Creating an Employer Brand to Recruit Top Talent

Description: Does your employer brand attract top talent or drive them away?

As the competition for highly talented employment candidates increases, the message of what an organization offers is not just to entice applicants, but a definable cultural element of any organization. Instead of just joining an organization, applicants now seek how organizations impact society and how they can join to change the world, their community, and enhance their development and future. As an extension of the organization culture, the employment brand is the most important recurring and validating message an organization can offer.

This core message of an organization must be clearly defined, understood, and reinforced throughout the employment lifecycle for maximum effectiveness. In this topic, Rick Baron, Talent Management Consultant and HR Advisor to Fortune 100 organizations will introduce the process of identifying, researching, implementing, and sustaining effective employment branding efforts that can be applied to any organization to attract valuable talent candidates and engage current employees.

Learning Objectives

- You will be able to describe the elements of an effective employer brand.
- You will be able to discuss how to research and implement a compelling and memorable employer brand regardless of the type of organization.
- You will be able to recognize how to establish and deploy your organization’s employment brand.
- You will be able to identify how to use methods in which to incorporate the employment brand as a conduit to your organizational culture.

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