

Building Your Employer Brand



What is the public saying about AMOTIA members?

“Very unprofessional. In the last month I have called several times and was told I would get a call back.... still waiting. Same with the text messages.” (1.0)

Does this sound like your company?

“COMPANY is more like a family than a job. Everything you need or want to know will be taught. They never leave you out to dry. Very good communication. Always felt like home thanks to the genuine workers, that take the extra step to help. The best job!” (5.0)

Does this sound like your company?



What is the public saying about AMOTIA members?

“Great leadership, and a cohesive team. Interesting work. Progressive and flexible organization, with opportunity for growth. Highly recommend working here.” – (5.0)

Does this sound like your company?

“COMPANY is a big waste of time you can make more money at McDonald’s there’s no Career advancement upper management only cares about themselves and do not look out for the employees they pay is very lousy for the fact. Risking your life to be out on those roads Please look for other employment” – (1.0)

Does this sound like your company?

What is the public saying about AMOTIA members?

“Regular 8 hrs during the week, weekends off, great culture, you gotta love what you do and learn from mistakes or imperfections, so many great benefits.”– (5.0)

Does this sound like your company?

“They are extremely unprofessional and are absolutely miserable people. Do not work here if you want a positive team environment because it is far from that.. – (1.0)”

Does this sound like your company?

Key Takeaways...

- Unhappy customers/employees are often the loudest!
- Positive feedback requires positive action
 - Happy customers/employees will provide feedback, but **only if we ask**.
- If we do not intentionally define our employer brand, **public perception will define it for us**.
- **Employer Value Proposition (EVP)** is the core of a company's employer brand, and it defines what the company offers employees in exchange for their skills and contributions. It's a promise to employees and potential candidates, and it should reflect the company's culture, market demands, and competition. The EVP is internal to the company and is often explored through research and surveys
- The **Employer Brand** is the company's external image and reputation, and it's the strategy used to communicate the EVP to the outside world. The employer brand is built through marketing, advertising, and messaging, and it's used to attract candidates and build a positive image of the company

But wait — what's the difference between EVP and Employer Branding? It comes down to promise vs. reputation.

Develop Your Employer Value Proposition (EVP)

- **More than a paycheck!**
- **Research:** Conduct surveys and interviews with current employees to understand their perceptions and experiences. Analyze exit interviews to identify common themes.
- **Identify Unique Attributes:** Determine what makes your organization unique. Consider factors like company culture, work-life balance, career development opportunities, benefits, and social responsibility.
- **Competitor Analysis:** Assess competitor employer brands to identify strengths, weaknesses, and opportunities for differentiation.
- **Workshops and Meetings:** Hold sessions with leadership and key stakeholders to gather input and gain buy-in for the employer branding initiative.
- **Define Goals:** Set measurable objectives, such as improving candidate quality, increasing employee retention rates, or enhancing overall brand awareness.

Research shows that organizations that deliver on their employee value propositions are able to decrease employee turnover by nearly 70%. (Gartner Research)

The Abacus Employer Value Proposition

At Abacus Staffing, we believe that every employee is an integral part of our success. Our commitment to fostering a dynamic and inclusive work environment is matched only by our dedication to empowering our team members through:

- **Career Growth:** We invest in your professional development with tailored training programs and mentorship opportunities, ensuring you have the tools and support to advance in your career.
- **Work-Life Balance:** We understand the importance of balance. Our flexible work arrangements and supportive culture help you thrive both personally and professionally.
- **Community Focus:** Join a team that values community and collaboration. At Abacus Staffing, we actively engage in local initiatives, allowing you to make a meaningful impact beyond the workplace.
- **Innovative Culture:** Be part of a forward-thinking organization that embraces creativity and innovation. We encourage your ideas and input, fostering an environment where every voice is heard.
- **Recognition and Rewards:** We celebrate your achievements and contributions. Our comprehensive benefits package and recognition programs are designed to reward hard work and dedication.

At Abacus, your success is our priority. Together, we build not just careers, but lasting relationships and a brighter future.

Develop a Comprehensive Branding Strategy

- **Target Audience:** Identify key demographics of potential candidates, including skills, values, and career aspirations.
- **Key Messaging:** Develop messaging that resonates with your target audience, aligning with the EVP while emphasizing unique aspects of your culture and opportunities.
- **Channels:** Determine the most effective channels for reaching your audience (social media, job boards, company website, industry events).

