

The Power of Perception

Connecting with Talent on a Human Level

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Employer Brand

How someone *feels* about a brand as an employer

Maslow's Hierarchy of Needs

Self-actualization

Our highest sense of self

Esteem

Respect, recognition, praise

Belonging

Community, connectedness, inclusion

Safety & security

Financial security, health, home

Basic needs

Food, air, water, shelter, rest

Maslow's Hierarchy of Needs

from the employee perspective

Self-actualization

Professional fulfillment and joy

Esteem

Recognition, pride, actioned feedback

Belonging

DE&I, psychological safety, community

Safety & security

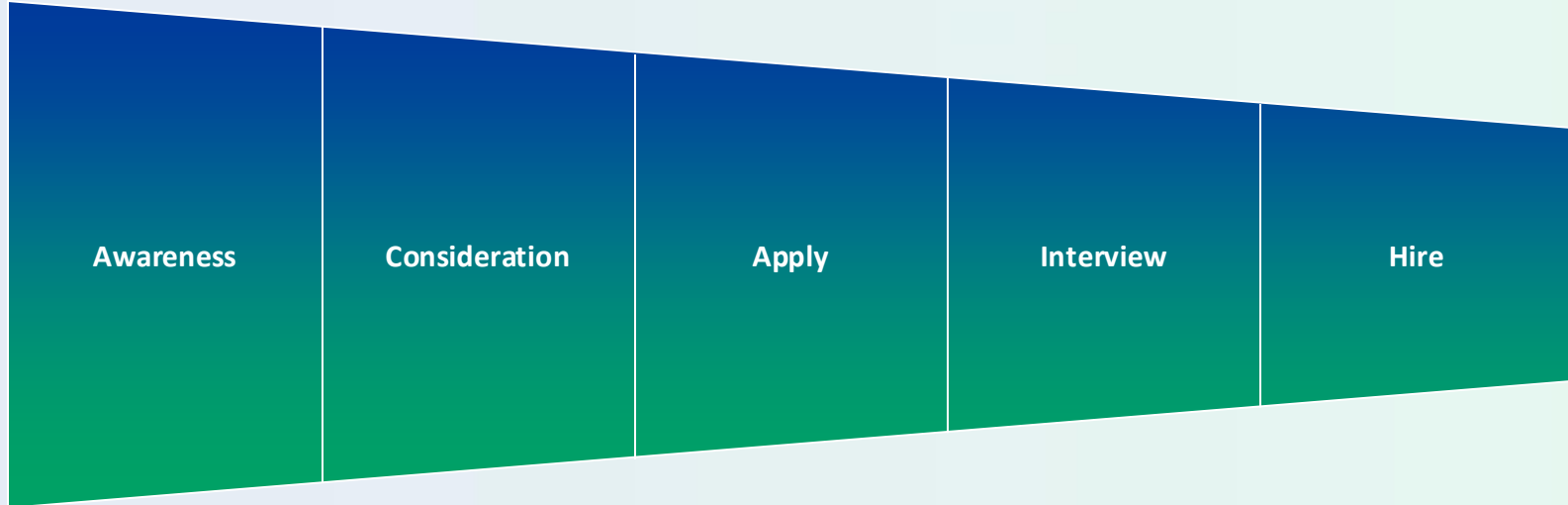
Financial perks and health benefits

Basic needs

Work-life balance, trust, equitable pay

Employer Branding throughout the hiring journey

Employer Branding



Foundational Question

What do you want to
be known for?

Six pillars at the heart of an employer brand



Authentic storytelling

Don't be afraid to showcase a little personality.



Invested leadership

Demonstrate compassion from the top down.



Employee wellbeing

Show employees that you care for them.



Employee voice

Listen carefully to your people and engage with them.



Transparent DEI

Support and celebrate employees of all backgrounds.



Candidate care

Show applicants how and why you care about their experience

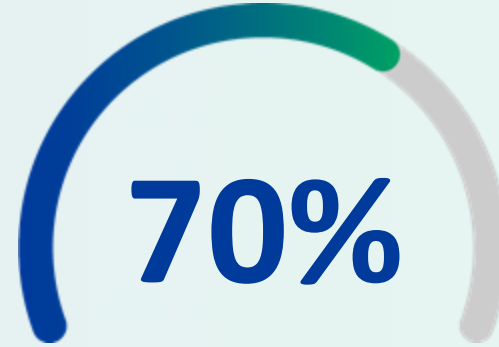
Authentic Storytelling

Don't be afraid to show a little personality.

