



Employer Brand Assessment & Recommendation

WHO

Key Leadership & Skidmore Studio

WHAT

30+ hrs research, and Half-Day Strategy Session

WHY

An opportunity for key stakeholders to uncover their employer branding challenges together as a team and develop an action plan to move forward.

OVERVIEW

Below is a description of the **Employer Brand Audit** and **Half-Day Strategy Session** frameworks. The two main parts are defined in detail below: Part 1, the Employer Brand Audit, is the work Skidmore performs behind the scenes in preparation for Part 2, the Half-Day Strategy Session, which will involve all your key stakeholders.

PART 1 – EMPLOYER BRAND AUDIT

Client Intake

We start by working with you to gather some context about your employer brand. This includes:

- **Talent Audience:** What qualities do you believe make someone a good fit at your company?
- **SWOT:** What recruitment and retention challenges/opps do you currently experience or see on the horizon?
- **Marketing:** What employer marketing strategies and tactics have been employed in the last 6-12 months? How are you measuring the success of these strategies and tactics?
- **Communications:** What messages do you share with your employees? How often do you communicate with them? What channels do you use for employee communications?
- **Product Catalog:** What is the full mix of the products and services you offer?
- **Competition:** Who are your top three competitors?

Employer Brand Review

We perform the following research on your behalf:

- **Interviews:** One focus group session with 8-12 employees
- **Company-wide Survey:** Development and analysis of a customized online survey to all your employees
- **Culture:** Identifying what's unique about your culture and how it relates to your overall Employer Brand
- **Promises:** The commitments your external communications make about your People, Product and Process
- **Competitive Landscape:** The employer brand of your top competitors and how you compare to them

We assemble an overview of our findings from the above research and use this to set the stage for a productive in-person collaboration. (See next page)



PART 2 – HALF-DAY STRATEGY SESSION

We come together for an in-person strategy session. This is a half-day workshop and we always have plenty of food and coffee to keep us fueled! We recommend two to five key leaders of the organization who are decision-makers about your brand attend.

Employer Brand Audit Review: Presentation

We walk through the findings and key insights from our Employer Brand Audit, bringing you a clear and objective view into your employer brand and how it's perceived by your intended audiences.

Employer Brand Strategy: Collaboration

In a strategy session together we confirm or update your brand's...

- **Core Purpose: What, How, and Why**
- **Positioning Statement**
- **Target Audience**
- **Brand Pillars**

Business Alignment: Collaboration

- What major business goals or milestones are planned in the next 12 months?
- What significant threats or opportunities are forecasted in the next 12 months?

Create the Quarterly Picture: Collaboration & Recommendations

Ideate

Based on the findings from the audit and our workshop together, what are the potential Employer Branding needs and goals for the next 3 months?

Refine: *Which of these...*

- Align with business goals?
- Are must have, or nice-to-have?
- Are highest gain?
- Require the most effort?
- Can be placed on "autopilot"?

Decide: *Based on the above...*

- Which Employer Branding needs *must* be addressed in the next 3 months?
- Who is the leader of each?
- What is the budget for each?
- Next Steps

Total Investment: \$10,000 [Not including travel & expenses]