



**Talent Acquisition Disruption**

# **Employer Branding & Talent Attraction Strategy Resources & Notes**



Strategy | Branding | Consulting | Outsourcing | Recruiting

# Reimagining Recruitment & Retention

February 17, 2022  
 Gleneagles Country Club  
 Plano, Texas

## Participant Resources & Notes

Thank you for your interest and participation in the Entrepreneur Educational Forum executive education event, Reimagining Recruitment and Retention, sponsored by New Life CFO and 360 Consulting DFW.

ProForce Innovations has made these resources exclusively for you!



## Brand Basics

Your Corporate Brand has different dimensions – requiring vastly different messages for very different audiences.

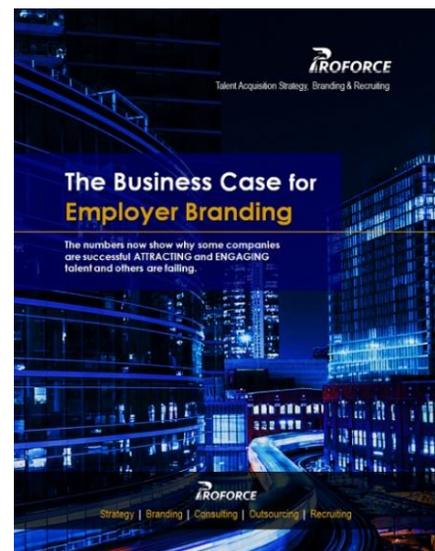
<p><b>Consumer Brand</b>                  Others' perceptions and beliefs about your <b>Products and Services</b></p>	<p><b>Employer Brand</b>                  Others' perceptions and beliefs about your <b>Company as an Employer</b></p>
<p><b>Talent Brand</b>                  Others' perceptions and beliefs about your <b>Company's Talent, Capabilities and People</b></p>	<p><b>Culture Brand</b>                  Others' perceptions and beliefs about your <b>Culture and Work Environment</b></p>

The talent-related statistics related to a poor, unmanaged or an ineffective Employer Brand are staggering.

- ✔ 79% of actively employed people reported they were also either actively or passively looking for a new job
- ✔ 75% of job seekers consider a company's reputation before applying with them
- ✔ 91% of job seekers say their perception of an employer is damaged by a poorly managed or designed online presence
- ✔ 78% of candidates say their overall candidate experience is an indicator of how a company values people
- ✔ 92% of workers would consider leaving their current job if offered a position with a company with an excellent corporate reputation

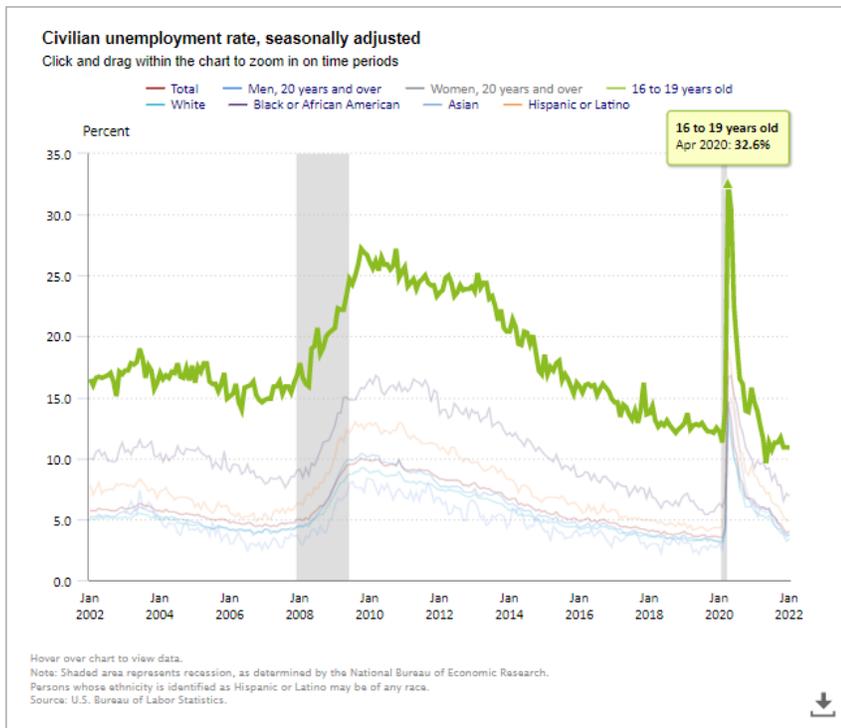
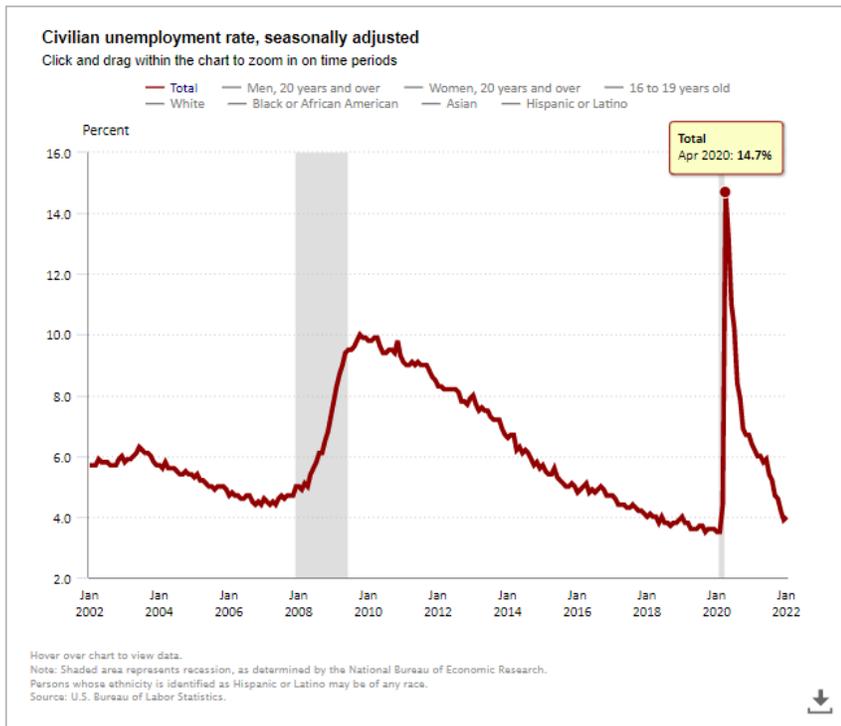
**Discover More: ProForce Thought Leadership Resources**

