



Measuring and Improving your Employer Brand

Hint: It's not through Employer Choice Awards

 EPSI


entegritē consulting
Engagement. Action Planning. Facilitation.

THE PRESENTER

- 35 + years of executive and consulting positions in survey measurement and the employee experience
- Associate collaborating with EPSI



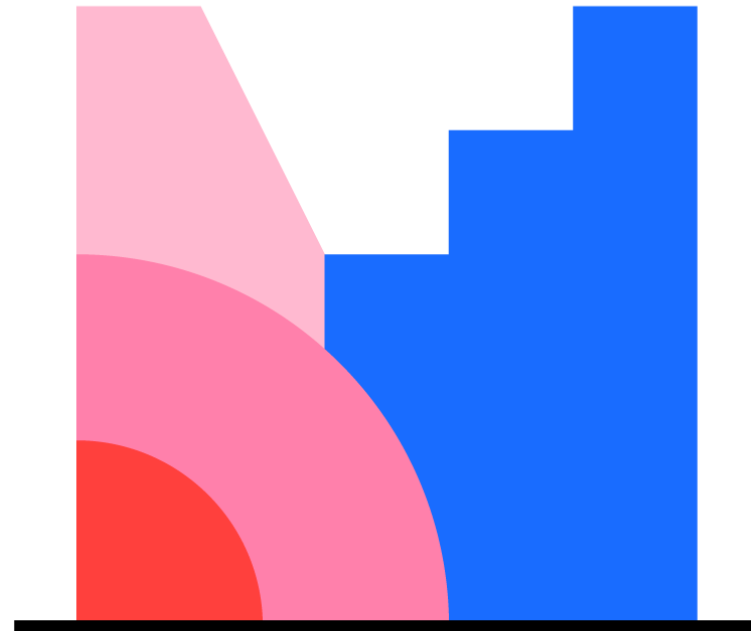
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AGENDA

- Why Employer Branding? Why Now?
- “The Great Resignation”: Is it Real?
- The Employer Brand: Key Metrics
- Employer Choice Awards: Why they’re NOT the solution
- Solutions Adopted by Successful Clients
- Questions and discussion



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WHY EMPLOYER BRANDING? WHY NOW?



BALANCED

BUYERS

FAVORS

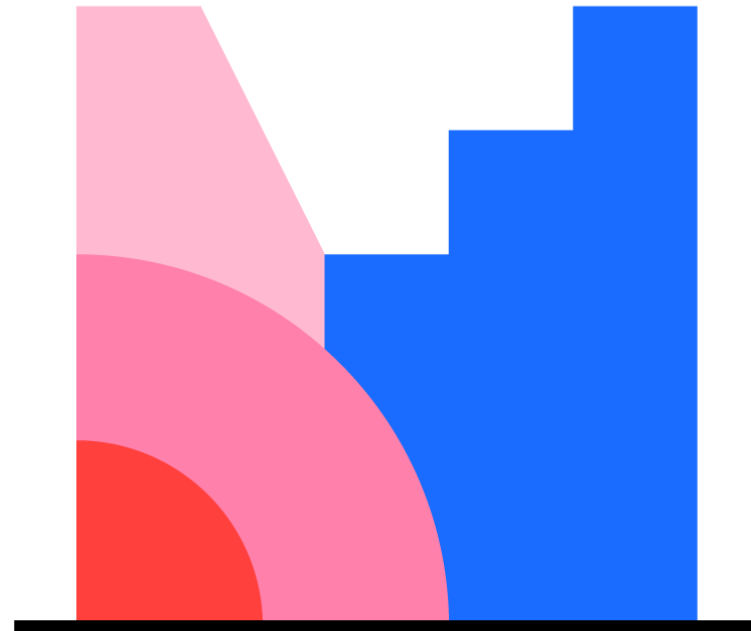
SELLERS

BECAUSE IT'S A BUYERS' (EMPLOYEES') MARKET!



THE GREAT RESIGNATION: IS IT REAL?

