

Inclusive Branding: The Secret to Attracting the Right Talent for Your Organization

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

58m

Estimated study time

58m 24s

Instructor

Desiree Booker

Introduction

1

Inclusive employer branding

The Great Resignation has shown employers that investing in their employer brand is no longer a luxury, but a necessity.

Understanding ROI

2

Defining the ROI

When employer branding is done right, it drives better business outcomes.

3

Inclusion is Key

Inclusive branding is all about earning the loyalty of your target audience.

Employer Brand Foundations

4

Defining employer brands

Your employer brand and company brand serve different audiences, but they are intrinsically related.

5

Implementing employer branding

Many organizations don't think about employer branding until they're experiencing the impact of a tarnished employer reputation.

6

5 steps to inclusive branding

Inclusive employer branding describes your employees' experiences and communicates your commitment to diversity, equity, and inclusion.

7

Employer brand drivers

It's imperative that you understand what shapes your employer brand.

Diagnosing The Problem

8

Competitive market research

Knowing what your direct talent competitors are doing differently can help you assess your own strengths and weaknesses as an employer.

9

Company culture

Your company culture is the most important element that influences your employer brand.

10

Inclusive candidate experience

The experience a candidate has throughout a company's hiring process dictates whether they accept or reject a job offer.

11

Online presence

There are two key places that job seekers visit to learn more about a prospective employer: your website and dedicated job sites like CareerBuilder and Glassdoor.

Employer Brand Storytelling

12

Target audience

In order for your messaging to resonate with the right talent, you have to define your ideal hire.

13

Define your EVP

Having a clear employee value proposition statement, and honoring it, can improve the employee experience and attract prospective talent to your organization.

14

Authentic storytelling

Using employee-led storytelling in your employer brand gives candidates the opportunity to experience what it's like to work for your company.

15

Test, measure, and optimize

Strengthening your employer brand is an ongoing practice.

Conclusion

16

Next steps

Thank you for watching this course and taking the time to learn about inclusive branding.

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