Create Engaging Content

- **Visual Branding:** Develop a cohesive visual identity, including logos, color schemes, and graphics that reflect your employer brand.
- **Content Types:** Create various content forms such as blog posts, employee testimonials, videos, infographics, and social media posts showcasing company culture, values, and success stories.
- **Employee Advocacy:** Encourage employees to share their experiences on their own social media platforms, providing authentic insights into working at your company.
- **Career Website:** Revamp your careers page to reflect your employer brand. Include engaging visuals, employee stories, and information about company culture.
- **Social Media:** Establish and maintain an active presence on relevant social media platforms. Regularly post content that highlights company culture, employee achievements, and community involvement.
- **Online Reviews:** Actively manage and respond to reviews on sites like Google & Glassdoor. Thank employees for positive feedback and address any negative comments constructively.

The Abacus Employer Brand- From Our Team



Case Study: Online Reviews

In September 2024, Abacus launched a program to improve our reputation online. For 30 days, our teams across the country made an intentional effort to ask each candidate and employee for a positive review on Google or Facebook.

- Staff members were motivated to embrace this initiative- winning office received bonus payout
- Flyers (QR Codes) and Email templates provided to teams to streamline process for requesting feedback
- Negative reviews were monitored and responded to by centralized corporate support

In just 30 days, Abacus received over 700 positive reviews and raised each branch's Google Score by an average of 1.1 stars.

Employee Engagement and Experience

- **Internal Communications:** Foster open communication through regular updates, newsletters, and town hall meetings to keep employees informed and engaged.
- **Recognition Programs:** Implement employee recognition programs that celebrate contributions and achievements, reinforcing a positive work environment.
- **Feedback Mechanisms:** Establish regular pulse surveys or feedback sessions to gauge employee satisfaction and make adjustments as needed.
- **Training Programs:** Develop training programs for employees on how to share their experiences positively and engage with potential candidates.
- **Incentives:** Offer incentives for employees who participate in employer branding initiatives or refer top talent to the organization.
- **Adapt to Feedback:** Be open to change based on feedback from employees and candidates, continually refining your approach to align with their expectations.

GAME TIME!

Read the following Employer Value Propositions and be the first to select the right national brand to win a Nashville themed prize!

Which National Fast-Food Brand is this?

- No Ceiling — You can start anywhere and go as high as your talents and abilities will take you. Define your path and we will work to get you there.
- Personal Growth & Feedback — We are committed to growing the whole person — personally and professionally. It isn't easy, but it's what we do best.
- Listening — We value open and honest communication. We listen to our team as their ideas always make us better.
- Support — Life can be tough. When you need help our team will be there to lend a hand or a shoulder.
- Diversity & Inclusion — We desire a culture where everyone can work toward the best versions of themselves. The best teams are multi-faceted because when everyone is in, everyone wins.
- Challenge — We set aggressive goals and we work together to achieve them. Along the way we coach and acquire the skills and relationships to get there.
- Business Health — We commit to protect the stability and security that we have worked so hard to achieve.

A. McDonald's

B. Burger King

C. Chick Fil A

D. Kentucky

Fried Chicken

Which National Airline is this?

There are 90,000+ reasons to join COMPANY—every one of our employees has their own. Some of us want to explore new places. Some are here to explore their own career potential. Some are curious about other cultures, while others want to make a difference where they are. There's a whole world out there—and another one right here within COMPANY. Which means that whatever keeps you climbing, you'll discover it with us.

A. Southwest

B. Delta

C. Spirit

D. American
Airlines

Which National Hotel Chain is this?

Like many, we are in a business of people serving people. We lead with culture and are fiercely committed to creating the world's best work environment. We know that when we invest in our Team Members, our guests and communities benefit. It is why we are committed to providing industry-leading benefits that empower Team Members to be their best selves, in and outside work, and creating meaningful personal and professional growth opportunities for all. Whether it's making dreams of starting a family come true, providing access to life-changing travel opportunities, or ensuring a sense of family and belonging for every Team Member — this is how we make COMPANY a great place to work for all.

A. Hilton

B. Marriott

C. Hyatt

D. Holiday Inn



Questions?

AMOTIA@AbacusCorporation.com