

Blu ivy group

Canadian Employer Brand Trends Report 2015

CONDENSED PREVIEW EDITION

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Transparency in business has crossed a bold threshold. The demand for open and honest communications has grown along with obligations to publicly report corporate information, leaving HR and executive leadership coping with intense pressure to share openly with both internal and external talent. At the same time, the service based economy dominates. With over 70% of the workforce in the Western world currently employed in the service sector, organizations are differentiated based on the quality of their talent and their leadership. These acute issues are compounded by market disruption and the ever-increasing speed of business, resulting in organizational change on an extraordinary scale.

As a result, the approach to talent strategy is undergoing a dramatic shift. Conventional assumptions about human resource management and talent acquisition no longer hold true, as leaders determine it takes much more to win in today's economy. When you consider what leaders need to deliver on in the next five years - to not only remain viable, but to grow and lead industry - the response is consistently tied to talent attraction, employee engagement and transparent communications.

Blu Ivy Group has released the results of their Canadian Employer Brand Trends Study, highlighting the opinions and feedback of Canadian HR and C-Suite leaders on their employer brand programs, challenges and goals. Read on for the topline findings from the report and recommendations to help leaders impact the critical HR and talent strategies to drive impactful business results.

Download the complete Canadian Employer Brand Trends Report for additional insights and recommendations on how to leverage study findings in your employer brand strategy.



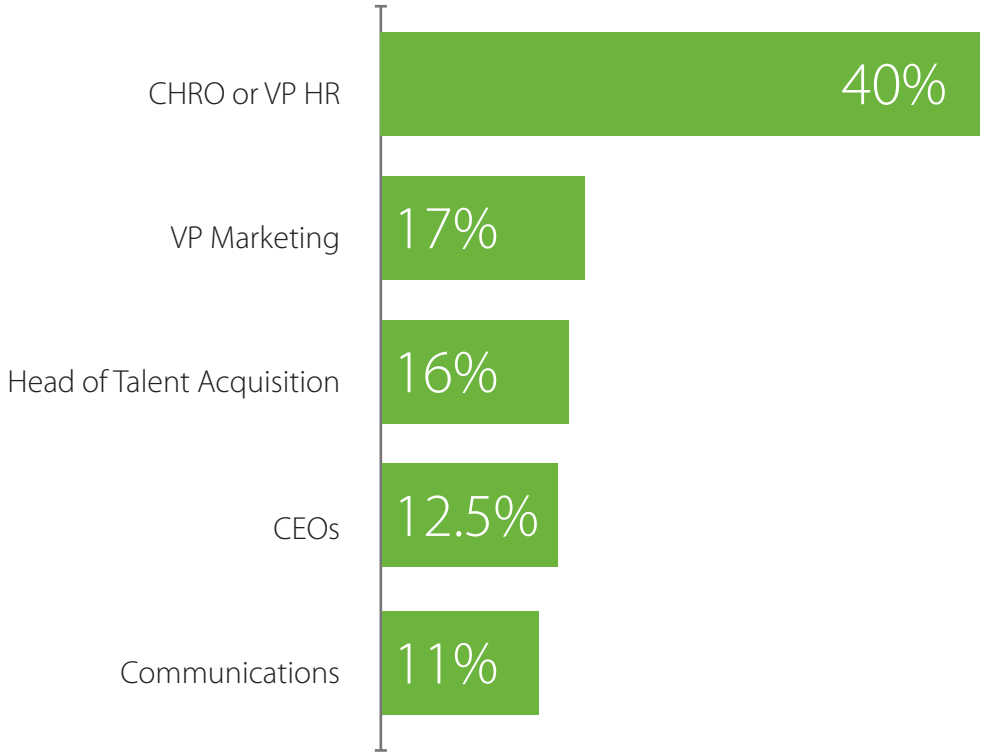
TREND #1:

Two thirds of Canada's largest employers have started developing an employer brand strategy.

Canadian leaders take note - the level of sophistication and approach to employer brand strategy is being elevated in Canadian organizations as leaders recognize the impact employer brand has on culture, engagement and talent acquisition. As employer branding becomes a more urgent business strategy, the level of ownership inside the company is also increasing.

This development underscores the feedback from leaders why companies must enhance retention strategies with more customized career paths designed to empower employees to capture sought-after roles. Personalized plans foster more engaged employees who feel as though their organization is committed to their individual success.

WHO OWNS THE EMPLOYER BRAND STRATEGY?



"In this age of social media and candidate-created content, your employer brand is one of your most valuable assets as an employer."

