



Employer Branding Blueprint





Understanding what's in an Employer Branding Blueprint

An employer branding blueprint is a foundation for organizations to attract potential employees. This blueprint focuses on the employer value proposition (EVP), which is a combination of reasons why the potential employee should work for your organization. There are many ways an employer can plan their blueprint. A well-planned employer branding blueprint helps to reduce recruitment costs, improve employee retention, and make your organization stand out. Here are a couple of areas an organization can concentrate on.



Things You Can Control

Potential employees will come through your doors based on your organization's vacancy, job posting.

This is where the company can sell its EVP by showcasing its values, culture, and work environment. According to an article, "How Do People Find Jobs?" 41% use online job boards to find a job. Questions like; what attracted you to the company? Why would someone else choose your organization? Answering these will help guide your focus on EDV.

Things You Can Indirectly Influence

The second method of finding jobs is networking (How Do People Find Jobs). This method relies on a comfortable and enjoyable work environment that current employees experience so that they feel like recommending your organization. To be a recommendable company, increase engagement with your employees by giving recognition, opportunities, and personal support. An inclusive workplace is an area that an organization can focus on to establish a welcoming workplace. According to the study "Diversity Matters," a culturally diverse environment also increases the performance by 15%. The best way to measure this would be by receiving feedback and revisiting the blueprint for improvement.

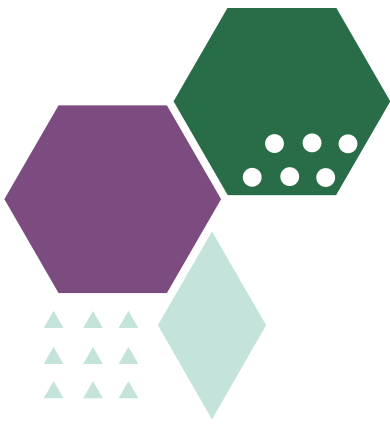


Things You Can Directly Influence

Having an active social media presence is important, this shows your potential clients and employees that your company implements its values and policies. This is directly connected to your EVP and work environment.

Here are some questions to consider when planning your blueprint or EDV

- 1) Can people see themselves in your organization?
- 2) Do you use inclusive language in your job postings?
- 3) What kind of media attention do you receive or want your company to receive?
- 4) Does your organization appreciate both masculine and feminine energy?



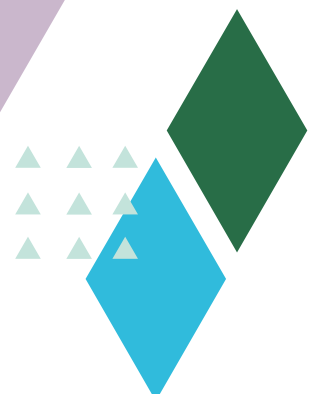
Veza's Employer Branding Blueprint

-  Things you can control
-  Things you can indirectly influence
-  Things you can directly influence



WANT MORE?

Take equity, diverse and inclusive assessment and we will build you a customized equity, diversity and inclusion (ED&I) plan that strengthens your ability to attract leading talent, creates an organizational culture that people want to stay in, and certifies your commitment to ED&I for your clients, customers and partners to see - without expanding your human resources team. for a detail report on where your organization stands.





About Veza Global

Veza Global is an Equity, Diversity and Inclusion (EDI) organization advocating for equity and equality for underrepresented groups with a focused lens on the leadership journey of people of culturally diverse backgrounds.

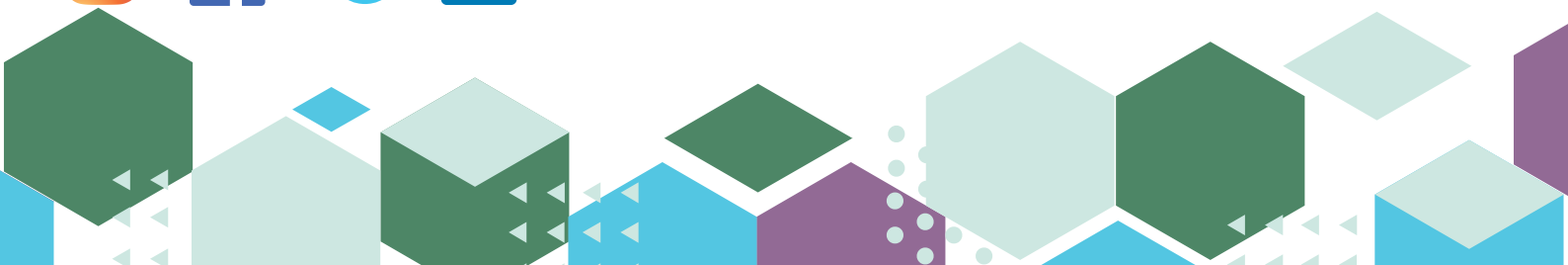
Diversity of Thought and Inclusive Culture are the pillars of the approach that Veza takes to build capacity for organization to execute on their EDI strategy. Veza offers EDI Assessment and Audits, EDI strategy development and Inclusive Leadership Training and Coaching.

Through Veza's Equity, Diversity and Inclusion Assessment tool, companies can identify under an hour where they are on the EDI Maturity Model and receive a list of detailed recommendations and actionable next steps for their EDI strategy to move forward to a more inclusive organization.

Veza Global

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Resources

<https://www.linkedin.com/pulse/characteristics-inclusive-workplace-siyana-sokolova/>

<https://recruiterbox.com/blog/how-to-attract-the-best-employees>

<https://www.shrm.org/hr-today/trends-and-forecasting/special-reports-and-expert-views/Documents/Employee-Engagement-Commitment.pdf>

<https://clutch.co/hr/recruiting/resources/how-people-find-jobs>

<https://www.mckinsey.com/~media/mckinsey/business%20functions/organization/our%20insights/why%20diversity%20matters/diversity%20matters.ashx>