

LINKUS EXPLAINS

A free webinar series for our community of freelancers and recruiters





07.06

1pm (GMT+1) **Online event**

Everything you need to know to attract talent and maybe even avoid losing it.

EMPLOYER BRANDING

Explained



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EMPLOYER BRANDING **rule 01**


Take care of your

employees


Help them reach the perfect **life-work balance**

 Software can help!

Offer flexibility to get **flexibility**

 Micro-management is evil

Humanize the brand through **employer advocacy**

 Let them speak for your brand





Attract & retain



It's the image or reputation that a business projects among current and future workers.



It's based on material, but even more on non-material incentives.



It's not for big corporations only





Intro

1st rule

2nd rule

3rd rule

4th rule



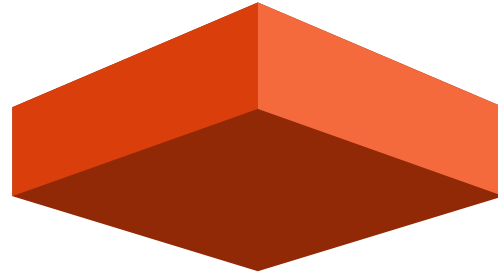


Why is Employer Branding on the rise?



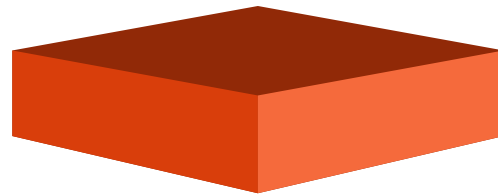
Life after Covid

The physical & psychological side



New technologies

The digital side



Societal flexibility

The community & culture side






EMPLOYER BRANDING **rule 02**

Invest in **DEX**

(digital employee experience)

Boost your company's **meritocracy**

-  Allow good employees to distinguish themselves

Make internal processes **smoother**

-  Eliminate roadblocks and bottlenecks

Fuel **trust in management**

-  The future looks more promising when managers know how to handle it





I love asking employees
if they have a minute...
scares them every time



som^{ee}cards
user card

DEX...

... reflects the efficiency with which employees interact with the digital technologies available in their jobs, being a tool that motivates them to commit, or to be more productive.



75%

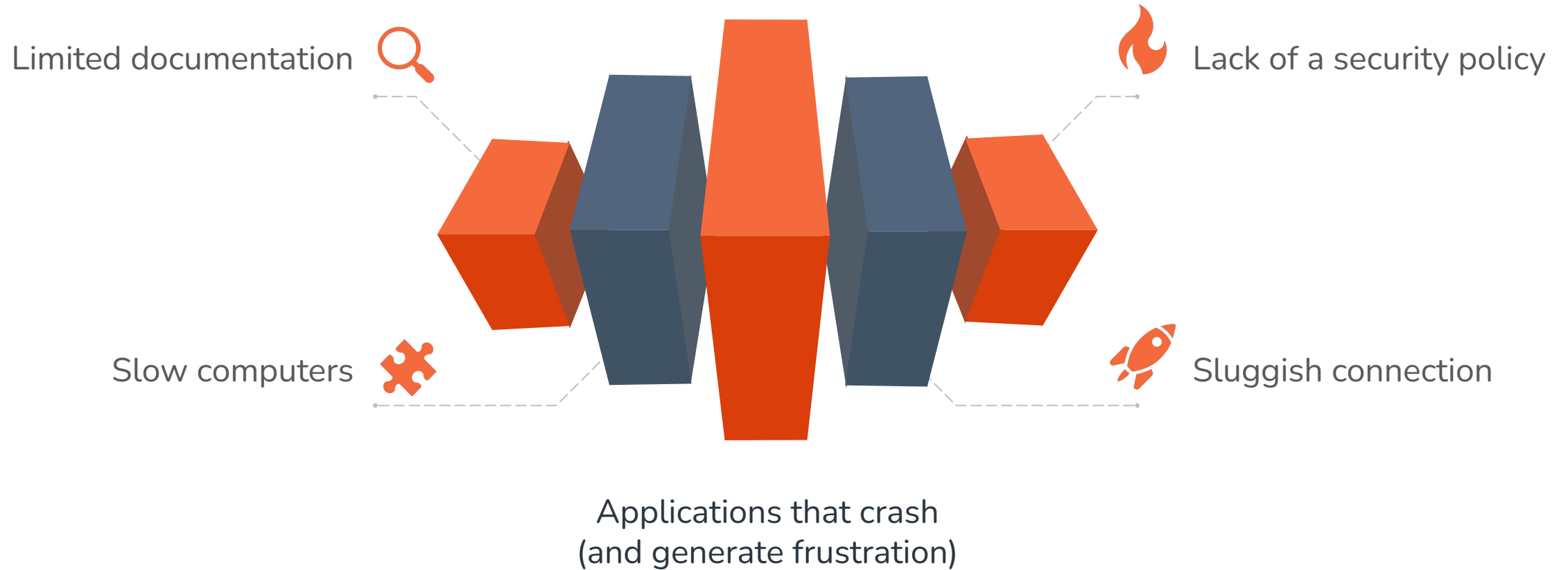
of organizations have made the digital employee experience a higher or top priority since the pandemic began.

