

MFB News – April 2012

ASSESS YOUR EMPLOYER BRANDING PERFORMANCE AGAINST BEST PRACTICE

Dear Madam and Sir,

Understanding what distinguishes your employer brand and how it may affect attracting and retaining employees is an essential component to being an employer of choice.

Take this quick assessment to see how your employer branding initiatives measure up against best practice companies.

1. We have developed an employer brand strategy
2. We have developed a social media strategy
3. We have at least two of the following working closely on our employer brand strategy: General Management/HR/Marketing/Communications
4. Alignment to brand values is part of our performance management system
5. We have an active coaching and mentoring program in place to transfer knowledge and build internal capabilities
6. We have defined our employer value propositions (EVPs)
7. We have defined our employer brand metrics
8. We have conducted research to determine the perceptions current employees have about our company
9. We have conducted research to determine the perceptions prospective employees have about our company
10. We monitor what people are saying about our brand online
11. We have identified the leadership competencies we aspire employees at all levels to have
12. Managers have access to a leadership development program
13. We have an active employee referral program
14. We have a communication strategy for the labor market and relevant target groups
15. We conduct an employee engagement, perception and satisfaction survey at least once per year
16. We participate in an external annual best employers survey
17. Each staff member has a documented career development plan that is reviewed at least annually
18. We have a detailed staffing plan allowing us to recruit new employees along clearly defined criteria.

How often were you able to confirm these statements for your company? Where do you stand?

0-5	We are in the very early stages
6-10	We have made a start
11-15	We just need some fine tuning
16-18	We are up there with the best.

Based on your rating, the branding experts of MFB Resultants will support your management creating an image of your company and product that makes you stand out from everyone else. This will offer you the opportunity to become an employer of choice and compete with the „big guys“.

For further information please contact:

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