<https://proforceco.com/employer-branding-thought-leadership/>



# The Great Resignation

(Something significant happened in 2020.)



- ✓ A Microsoft survey found that **41% of employees** are considering resigning from their jobs in 2021, compared to **15% voluntary employee turnover rates** pre-COVID.
- ✓ Gallup research from summer of 2021, found that 48% of people are actively looking for new jobs.
- ✓ The U.S. Bureau of Labor Statistics reported a "quit rate" of **3.8 million people** in June 2021, the second-highest monthly number ever reported (slightly down from April's 3.9 million).
- ✓ There were **10.1 million unfilled job openings** in June 2021, which is the highest number the Labor Department has ever seen.
- ✓ The U.S. Bureau of Labor Statistics reported that 4.3 million Americans were separated in August 2021. These separations continue to be higher in food service, retail, and education.

Source: <https://www.bls.gov/charts/employment-situation/civilian-unemployment-rate.htm>

## **QUESTION: What is the root cause behind not having a stronger, more effective Employer Brand that *attracts great talent*?**

**ANSWER:** The root cause is often the simple fact that,

### **THE ORGANIZATION'S EMPLOYER BRAND IS NO ONE PERSON'S PROBLEM.**

And NO ONE wants to sign up for more work – regardless of the impact on the organization. From our experience, this is what it often looks like in real life:

***We ask a C-level executive if they are responsible for the Employer Brand.***

*They say no and advise that if it supports recruiting, Talent Acquisition is responsible.*

***We ask Talent Acquisition if they are responsible for the Employer Brand.***

*Talent Acquisition says no because it's an HR function and they just do recruiting.*

***We ask Human Resources if they are responsible for the Employer Brand.***

*HR says no, because if it involves public content on the website, the web development team is responsible.*

***We ask the web development team if they are responsible for the Employer Brand.***

*They say no, because if it's related to branding, the Marketing Team is ultimately responsible.*

***We ask the Marketing team if they are responsible for the Employer Brand.***

*They say no and advise that we should ask a C-level executive who is responsible for that.*

## **Beginning with “Why?”**

### **Why has Employer Branding become so important to business owners and leaders?**

#### **Obvious Answer:**

To realize measurable benefits like improving candidate volume and quality, reducing cost, etc.

#### **More Importantly:**

To realize a strategic advantage. Creating a 100% unique and powerful EMPLOYER BRAND and TALENT ATTRACTION MODEL gives an organization competitive edge over others competing for the same talent.

The transformation delivers huge competitive advantage since only 10% - 15% of companies are early adopters.

