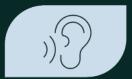
## 2024

## 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 Al tools



10 Outsourced partnership models



**Bonus** Trend

11 HR team wellbeing & simplification