VMware





Common **problems**





Intro

1st rule

2nd rule

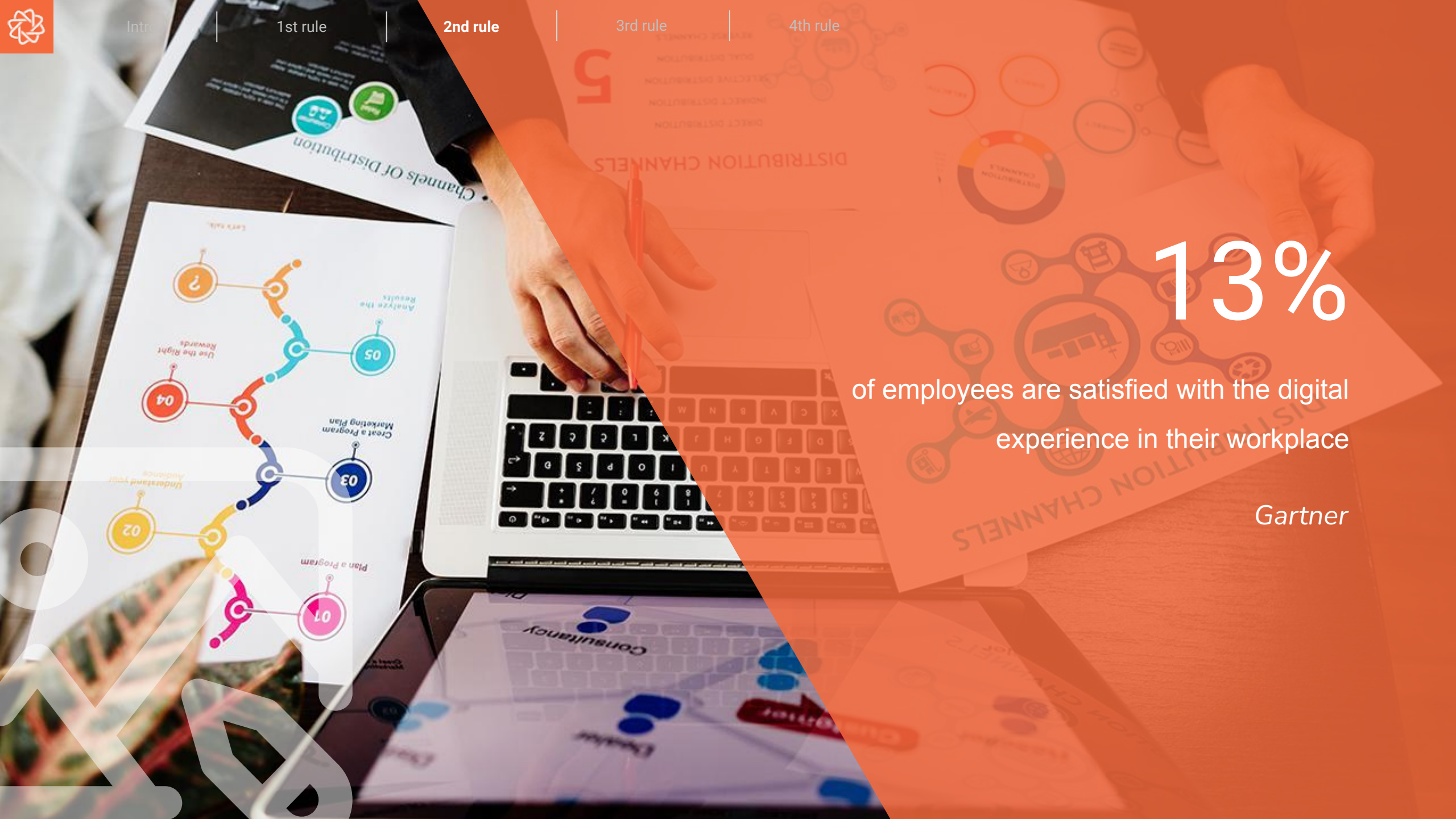
3rd rule

4th rule

13%

of employees are satisfied with the digital
experience in their workplace

Gartner





EMPLOYER BRANDING **rule 03**


Use

brand ambassadors


Share your company's **culture & values**

-  If it works with your employees, it will also work with your clients

Let the company's mission provide them with a **purpose**

-  Today material benefits are not a sufficient incentive anymore

Use storytelling to **help them get aligned**

-  A brand ambassador can increase a spirit of belonging





Customers do not come first;
employees come first.

If you take care of them, they
will take care of your
customers.

Sir Richard Branson







65-77%

of all people in Europe would prefer a truly hybrid solution, not only during covid, but also post-covid

Slack





EMPLOYER BRANDING rule 04

It's a matter of

engagement

Platformisation can help achieve a successful DEX

- On condition that one keeps it engaging and up to date

Create a richer and fun environment via **gamification**