Candidates care about your content.



of job seekers **research a company** before deciding to apply¹.



active job seekers are likely to apply to a job if the employer **actively manages its employer brand**².

Employee Value Proposition (EVP)

The *promise* you make to your employees

Invested Leadership

Demonstrate interest and compassion from the top down.



Leaders lead
by example
and by
pointing the
way

Best-in-class
employer
brands have
leaders
who:

Listen to employee feedback and take action

Are voices for employees from all backgrounds

Create and offer psychologically safe spaces

Own mistakes and correct with humility

Are unafraid to evolve programs and processes

Believe in transparent communication

Employee Wellbeing

Show employees they're cared for as workers and humans.

What influences work wellbeing?

These drivers explain *why* people feel the way they feel



Achievement

How accomplished people feel at work



Appreciation

How valued people feel by their coworkers



Belonging

How connected people feel to their coworkers



Compensation

How fairly people feel they are paid



Energy

How energized people feel by their work tasks



Flexibility

How people feel about their work schedule and location



Inclusion

How inclusive and respectful people feel their workplace is



Learning

How much learning occurs at work



Management

How much people feel their manager helps them succeed



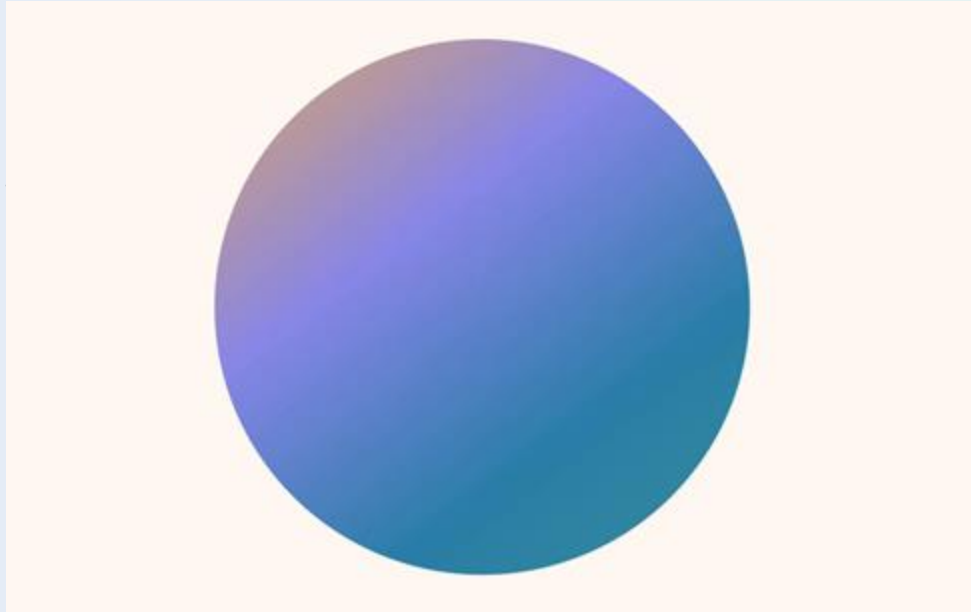
Support

How supported people feel by their coworkers

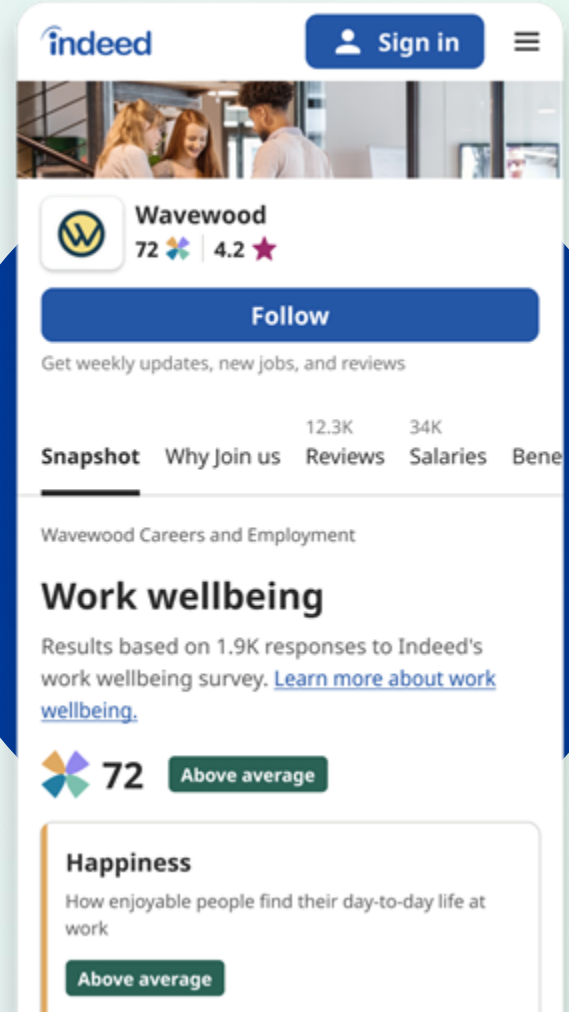


Trust

How much people feel they can trust people in their company



We aim to guide job seekers to companies where they can thrive, and help employers build work cultures that attract, nurture, and retain talent.



Wellbeing affects the bottom line

Companies with higher levels of employee wellbeing outperform the stock market.



Employee Wellbeing and Firm Performance in the USA; Prepared by Behavioural Data Lab for Indeed. 2023



Employee Voice

Listen carefully to your people and engage with them.

Reviews validate the story you tell.