Glassdoor VP of People, Mariah DeLeon

TREND #2:
Rapid focus on holistic approach

Although the last 10 years in employer branding have been largely focused on recruitment marketing, whether it be job promotion careers page and social media initiatives or creative and taglines, Canadian employers are beginning to embrace the extent of value a holistic approach can provide their organization - not just on talent acquisition, but also how rapidly it can impact employee engagement.

Aligning the team to business objectives, establishing on-brand leadership behaviours and focusing on an enriched employee experience are just a few of the tactics shared by our research sample. 2016 will see a rapid focus on a holistic employer brand strategy that aligns people programs, business strategy and talent acquisition to bottom line results.

HOW EMPLOYERS ARE EMBRACING A HOLISTIC APPROACH



TREND #3
Building Employer Brand Teams – Massive gap in skills and time

As the C-Suite accelerates focus on employer branding, a significant gap in experienced and senior level talent to develop and execute on employer brand is discovered. Compounding the lack of strategic experience in the integrated employer brand discipline is the lack of available resource time to focus on this critical business strategy.

A gap emerges between the recognition of employer brand as a critical business strategy in the current market and the lack of dedicated resources to execute on the strategy. Organizations have some catch up to do in order to bridge the gap through adjustment to HR, Marketing and Communication budgets along with the relevant talent and organizational design to build employer brand capabilities.

2016 will see a larger investment in consulting services, training and building of internal employer brand talent teams from across HR, Marketing, OD, Engagement and Communications departments. We will see more Employer Brand Executives on leadership teams in the next 2 to 5 years across Canada.

TREND #4:
Communicating Employer Brand through Social

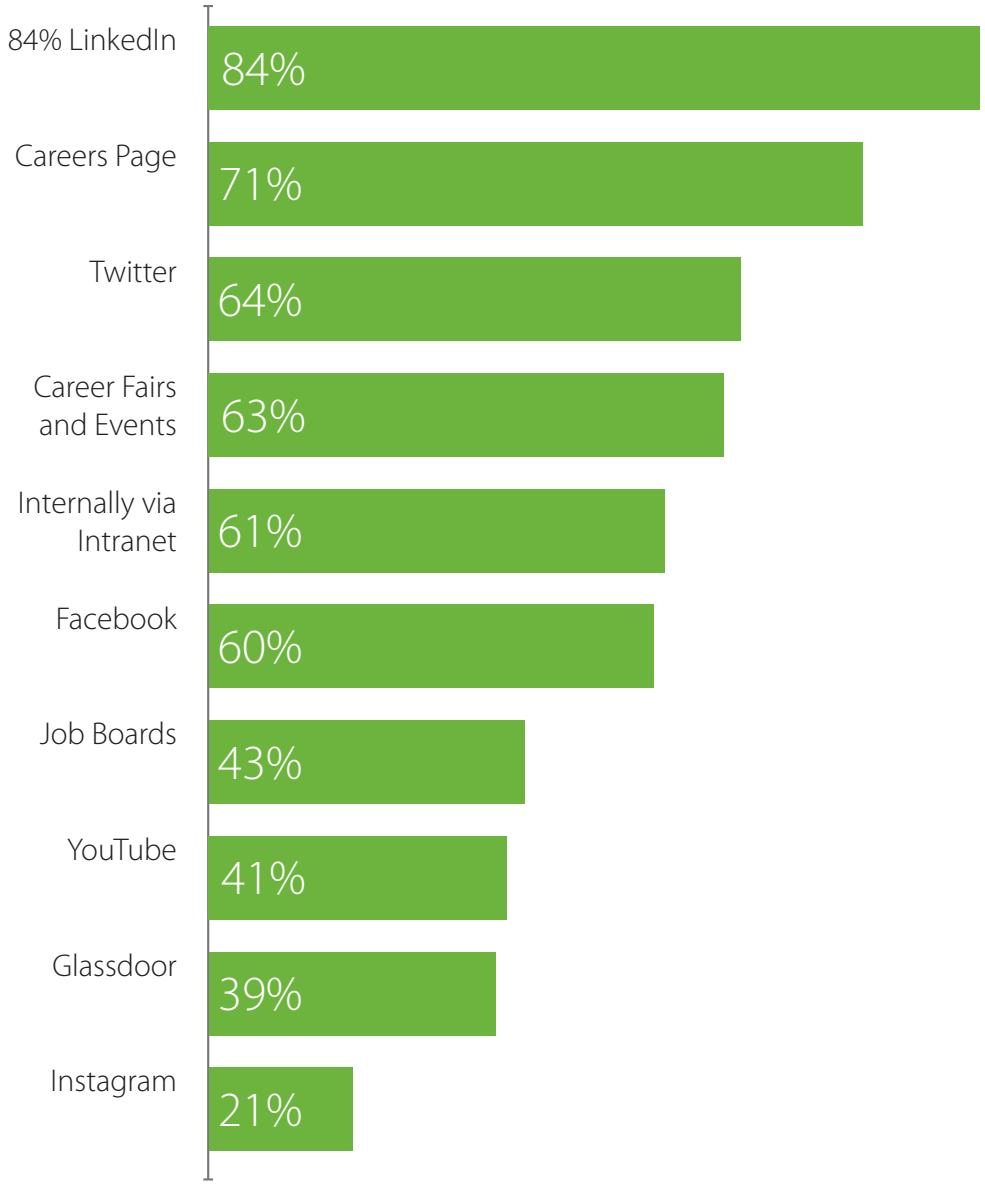
Almost 50% of Canadian organizations surveyed indicated that Social Media employer brand strategy would be a key focus over the next twelve months. The risk aversion that many large employers have previously expressed for embracing social media employer brand marketing has reached a standstill, and for good reason. Employers realize that social media is one of the most effective platforms for job seekers to both research your employment culture and apply to open jobs.