# The 5 Strategic Shifts

## Top Global Brands are Using to Attract High Performing Talent

(And how to leverage them to attract Fortune 500 talent - even if you're not a Fortune 500 company!)

### 1 Create Experiential Constancy

Create a Candidate Experience with intention, purpose and consistent integrity between ALL the candidates' experiences and messages, through ALL channels, and in ALL interactions – meaning everything they see, read, hear, and feel through the complete life cycle, from the beginning to the end – EVERYTHING they are exposed to.

### 2 Lead With 2-Way Authentic Communication

Initiating 2-way authentic communication is critical because you want the candidates to reciprocate and come back with authentic, transparent conversation so you can make the right choices about the best people.

### 3 Use the Secret Weapon: Candidate Persona Marketing

Candidate Persona Marketing is the most powerful Talent Attraction tool used today. It tailors messages to the ideal audience to attract the exact High Performing Candidates who are also the Right Cultural Fit.

### 4 Implement Control and Containment

“Control and Containment” is based on a Lean Operations Principle that says, “Identify any problem that could negatively impact a customer; and, have a strategy to execute mitigation efforts to prevent any negative impact.” In the case of Talent Acquisition, the candidate is the customer.

### 5 Invest in Expert Help

Leverage expert help because the ROI is worth it. If the quality of talent attracted and hired determines the level of future corporate success; then, decisions related to Employer Branding and Talent Attraction Strategy are the biggest points of leverage in any organization because they influence the enterprise-wide quality of talent.



## Executive Webinar: How We Implement a Talent Attraction Model

<https://joinnow.live/s/ZHkfSf>

## Next Steps...

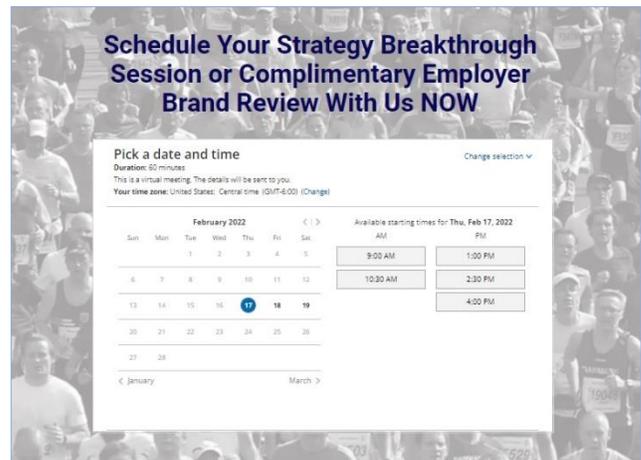
### Schedule a Complimentary Employer Brand Review

In about 45 minutes, we'll show you the gaps preventing your organization from being able to Attract and Hire High Performing Talent.

We'll also identify opportunities to create elevated levels of commitment and connection with top candidates to create competitive hiring advantage.

#### Who We Work With?

1. YOU must be an enterprise decision-maker or influencer and responsible for hiring or managing talent or accountable for organization performance.
2. YOUR ORGANIZATION must be committed to operating with a high level of integrity and willing to make changes to achieve incredible greater results.



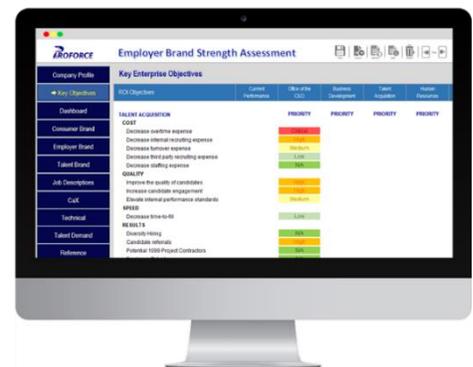
Start Now by filling out the form below.

▶ <https://proforceco.com/apply/>

## Leading the Way in Creating Competitive Brand Strength

ProForce has elevated the standard in comprehensive Branding through the use of a proprietary Employer Brand Strength Assessment – the only tool of its kind!

ProForce leverages years of consulting, branding, executive communications, recruiting, process re-engineering and operational excellence to identify the gaps that are preventing your organization from delivering an authentic and compelling message to your ideal candidate.



ProForce also uses the 4-Point Protocol™ employer branding methodology to ensure a complete solution that is also consistent with your Core Values, Mission and Purpose.



# ProForce

## Next Steps & More Resources...



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### FOR MORE INFORMATION, CONTACT

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**Empowering Organizations to *Attract the Right High Performing Talent***

Strategy | Consulting | Recruiting | Talent | Creative

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