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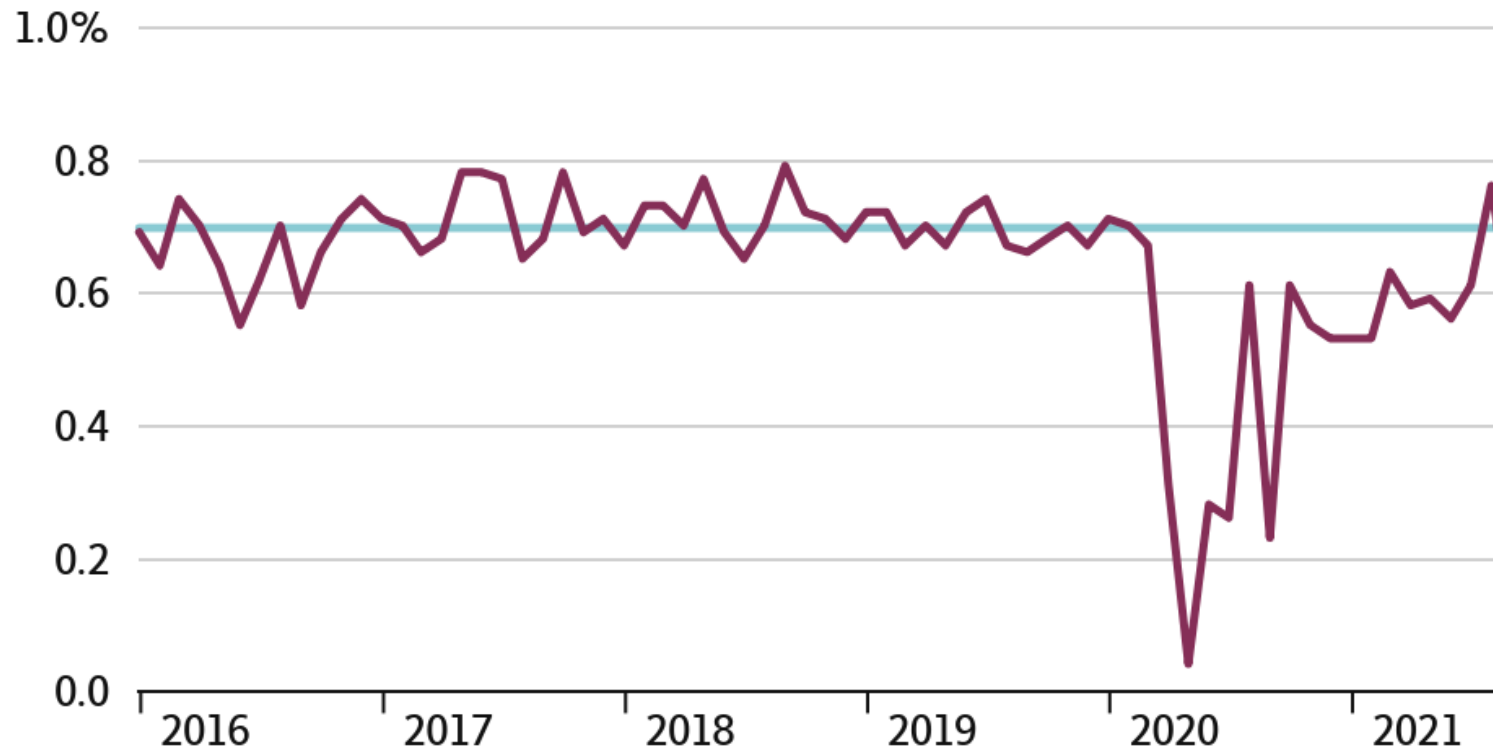
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JOB “SWITCHING” IS STILL BELOW AVERAGE....BUT..

Job-switching rate in Canada

Proportion of workers who changed jobs from one month to the next

● Monthly rate ● Average (2016 to 2019)



THE GLOBE AND MAIL, SOURCE: STATSCAN

The share of adult Canadians (age 15-plus) who voluntarily left jobs within the past month and didn't immediately resume working is on the rise, suggesting that quitting has become marginally more popular since 2020.

