



EXEMPLARY EMPLOYER BRANDS

The 2019 Most Admired Brand Award finalists have taken a proactive approach to attracting and retaining today's top candidates by building and communicating their EVPs.

By Debbie Bolla

Employer brand has become one of the most integral parts of an organization's recruiting and candidate attraction strategies. It has the power to showcase to potential employees an authentic view of an organization's culture, mission, and values. In fact, according to research from TalentNow, 84 percent of job seekers say the reputation of a company as an employer is important when making a decision about where to apply for a job. The hiring side agrees too: 80 percent of talent acquisition managers believe that employer branding has a significant impact on the ability to hire great talent, according to LinkedIn. And this is driving

some organizations to think outside of the box when implementing their employer branding efforts.

Within the last few years, there have been transformational initiatives driven by HR and talent acquisition leaders when developing and communicating employer brand. In response, in partnership with PeopleScout, *HRO Today* has launched the Most Admired Brand Awards. Here, learn about this year's finalists and get a glimpse into some of their accomplishments. The award winners will be announced at the *HRO Today* Forum in May.

Alcon A Novartis Division

Alcon

Alcon's employer brand "Working Together, We Help People See Better" is a shared value across its global community. With employees in more than 65 countries, the organization strives to think globally and act locally. Alcon integrates the purpose of helping people see better in its onboarding, employee resource groups, and corporate giving initiatives. To measure its effectiveness, the organization collects social media engagement metrics and surveys employees during onboarding.

BAE SYSTEMS

BAE Systems

Five pillars are the foundation of BAE Systems' employer value proposition (EVP), which drives its employer brand. The EVP showcases to employees that BAE Systems supports a flexible work environment, career development programs, an opportunity to drive future improvements in the community, a shared ambition, and the potential to play a role in building breakthrough technology. Profiles, social posts and content, job descriptions, ad campaigns, and printed collateral are the avenues in which BAE Systems communicates its employer brand efforts.



CDW

To understand its attributes and key differentiators, CDW conducted more than 250 interviews throughout its entire workforce. What did the organization find out? It's all about the people. Relationships among the workforce are fueled by expertise and driven by the "CDW Way." This became its EVP, which is communicated internally on its intranet and in presentations, and externally through email campaigns, job boards, social platforms, and the careers website.



First Advantage

A Symphony Technology Group Company

First Advantage

First Advantage identified fairness, integrity, and career development as the basis of its employee value proposition. With this in mind, the organization ensures that it encourages employee feedback, fair pay, opportunities for growth, open communication, and community service. First Advantage displays its brand on wall art murals throughout the global offices and took it to social by implementing #FADVLife on all employer brand-focused Facebook and Instagram posts. The hashtag has become so engrained within the organization, it is often mentioned verbally during engagement events. These efforts have increased internal promotion rates and promotions among women and minorities, and voluntary attrition has dropped by 25 percent among high performers.



FRESENIUS MEDICAL CARE

Fresenius Medical Care North America (FMCNA)

Fresenius Medical Care North America (FMCNA) went all in with its new employer branding effort, hosting more than 1,300 employee surveys, 13 executive interviews, 260 hours of focus group research, six competitor positioning analysis cases, and a nine-month creative process. The result? FMCNA shares with candidates and employees that they will "be the difference" and will play a vital role in helping the organization reach its goals, providing the best in-patient and family care. To share the brand message, FMCNA leverages a variety of tools, including videos, a career site, social media, and email and print collateral for communication. It has since seen increases in site traffic and applications, and improved applicant-to-interview ratios.



Take Flight Learning

Take Flight Learning

At the center of Take Flight Learning's values are trust, respect, diversity, inclusion, innovation, and teamwork. The organization builds its employer brand on these traits and the fact that each individual employee contributes to business decisions and success. Take Flight Learning takes it one step further and instills these values into its workforce to empower its employees to execute the highest level of delivery service to its client base. This approach has resulted in turnover at nearly 0 percent.