

# CREATE AN EMPLOYER BRAND

TO WIN & KEEP TOP TALENT



**KPMashburn**  
COMPANY CULTURE CONSULTING



## Hi! I'm Kristen.

**LEADERSHIP CONSULTANT  
& CULTURE BUILDER**

FORMER LISTERHILL CREDIT UNION EXECUTIVE  
BUILT CULTURE THAT ENJOYED LESS THAN 7% TURNOVER  
NAMED A TOP CREDIT UNION TO WORK IN 2018  
NAMED BY FORBES AS #2 CREDIT UNION IN AL 2018  
AVERAGE A 81 NPS. WITH INDUSTRY AVG. 35



MY MISSION:

**HELP LEADERS TO  
BUILD STRONG  
WORK CULTURES**

RAISE YOUR HAND

**IT IS EASY TO  
ATTRACT TOP TALENT**

RAISE YOUR HAND

**IT IS EASY TO KEEP  
EMPLOYEES HAPPY**

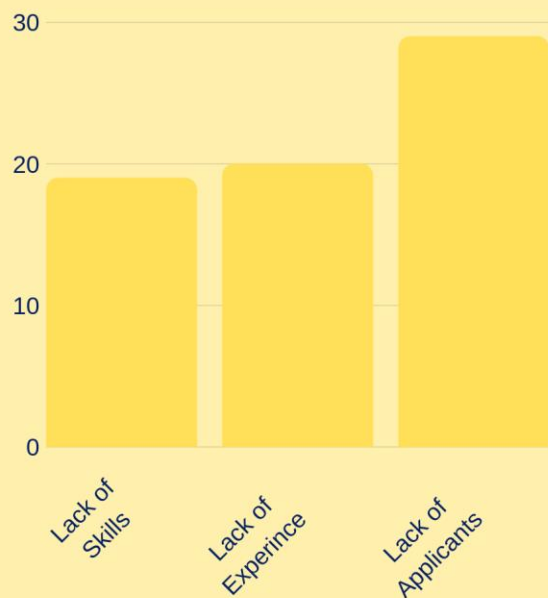
RAISE YOUR HAND

# IT IS EASY TO RETAIN GOOD EMPLOYEES



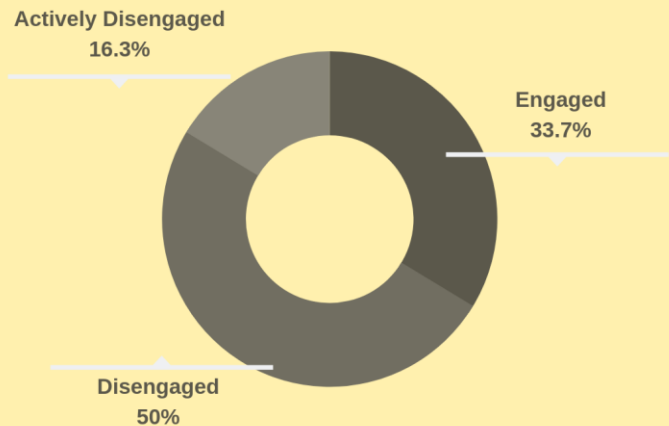
**45%**  
**OF EMPLOYERS  
REPORT  
DIFFICULTY  
FILLING ROLES**

MANPOWERGROUP, 2018



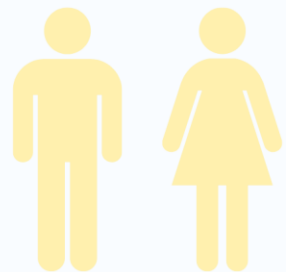
**ONLY**  
**34%**  
**OF EMPLOYEES**  
**ARE HAPPY**

2018 GALLUP STUDY



**28.6%**

OF EMPLOYEES LEFT THEIR JOBS IN 2018 TO  
WORK SOMEWHERE ELSE



2018 Work Institute Retention Report



# THE ANSWER:

## A STRONG EMPLOYER BRAND

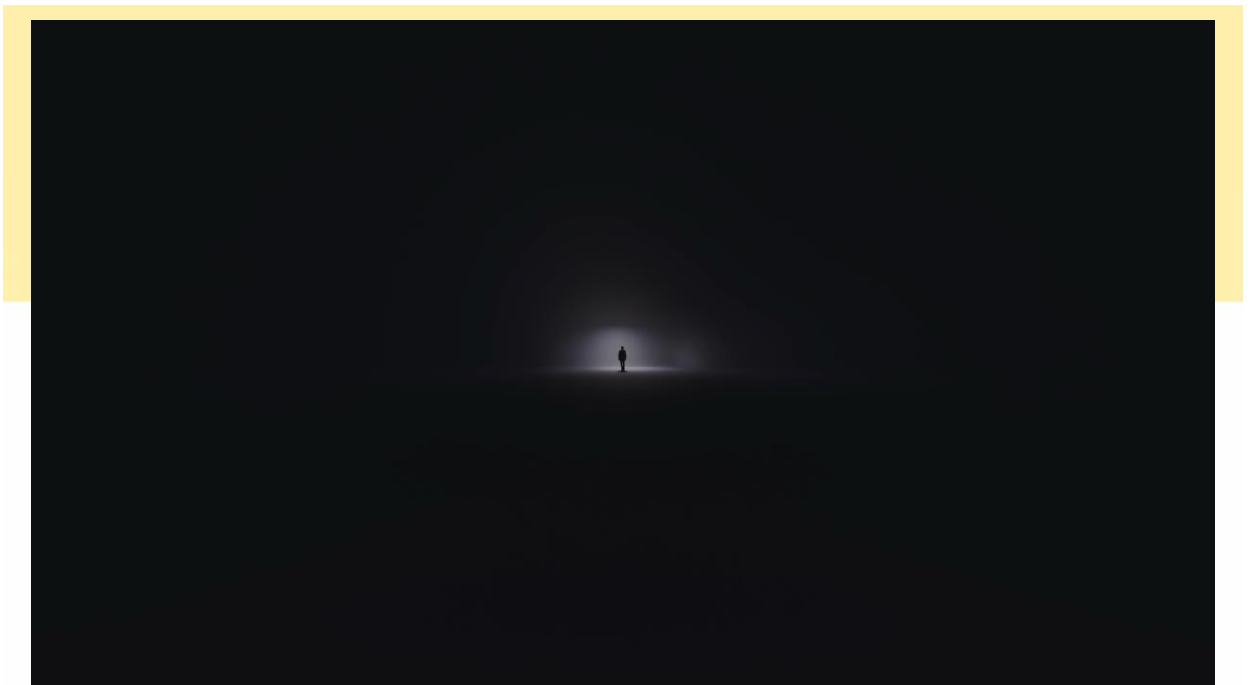


A POSITIVE EMPLOYER BRAND COMMUNICATES THAT THE ORGANIZATION IS A GOOD EMPLOYER AND A GREAT PLACE TO WORK.

SHRM

# STRONG EMPLOYER BRANDS

---



**5.0**

★★★★★

**Productive and lively place to work at!**

Frontline Retail Sales Associate (Current Employee) – Rancho Cucamonga, CA – July 24, 2019

I love working at REI. Everyone working there is so genuine and loves to have fun while working! We chat with customers all day, doing our best to help them out and get them excited about getting outside on their next adventure! We also encourage and chat with one another whenever we can when it is appropriate.

Management is incredibly intentional by checking in with us. They are communicative and are easy to talk to. I have learned so much from them about my particular job in frontline and how my job plays an important role in the day to day of the experience of our customers.

