

71%

OF COMPANIES WITH A CLEAR EMPLOYER BRAND REPORTED IMPROVED OVERALL PERFORMANCE

vs.

45% With A Less Developed Employer Brand

6 STEPS

TO A SUCCESSFUL EMPLOYER BRAND & EMPLOYEE VALUE PROPOSITION

A great **employer brand** and **EVP** do not have to cost middle market firms any money to create. However, establishing them isn't something that happens overnight. The process takes time and thought and a commitment from senior management. But the rewards more than repay the effort.

67%

OF COMPANIES WITH A COMPELLING EVP REPORTED IMPROVED OVERALL PERFORMANCE

vs.

46% With A Less Developed EVP

1 RECOGNIZE THAT ALL FIRMS HAVE EMPLOYER BRANDS, WHETHER THEY KNOW IT OR NOT



If you have employees, then they have an opinion about what it's like to work for your company, and they have shared their opinion with others.

2 BRAINSTORM WAYS TO STRENGTHEN AND DIFFERENTIATE YOUR BRAND AND EVP

Engage your senior leadership team in an in-depth discussion on the topic, and encourage them to think creatively about what your firm can offer that will resonate with top talent candidates and set your organization apart.



BE SURE TO CONSIDER

What your company can offer that larger and smaller organizations cannot, such as more responsibility or influence in the firm.

Benefits related to your company's brand. For example, discounts on a fitness membership if you are in the health and fitness industry.

Your company's growth rate, which can translate into greater opportunities for professional development.



Intangible and tangible advantages that go beyond compensation and benefits, such as meaningful work or giving back to the community.

Benefits and perks that don't cost money, like a relaxed dress code or flex-time.

What appeals to millennials, (i.e. experiences that help them grow, access to technology or space for socialization and collaboration).

3 CREATE AN AUTHENTIC AND GENUINE BRAND AND EVP



Your employer brand and EVP should be consistent with your firm's DNA and core values, which typically do not change, rather than feeling too trendy or contrived.

4 INVOLVE YOUR MARKETING PEOPLE IN THE PROCESS

Your firm's marketing experts can help you differentiate your offerings and articulate them in a meaningful way. They can also help ensure your employer brand is consistent with your company's overall corporate brand.



5 CLEARLY ARTICULATE YOUR EVP



A document that outlines components of your EVP and describes the benefits of working for your company can be effective in communicating your EVP to current and prospective employees.

Also consider the visual aspects of your employer brand that come across on your website, social media and recruiting tools.

6 MAKE USE OF YOUR BRAND AND EVP IN YOUR RECRUITING EFFORTS

Top ways to promote your employer brand include:

- Referral incentives
- An enhanced interview process
- Social media
- Community outreach events



20%

MEAN REVENUE GROWTH FOR COMPANIES WITH A CLEAR EMPLOYER BRAND

vs.

6% With A Less Developed Employer Brand

EMPLOYER BRANDS AND EMPLOYEE VALUE PROPOSITIONS CAN IMPACT YOUR BOTTOM LINE

17%

MEAN REVENUE GROWTH FOR COMPANIES WITH A COMPELLING EVP

vs.

6.5% With A Less Developed EVP



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