

Fact Sheet – Building a good employer brand

Taking the time to identify, consolidate and communicate your brand is a worthwhile exercise. The following table contains some tips on building a good employer brand.

Objective	How does it look?	Benefit
Be clear on what your business is about	You have a good idea of what you do, how you do it and how you want to be seen by others, usually mission/vision/values statement.	You are able to check back to ensure that what you are doing or what you plan to do fits the organisation's brand (i.e. how others see the business).
Match up your statements with action and visible evidence	If you say your business stands for one thing when it does something different, your promise does not match your actions. For example, if you have a very traditional-looking logo, it may not fit with a business that is trying to be innovative and fresh.	Your employees will receive clear cues from management behaviour, workplace policy and the way the business is portrayed to others.
Focus on the customer	What your customer wants from you may reflect what you want from your employees. Consider displaying some policies that show your commitment to customers and the community (e.g. customer service charter). For example, if your customers want speedy customer complaint resolution, your policies and procedures must allow this.	If your employees are given the right tools (policies, procedures, training, equipment etc.) in line with your business promise, your customers will be satisfied.
Be dedicated to your promises	Ensure that managers maintain the promises made to customers and employees. Doing things in line with the business promise can be difficult at times, but commitment to principles can pay off in the long run.	People come to expect certain things from businesses. They become comfortable with the way businesses act and how they treat their customers and employees.
Get your message out	Make sure people know about what you do and how you do it. Leverage internal communication through: use of policy, newsletters, memos, training and people management processes. Leverage external communication through use of a consistent message in advertising, promotions, sponsorships and public relations.	Brand awareness depends on communication to an audience. Your brand will carry value and create certain expectations in the minds of those outside the business only if it is constantly and consistently applied in external and internal messages.