promote your brand.

The more you listen to their feedback and incorporate their engagement into performance metrics, the more you create a sense of community. Make them proud and encourage them to be active ambassadors of your brand to positively impact the recruitment process.



**Develop
activation
campaigns
to involve
employees**



**Create a sense
of community**



**Listen to
employee
feedback and
act on it**



**Communicate
your strategy
clearly**



**Lead by
example**



**Provide training
and resources**



**Include
employee
engagement
in your
performance
metrics**



**Offer tools
to share and
spread your
messages**



**Recognize
and reward
employees**

06

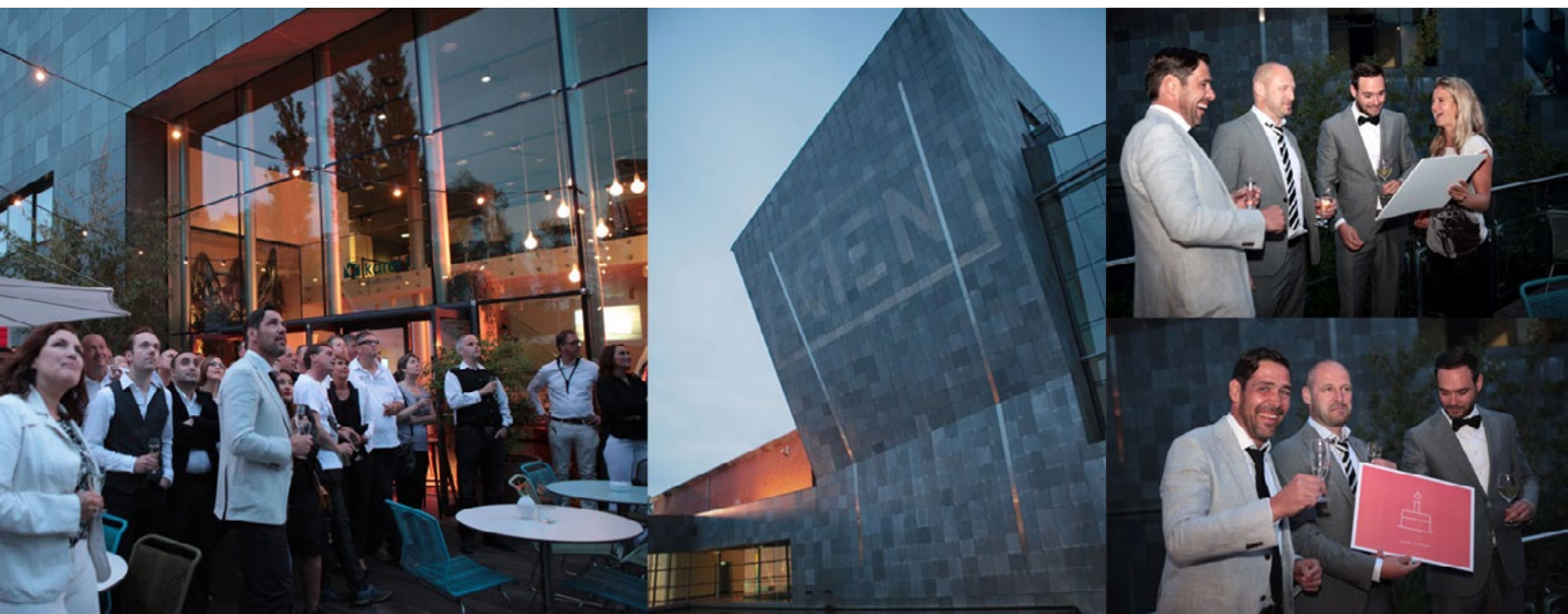
Implement the employer brand

Your employer brand is the heart of your company, so make it shine and be proud of it!

Once your new employer brand has been developed, it needs to be brought to life by rolling it out across all touchpoints – from your website and social media to recruitment collateral and employee communications.