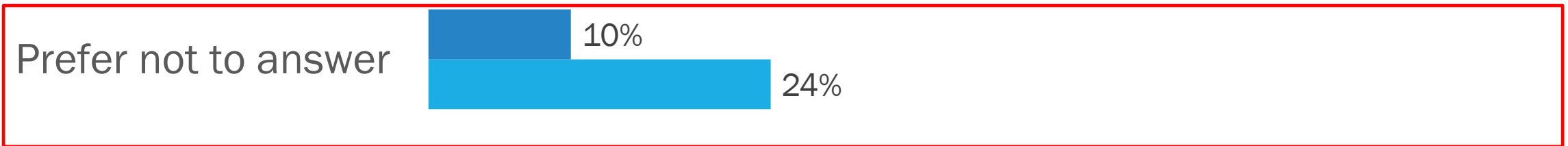
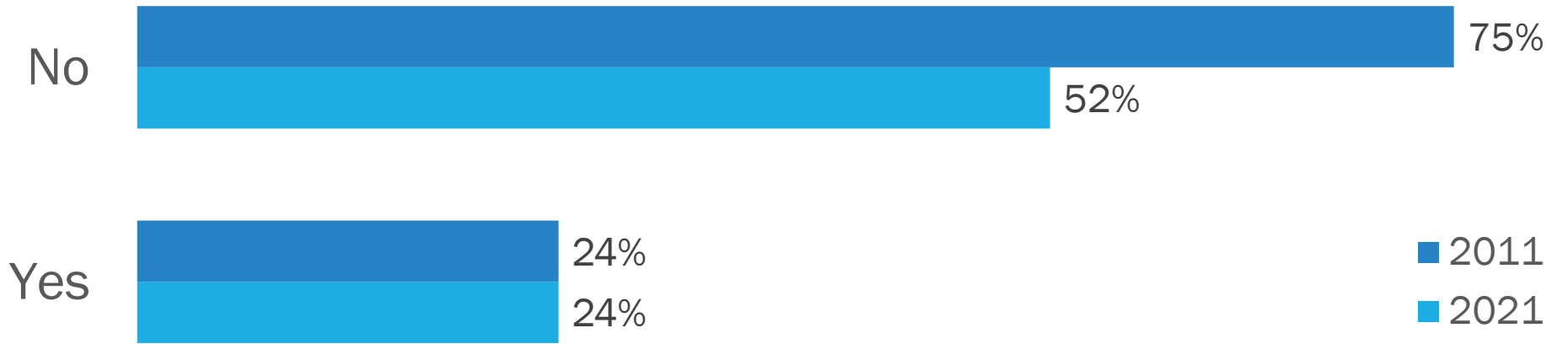
BUT, *LEADING* INDICATORS POINT TO INCREASING DIFFICULTY FOR TALENT ACQUISITION

*A January 2022 Survey from the Bank of Canada paints a different picture. Namely that **19.3%** of workers – fully 12 percent more than in the StatsCan Survey – said they expected to quit their current job in the next 12 months. In the quarter before the pandemic started, that number was 17.9%.*

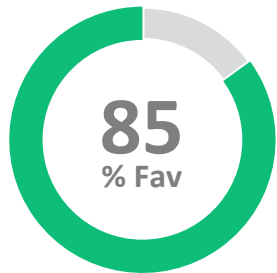


THIS IS NOT NEW, JUST MORE SUDDEN

Are you currently looking for or thinking of accepting a job with another employer?



Employee Engagement Index



	% Fav	+/-
P1	82	+3
Norm	76	+9

	P2 (%)	P1 (%)	Norm (%)
I feel proud to be part of ORGANIZATION (Q19)	4 8 88	84	83
I really want ORGANIZATION to succeed. (Q20)	3 97	96	76
I rarely think about working for another organization...	23 27 50	46	66
I strongly believe in ORGANIZATION's values, mission...	15 94	95	73
I fully invest my energy and passion into...	2 10 88	84	80
I am always willing to put in extra effort to contribute...	2 7 91	87	78

WHY IS THIS HAPPENING (NOW)?

- Increased workload, without boundaries
- Less support, less contact with managers/leaders
- Return to office policies – Most would rather quit!
-

THE GRASS IS GREENER EFFECT



Higher turnover

More open opportunities

BUT WAIT....EVEN WHEN YOU HIRE IT'S NOT OVER....

**Most new hires start job searching
again within three months, survey
finds**

<https://fortune.com/2022/05/04/new-hires-start-job-searching-again-within-three-months/>

The background features a word cloud with terms like 'market', 'identity', 'advertising', 'target', 'marketing', 'product', 'recognition', 'quality', 'loyalty', 'business', 'focus', 'consumer', 'media', 'management', and 'distribution'. Several grey markers are scattered across the scene, with one hand holding a marker on the right side.

What Now?

Measure and Manage your Employer Brand

“What gets measured, gets done”

Employer branding



An employer's reputation as a place to work, and their employee value proposition, as opposed to the more general corporate brand directed towards customers.

Employee Value Proposition (EVP) – WIIFM (What’s in it for me)?