Employee Reviews

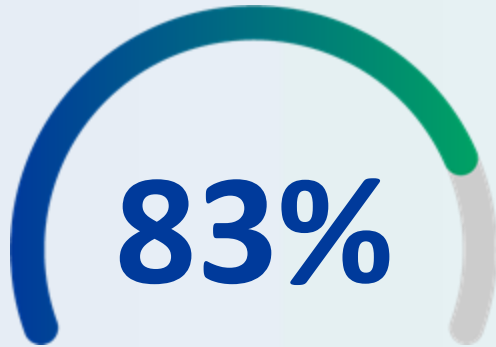
Both positive and negative reviews paint an authentic picture of the lived experiences of employees.

Brand Promise

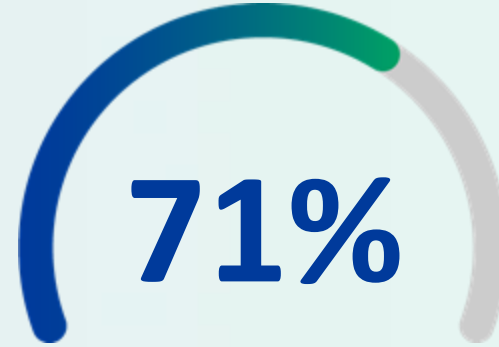
Brand Story

The compelling narrative that demonstrates how the company shows up for its people and the world.

Reviews will uncover culture gaps. Responses can help make things better — or worse



of employees/job seekers are likely to research company reviews and ratings when deciding where to apply for a job.



of employees/job seekers agree their perception of a company improves after seeing an employer respond to a review.

Transparent DEI

Support and celebrate employees of all backgrounds.



Showcase your commitment to letting everyone have a voice

- Employee resource groups
- Learning programs
- Diversity committees
- Inclusion gatherings
- Internal surveys
- Third-party tools

Paint a colorful picture of the ways in which you care for all of your employees

- Commitment to inclusion
- Testimonials
- Employee videos
- Leadership sponsors
- Cultural celebrations



Candidate Care

Show applicants how and why you care about their experience.

You'll reject more people than you'll offer. Protect your brand with a **transparent candidate experience.**



Candidates can leave an **interview review** regardless of offer.



Recap: Six pillars of employer branding



Authentic storytelling

Highlight your strengths in your messaging while remaining truthful.



Invested leadership

Leaders need to help define priorities and values and be examples of them.



Employee wellbeing

Focus on work wellbeing to power your branding and your bottom line.



Employee voice

Value your employees' experience since it's intrinsic to your employer brand.



Transparent DEI

Support and celebrate employees of all background and welcome diverse perspective.



Candidate care

Be upfront with candidates about the hiring process.

Parting Thought

When employer brands are designed with
humanity,
*top talent will come, they will stay,
and your business will flourish.*