

HOW TO CREATE AN
EXCEPTIONAL EMPLOYER
BRAND VIA WORK-LIFE
INTEGRATION POLICIES?

- AND, WHAT MISTAKES TO AVOID

THE WORKLIFE HUB
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ZUKUNFT PERSONAL #ZP17

**How would you describe
the employer brand at your
organisation in 2-3 words?**

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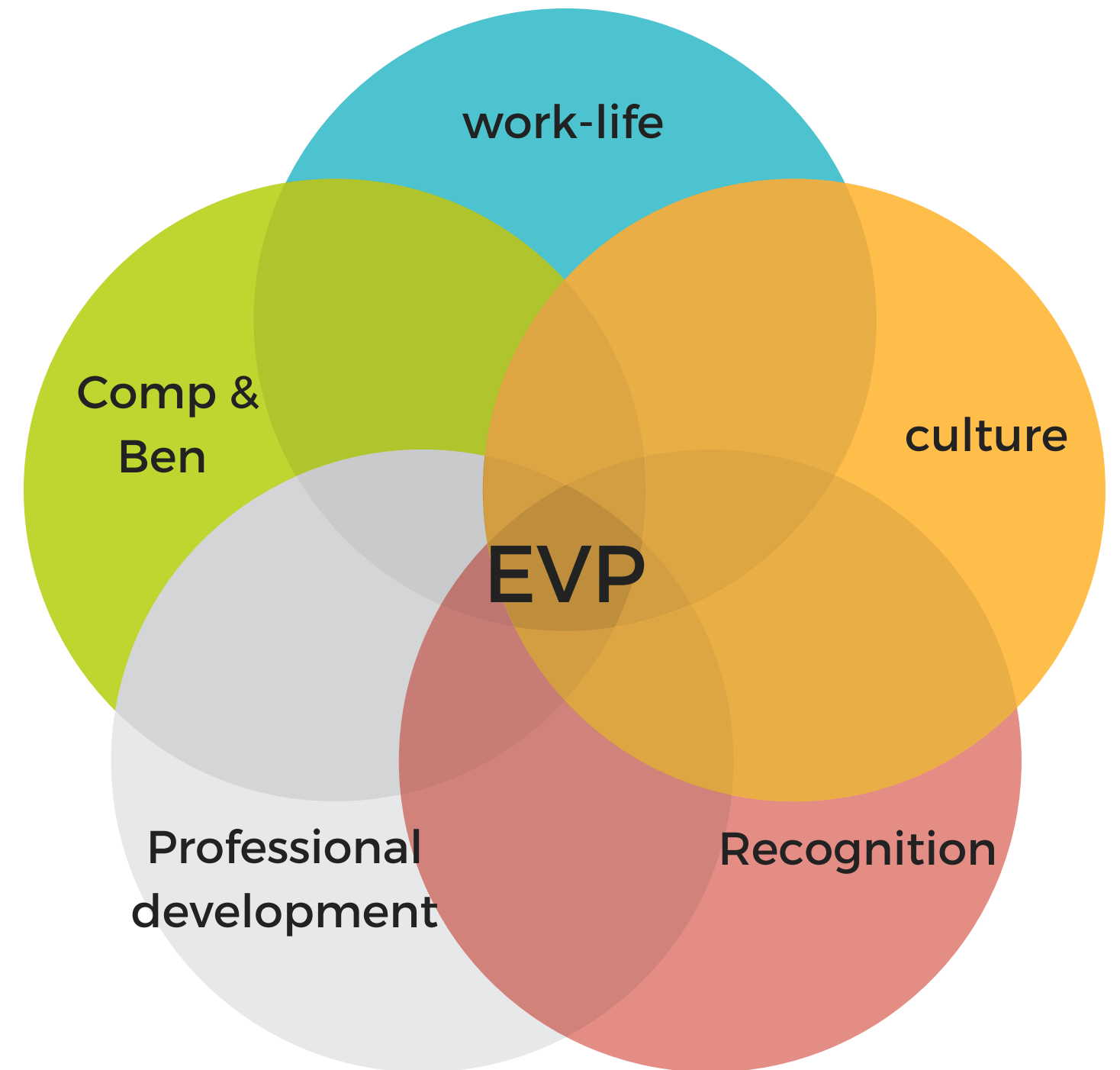
Employer Brand

- Concept emerged from a number of marketing sub-disciplines such as advertising, brand management, internal marketing etc. from 2005 when social media platforms exploded
- Distinguishing factors: Master Brand and Employer Brand; B2B, B2C and B2E
- Employer branding encompasses the organisation's values, systems, policies and behaviours towards the objectives of attracting, motivating and retaining current and potential employees



Pillars of the Employee Value Proposition (EVP)

- Products and Services
- Culture
- Recognition & Rewards
- Professional Development
- Compensation & Benefits
- Work-Life Balance / Integration