Rational/Extrinsic/Lower Order (Maslow)



Compensation

- Salary satisfaction
- Compensation system satisfaction
- Raises and promotions
- Timeliness
- Fairness
- Evaluation system



Benefits

- Time off
- Holidays
- Insurance
- Satisfaction with the system
- Retirement
- Education
- Flexibility
- Family

Emotional/Intrinsic/Higher Order (Maslow)



Career

- Ability and chance to progress and develop
- Stability
- Training and education at work
- Career development
- College education
- Consultation
- Evaluation and feedback



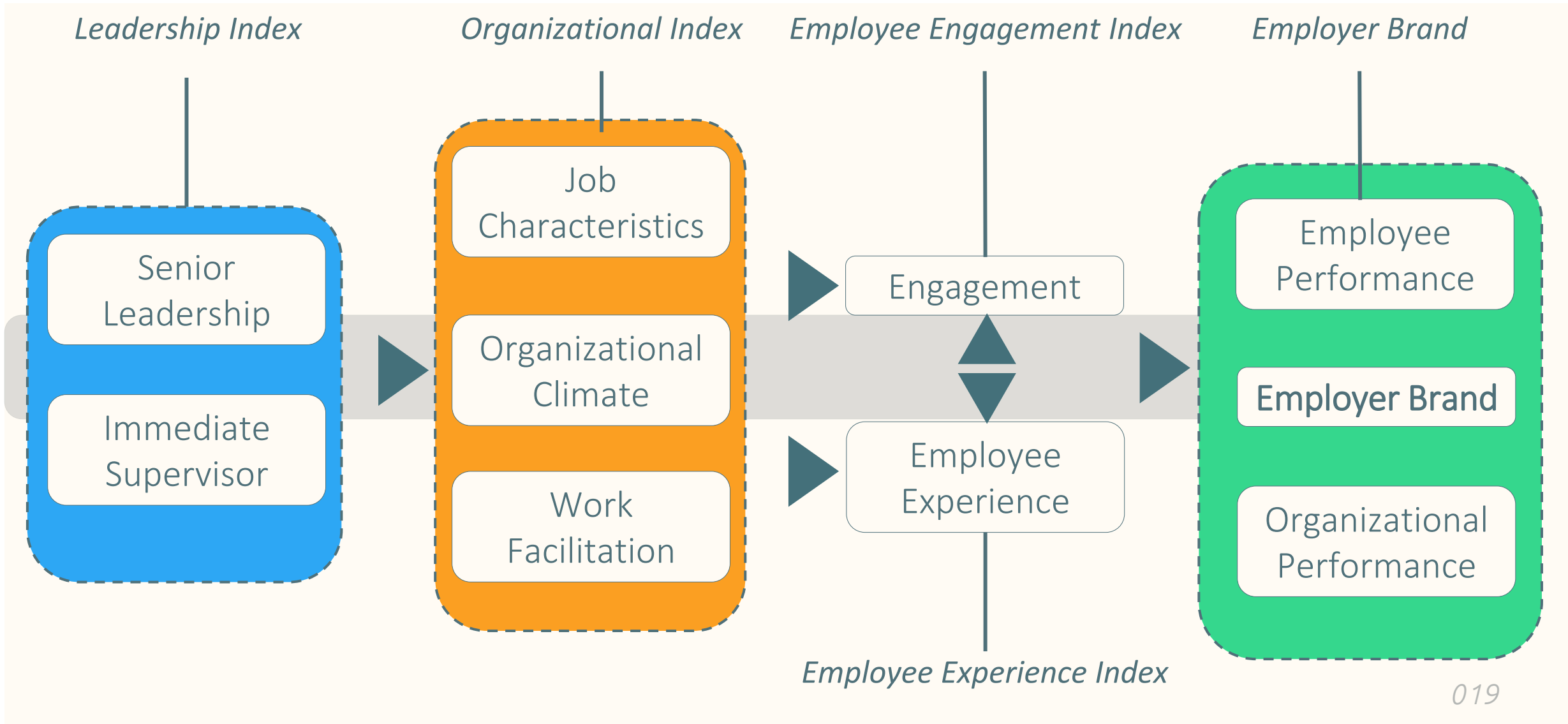
Work Environment

- Recognition
- Autonomy
- Personal achievements
- Work- life balance
- Challenges
- Understanding of one’s role and responsibility