Social platforms alone are not enough. We will see many employers develop employer brand editorial calendars, digitized content and invest in the related communications teams they'll need to activate digital brand messaging.

The evolution is underway. While employers may have once used social simply as a job board, they are now using it to truly engage job seekers and help them learn about their workplace culture, career opportunities and the unique reasons why talent wants to work with them. The social employer brand strategy will continue to evolve and remain a key focus for employers in 2016 as competition for share of voice heats up.

HOW ORGANIZATIONS ARE PROMOTING THEIR EMPLOYER BRAND

48%
of respondents indicated that Social Employer branding was a priority for the next 12 months



TREND #5

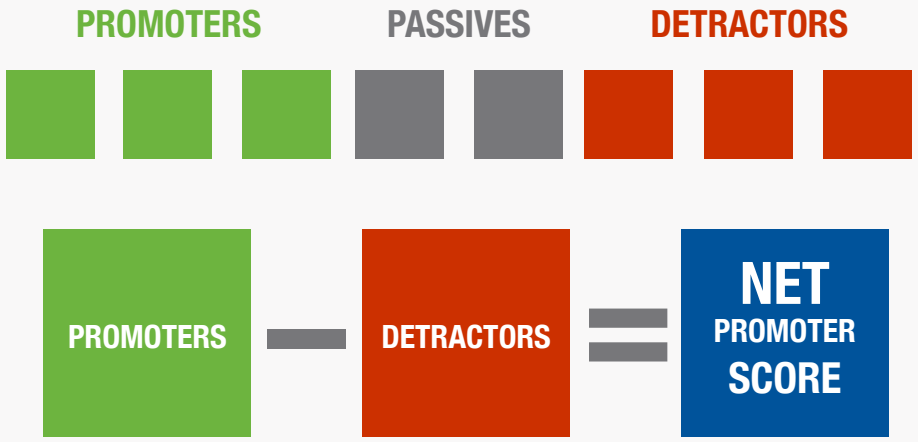
Canadian Organizations Not Effectively Measuring ROI of Employer Brand Work

Employer Branding has traditionally been focused exclusively on talent acquisition and recruitment marketing, which has resulted in true analytics and ROI measurement being ineffectively or inconsistently evaluated by most Canadian organizations. As both investment and executive level sponsorship of employer branding accelerate in 2016, we will see a sharp focus on consistent and accurate measurement of impact.

As opposed to strictly acquisition based metrics, employer brand ROI will increasingly be measured on Employee Engagement, Employer Brand Awareness, Share of Voice, Net Promoter Scores, Social Talent Acquisition metrics, Customer Satisfaction, Productivity and Revenue Growth.

THE ULTIMATE QUESTION

HOW LIKELY IS IT THAT YOU WOULD RECOMMEND US TO A FRIEND?



Is Your Employer Brand Strategy Primed for the Future?

Your employer brand strategy is the road to impactful business results. C-Suite leadership across Canada clearly agrees - Canadian firms best positioned to compete for talent are developing a robust employer brand strategy in order to align employee engagement, communications, talent attraction, succession planning and business results. The biggest challenge will be in finding executive level employer brand talent with the experience and knowledge to deploy a holistic and winning strategy.

Over the next 3 – 5 years, we expect to see greater investment in external employer brand expertise, employer brand training, and the development of internal employer brand teams with a mix of HR, communications, social, and branding strengths. CHRO's will become the most critical advisor to the CEO, and employer branding strategy will be central to driving the talent and culture strategies of top performing organizations.



Download the complete Canadian Employer Brand Trends Report for additional insights and recommendations on how to leverage study findings in your employer brand strategy.

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IGNITE THE POWER OF YOUR PEOPLE AND YOUR BRAND.

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