

## IS YOUR EMPLOYER BRAND ALIGNED TO YOUR EXTERNAL BRAND?

Dear Madam and Sir,

Employer branding is a way to package information about functional attributes, economic value, and psychological benefits so it's easily understood and absorbed by the targeted audience. However, an employer brand can't be defined, developed or managed in isolation from the corporate brand. It's the total portfolio that needs to be considered if you really want to build an adaptable and agile employer brand. It is, therefore, not efficient or effective to develop and implement an employer brand strategy solely with HR resources.

To get input from other functional areas within your organization, schedule a meeting with leaders from HR, Marketing, Sales, and Communications and have a discussion around following questions:

- How will a stronger employer brand support our business strategy (e. g. growth, consolidation, mergers and acquisitions)?
  - What are the main factors currently driving our employer brand?
  - What kind of organizational culture do we have? How consistent is it across geographical and divisional boundaries?
  - What are the most consistently attractive and compelling organizational attributes for both current employees and potential employees?
  - How authentic is our messaging?
  - Can we deliver on what we are promising in our recruitment communication efforts?
  - What behaviors are felt to be most characteristic of our organization?
- What is the most useful way of segmenting our employees?
  - What are the most effective channels of employee communication, both top/down and bottom/up?
  - Which functions are most critical to our success and what are we currently doing to attract, engage and retain this talent?
  - What levels of resources are we prepared to invest in our employer brand strategy?
  - What time frame will we be working towards to define and develop our employer brand strategy?

Based on the outcomes of your discussion, the branding experts of MFB Resultants can help you define a tailored strategy that provides clear steps towards establishing an employer brand that bridges business needs with employee expectations. This will make your employer brand authentic and differentiated, and above all aligned to your external brand.

### **MFB**

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