Clearly communicate it to all employees, stakeholders and other relevant parties, and ensure that they understand the changes and how your new employer brand aligns with the company's mission and goals.

By using the new employer brand consistently across all materials and platforms you ensure that it is easily recognizable and memorable.



07

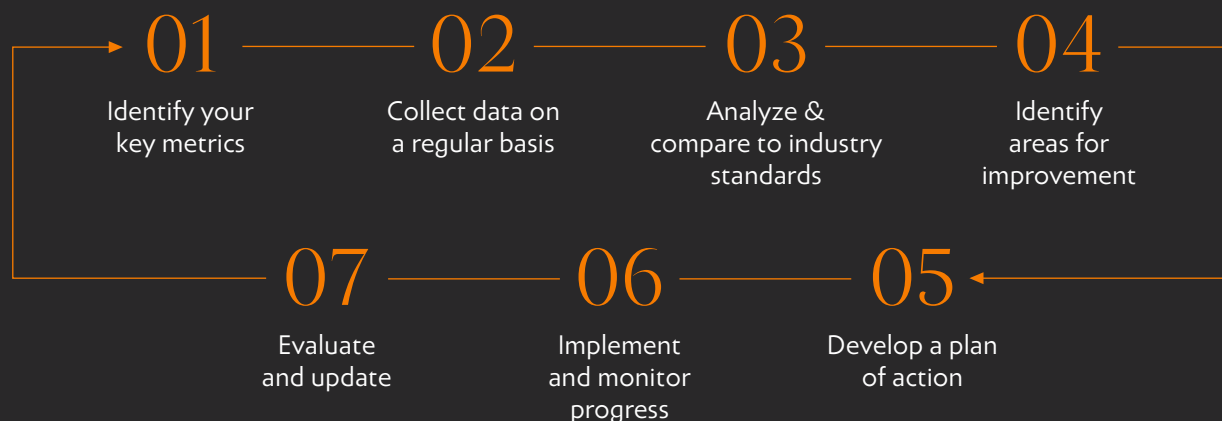
Measure and adjust

Yes! Your Employer Brand has been brought to life and activated amongst your target audiences and stakeholders. But it doesn't stop there. Employer branding is a process that needs continuous adaption and refinement.

Track the pulse of your employer brand by measuring its effectiveness and adjusting as necessary. Identify key metrics that can be used to measure the effectiveness of your employer brand, such as recruitment cost per hire, employee retention, and employee engagement.

Gather data through surveys and interviews, analyze patterns and compare with industry standards. With this feedback and insight, you can define areas for improvement and update accordingly. The key is to stay relevant and effective.

To create an employer brand that stands out, you need to constantly monitor and adjust to stay ahead of the curve.





00 Claim your free Employer brand scan today!

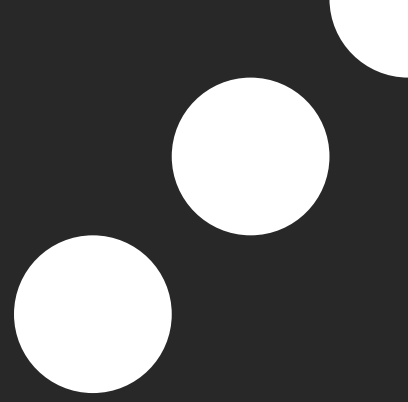
[Schedule an appointment](#)

With the current job market being heavily influenced by job seekers and candidate needs, companies must adapt and create an authentic, attractive and sustainable employer brand.

As a creative communication agency, we can help you create a tailored Employer Brand strategy, and we know from experience how to successfully bring it to life.

Please contact us for a free Employer Brand Scan® to assess your needs. We'd be happy to show you how we can help you craft an improved Employer Brand.

Let's work together to attract, engage and retain top talent, improve your employee satisfaction and loyalty, and ultimately, drive your business success.



We continuously **provoke imaginative & creative thinking** to generate positive change in the world. We aim to inspire and support you with imagination around your needs.

We're looking forward to craft and activate a unique Employer Brand together with you.

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