- It improves engagement, productivity, and intellectual stimulation

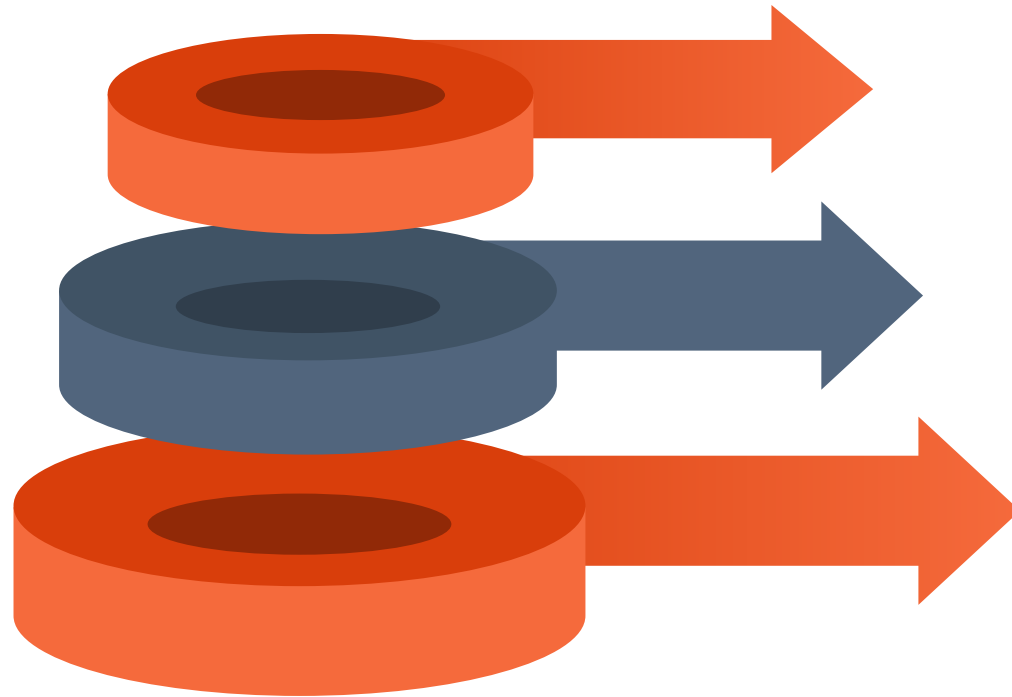
Set **goals and rewards**

- Favour challenges, competition/cooperation, level achievement





Let's Play



Achievement levels

(employees reach a certain level after completing specific tasks)

Badge achievements

Leader board

Progress bars

(employees can see their progress compared to their colleagues)

Easter eggs

Unlocks

(employees unlock certain privileges when they complete tasks)



31%

of organizations use unique digital mechanisms or gaming techniques to increase employee engagement.

NICE Systems





Get started

Social Seeder

From employee engagement
to employee advocacy
socialseeder.com

Typeform

When you don't know,
ask your employees
typeform.com

Vercida

Reinforce diversity
through AI & PR
vercida.com

Kahoot!

Make learning awesome
with a quiz game
kahoot.com

Upvira

Create a viral
referral campaign
upviral.com

PathMotion

Identify compelling content
resulting from discussions
with employees
pathmotion.com

What's yours?



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