I think both the most enjoyable and hardest parts of my job are handling customers and their needs. Most of the time our customers are incredible, but there are times where they can be a little hard to handle. That is okay though, it comes with working in customer service





# WHAT IS BRAND?

HINT: Not just advertising.



## WHAT WE DO



**WITH SOCIAL MEDIA AND INSTANT  
COMMUNICATION, YOUR  
ORGANIZATION'S REPUTATION  
TRAVELS MUCH MORE QUICKLY NOW  
THAN IN THE PAST.**

IT'S THE MANAGER  
CLIFTON & HARTER, 2018

**WHAT'S THE MOST  
EFFECTIVE WAY TO  
IMPROVE REPUTATION?**

# ASPECTS OF EMPLOYEE EXPERIENCE

I am really enthusiastic about the mission of my company.

In my team, I am surrounded by people who share my values.

My teammates have my back.

I have great confidence in my company's future.

At work, I clearly understand what's expected of me.

I have the chance to use my strengths every day at work.

I know I will be recognized for excellent work.

In my work, I am always challenged to grow.

NINE LIES ABOUT WORK  
BUCKINGHAM & GOODALL

# ASPECTS OF EMPLOYEE EXPERIENCE

I am really enthusiastic about the mission of my company.

In my team, I am surrounded by people who share my values.

My teammates have my back.

I have great confidence in my company's future.

At work, I clearly understand what's expected of me.

I have the chance to use my strengths every day at work.

I know I will be recognized for excellent work.

In my work, I am always challenged to grow.

ME

NINE LIES ABOUT WORK  
BUCKINGHAM & GOODALL

# ASPECTS OF EMPLOYEE EXPERIENCE

## WE

I am really enthusiastic about the mission of my company.

In my team, I am surrounded by people who share my values.

My teammates have my back.

I have great confidence in my company's future.

At work, I clearly understand what's expected of me.

I have the chance to use my strengths every day at work.

I know I will be recognized for excellent work.

In my work, I am always challenged to grow.

NINE LIES ABOUT WORK  
BUCKINGHAM & GOODALL

## BEST OF ME CHALLENGES

At work, I clearly understand what's expected of me.

I have the chance to use my strengths every day at work.

