

2024

Employer Brand & Culture Trends



01 CHRO and C-Suite Stakeholders as active executive sponsors



02 Consistent and ongoing employee listening



03 Increased focus on managers & leaders



04 Active and ongoing measurement of employer brand impact



05 Hardcoding DEI into employer brand strategy



06 Employee generated content



07 Boosting internal activation of your EVP



08 External Media - Meeting key talent where they live



09 Integration of AI tools



10 Outsourced partnership models



Bonus Trend

11 HR team wellbeing & simplification