

Signature Sound Employer Branding Exercise

Objective:

Define your firm's 'signature sound' by identifying key elements that attract and retain top talent.

Step 1: Define Your Audience

- Who are your ideal candidates?
- What types of roles are you hiring for?
- What motivates these candidates in their careers?

Step 2: Assess Your Employer Brand

Content & Messaging

- What type of content do my ideal candidates like?
- What social media platforms do they spend time on?
- Are my job descriptions compelling and engaging?

Recruitment & Application Process

- Are my job postings optimized and searchable?
- Are job openings easy to apply for?
- Do we communicate with candidates in a timely manner?

Employee Engagement & Advocacy

- Are current employees engaged in job and brand promotion?
- Would they be interested in sharing their career success stories?

Compensation & Benefits

- Do we offer unique perks or benefits that differentiate us?
- How can we better communicate our EVP to potential hires?

Digital Presence & Reviews

- Are our Glassdoor reviews optimized?
- Does our career site answer key candidate questions?

Step 3: Identify Your 'Signature Sound'

- If your company was a song or genre, how would you describe it?
- What are the 3-5 key themes that make your EVP unique?
- What's the one message you want candidates to remember about your company?

Action Plan

1. Pick 2-3 areas for immediate improvement.
2. Develop a plan to enhance your employer brand.
3. Test new strategies and measure the impact on hiring success.