I know I will be recognized for excellent work.

In my work, I am always challenged to grow.

Draft one line job descriptions.

Deploy CliftonStrengths or StandOut.

Celebrate small wins. Try ice cream.

Use one-on-one meeting to uncover employee growth interest.

# BEST OF WE CHALLENGES

I am really enthusiastic about the mission of my company.

In my team, I am surrounded by people who share my values.

My teammates have my back.

I have great confidence in my company's future.

If you feel strong in your mission.  
Communicate.  
Communicate.  
Communicate.

Craft a culture code.

Engage in regular team building events.

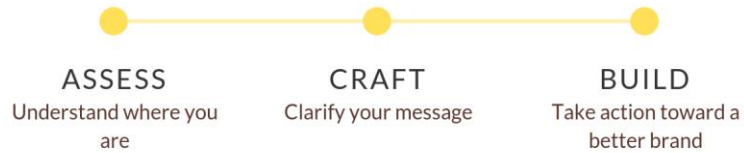
Hold one-on-one meetings.



WHAT WE SAY



# BRAND BUILDING PROCESS



## ASSESS

UNDERSTAND WHERE YOU ARE



# LEVERAGING METRICS

- Turnover
- Voluntary Turnover
- Job Application
- Cost Per Hire

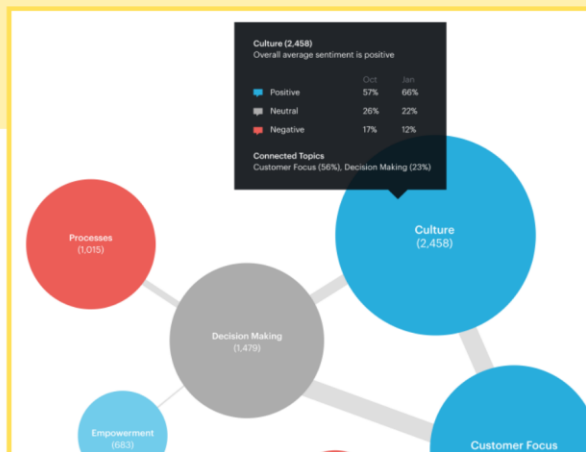
# SOCIAL LISTENING



# MEASURING EXPERIENCE

- Employee Engagement Survey
- Net Promoter Score
- Facilitated Focus Groups
- Exit Interviews

# NEW TECHNOLOGIES



GLINT™



# CRAFT

CLARIFY YOUR MESSAGE



**THE EMPLOYEE VALUE  
PROPOSITION (EVP) DEFINES  
HOW A COMPANY WANTS TO  
BE PERCEIVED BY ITS  
EMPLOYEES.**

ROY MAURER  
2017 SHRM ARTICLE

# INPUT TO EMPLOYEE VALUE PROPOSITION

TARGET LABOR  
MARKET

TALENT  
COMPETITORS

COMPANY  
STRATEGY

TARGET LABOR  
MARKET

Attraction Drivers

Attrition Drivers

Employer Perception



## TALENT COMPETITORS

Competitor Attributes



Percentage of Employees  
Leaving for Competitor



Company Competitive  
Advantage

## COMPANY STRATEGY

Mission, Vision, & Values



Culture Code



Business Objectives

# EVP WORKSHEET

The image shows three tablets displaying different sections of the EVP Worksheet. The first tablet shows the 'CREATING YOUR EMPLOYEE VALUE PROPOSITION' section, which includes a definition of EVP, a list of inputs (Talent Market, Talent, Company Strategy), and a section for 'Target Labor Market'. The second tablet shows the 'Talent Competitors' section, which includes a definition of talent competitors and a table for 'COMPANY STRATEGY'. The third tablet shows the 'COMPANY STRATEGY' section, which includes a definition of company strategy, a section for 'WRITE YOUR EVP', and a section for 'SEEK BUY-IN'.





**A THRILLING EXPERIENCE.  
INSPIRING COMPANY.  
SCHOOL OF EXCELLENCE.**

L'OREAL



**YOU CAN MAKE A  
DIFFERENCE BY HELPING TO  
BUILD A SMARTER, SAFER  
AND MORE SUSTAINABLE  
WORLD.**

HONEYWELL

# BUILD

TAKE ACTION TOWARD A  
BETTER BRAND

## OPPORTUNITIES FOR COMMUNICATION

The journey with your organization



IT'S THE MANAGER  
CLIFTON & HARTER, 2018

# CASE STUDY: OGILVY







**YOU'RE CONVINCED.  
YOU'RE INSPIRED.  
NOW WHAT?**

## 3 KEY TAKEAWAYS

- A strong employer brand is critical
- Strong employer brands rely more now than ever on employee experience
- An effective employee value proposition is key to forming a clear message

**Let's continue the conversation.  
Connect with me:**



@KPMashburn



KPMashburn.com



KristenMashburn



**KPMashburn**  
COMPANY CULTURE CONSULTING