WORK-LIFE INTEGRATION COMPONENTS

Teleworking

Part time

Job sharing

Flexible hours

Childcare

Transitions



Work-Life Integration

- Work-Life Integration **goes beyond HR** and policy considerations
- Fostering an organisational culture that encourages the **use and takeup** of work-life integration components is key
- **CEO - role modeling**, sharing, humanising the workplace, so people can bring their whole selves to work
- **Benefits:** good corporate citizen, improved organisational commitment, improved job satisfaction, improved organisational performance and staff morale, health, reduced costs



child care

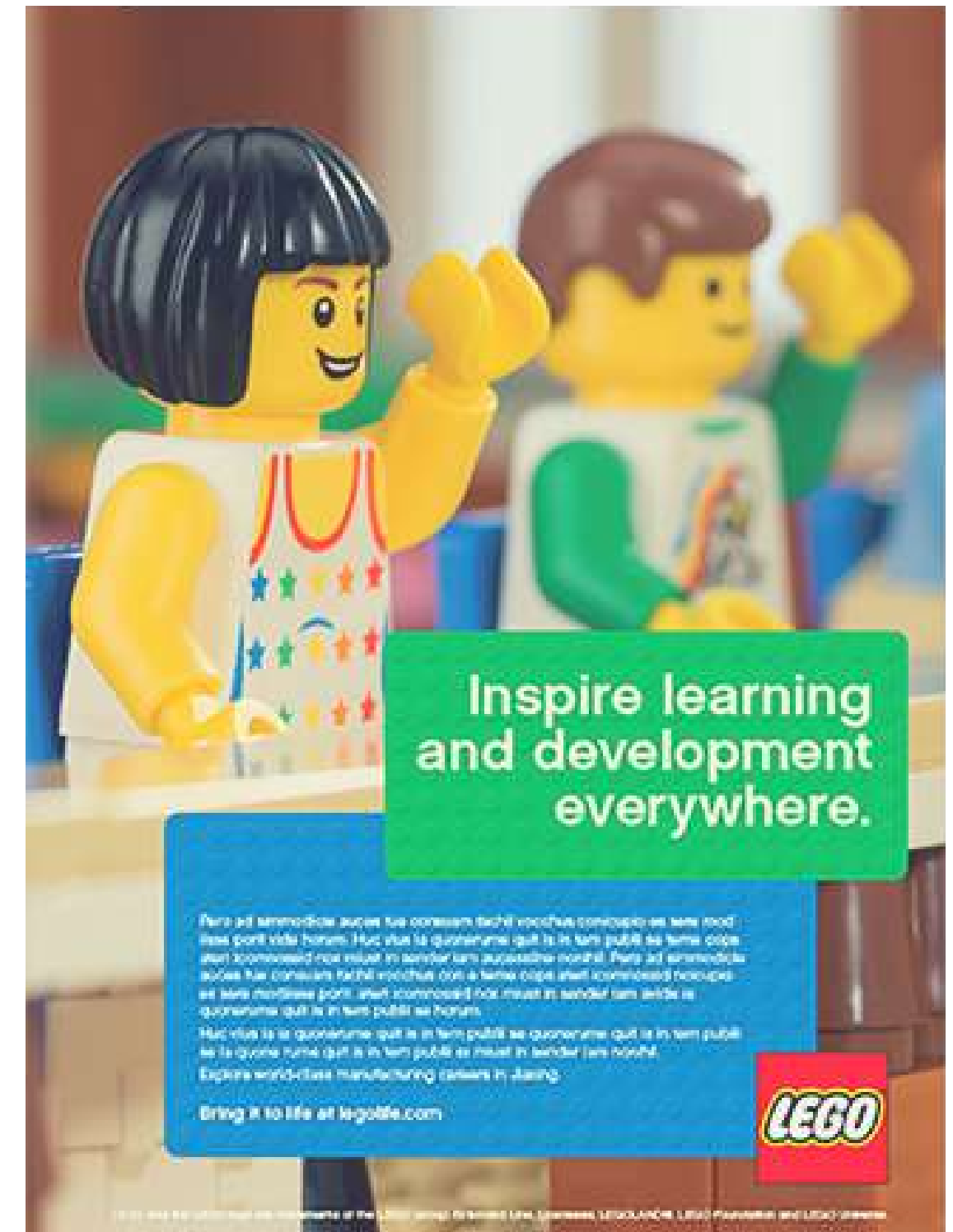
@patagonia

**working from
home
vs.
"working from
home"**



What other mistakes to avoid?

- Don't think that you can control what people say about you
- Don't forget your EVP
- Don't shy away from who you are, embrace the DNA of your organisation (workforce, values, mission etc.)
- Don't forget to connect your employer brand to your consumer brand (main brand)
- Do not offend your potential candidates (women, LGBT, migrants, disabled etc.)





Key Take Aways

- Your brand may not be what you think
- It's not all rosy
- Publish quality and publish often
- Employer brand must be accessible - social media channels, hashtags, recruitment sites...
- Transparency and authenticity
- Strong collaboration between HR, marketing, CSR to define key messages
- Internal resources - your employees
- Internal communication and marketing plan
- Global plan and local flavour - local community

THE WORKLIFE HUB

- Research, communication and consultancy on work-life integration / balance
- WorkLife Podcast
- Established in 2014
- Media partner of the Zukunft Personal



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