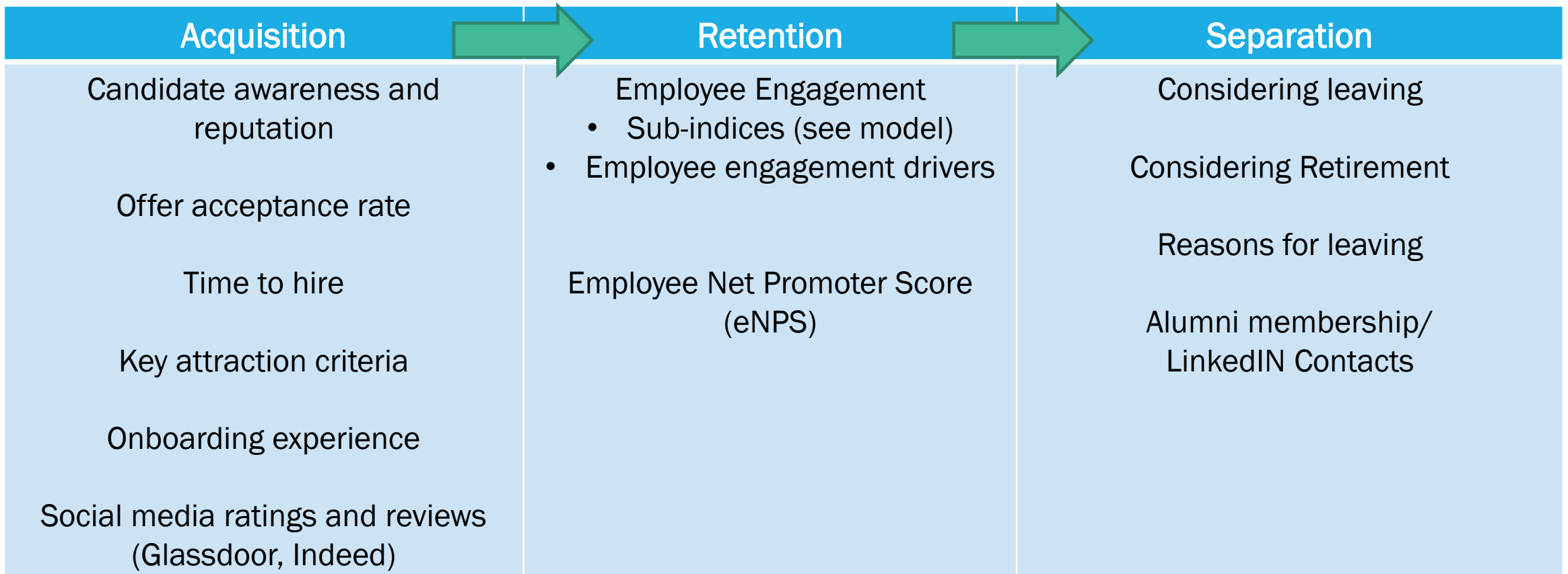


Culture

- Understanding of firm’s goals and plans
- Colleagues
- Leaders and managers
- Support
- Collaboration and team spirit
- Social responsibility
- Trust



KEY EMPLOYER BRAND METRICS



EMPLOYER CHOICE AWARDS – NOT (ALWAYS) THE SOLUTION





SOLUTIONS ADOPTED BY SUCCESSFUL CLIENTS

SOME EXAMPLES OF OUR CLIENTS' SOLUTIONS



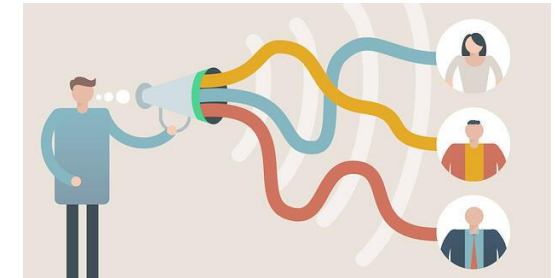
Tackle work/life balance
(It's about control, not only volume)

Focus on retention via **employee engagement**
Pulse surveys
Employee-driven action planning



Reward empathetic leadership

Provide flexibility/choice
(e.g. Hybrid office? Remote work?).
Encourage connectedness



Set up a brand ambassador program



Review Total Rewards (don't over-react, but don't be naïve)

TRAPS AND PITFALLS TO AVOID

- Throwing money at the problem.
- Talent poaching.



QUESTIONS AND DISCUSSION



THANK YOU!

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