

Employer Branding: Why Your EVP Matters

May 17, 2017 Inland Press Association



A Little About Me...



BEYOND THE GREEN

An Elevating Experience for Executive and Young Professional Women

Join us for an exclusive, one-of-a-kind professional development experience on site at the 2013 Senior PGA Championship presented by KitchenAid. Held at the beautiful and renowned Bellerive Country Club in St. Louis, Mo., this is a tremendous opportunity to invest in yourself, your career and social relationships.

- Executive Panel – The Power in Being and Having Mentors and Sponsors
- Get Golf Ready Power Mixer – Discover the Game for Business and for Life
- Inside the Ropes and Behind the Scenes Major Championship Tour
- Networking Luncheon with Accomplished Women of St. Louis
- "Passion and Raising the Bar" Keynote – PGA Board Member Dottie Pepper, former NBC Sports broadcaster and lead LPGA analyst for Golf Channel
- Building Business and Charitable Support on the Golf Course

May 21, 2013

8:30 a.m. to 4:00 p.m.

Bellerive Country Club | St. Louis, Missouri

PURCHASE TICKETS

Use Code: PGA2013

Beyond the Green Ticket: \$100



PGA

KitchenAid

- GOLDEN OTTER -

Volume, XIV, No. 2 Otter Creek Junior High School November, 1983

THANKSGIVING

This one day in the year is set aside for giving thanks and counting blessings. It is also the day for families and friends to get together.

The best-known celebrated Thanksgiving in the United States was the autumn of 1621 in Plymouth, Massachusetts. The Pilgrims' first winter had been very harsh and many lives were lost. The next year, however, the harvest was abundant and their governor, William Bradford, then proclaimed a day of thanksgiving.

They had a feast to celebrate and the Pilgrims invited the Indians. There were church services with prayers and songs of thanks.

In December of 1941 an act of Congress finally proclaimed the fourth Thursday in November as Thanksgiving.

By Beth Salmon



Editor Stephanie Williams;
Kyle Schrink, Sports Editor; and
Steve Smith, Feature Editor.

THANKSGIVING

(As Told by Tucker Turkey)

Hi, I'm Tucker Turkey. I live at Tina and Todd's Turkey Farm. It's a real awesome place. We have a blast almost all the time. You noticed I said almost. What I mean is that every year at Thanksgiving, all sorts of people come from all over to catch a turkey. When I say catch I mean...ulp...kill! To even think about it makes me ill.

So far I've been very lucky, but I have a feeling this year my luck is running low. Why, just last year my best friend, Turner, was out in the forest, when suddenly, he was being eaten by twenty people.

This year, to be on the safe side, I'm taking some major precautions. First of all, I refuse to eat any food given to be by strangers. Even though I love bread, I'd rather starve without it than be stuffed with it. Next, I will hide in this real teeny, weeny, little cubby hole. My friend Sam, a skunk, will guard my special house. There is no way I'll be caught.

More seriously, Thanksgiving is a time to give thanks for everything, turkey or no turkey. No turkey...hm...that has a nice ring to it. Maybe I could start something, like pizza with cranberry sauce, or taco's with sweet potatoes, or how about... Oh, sorry I forgot, I had a story to finish. Anyway have a Happy Thanksgiving.

By Patty Smith



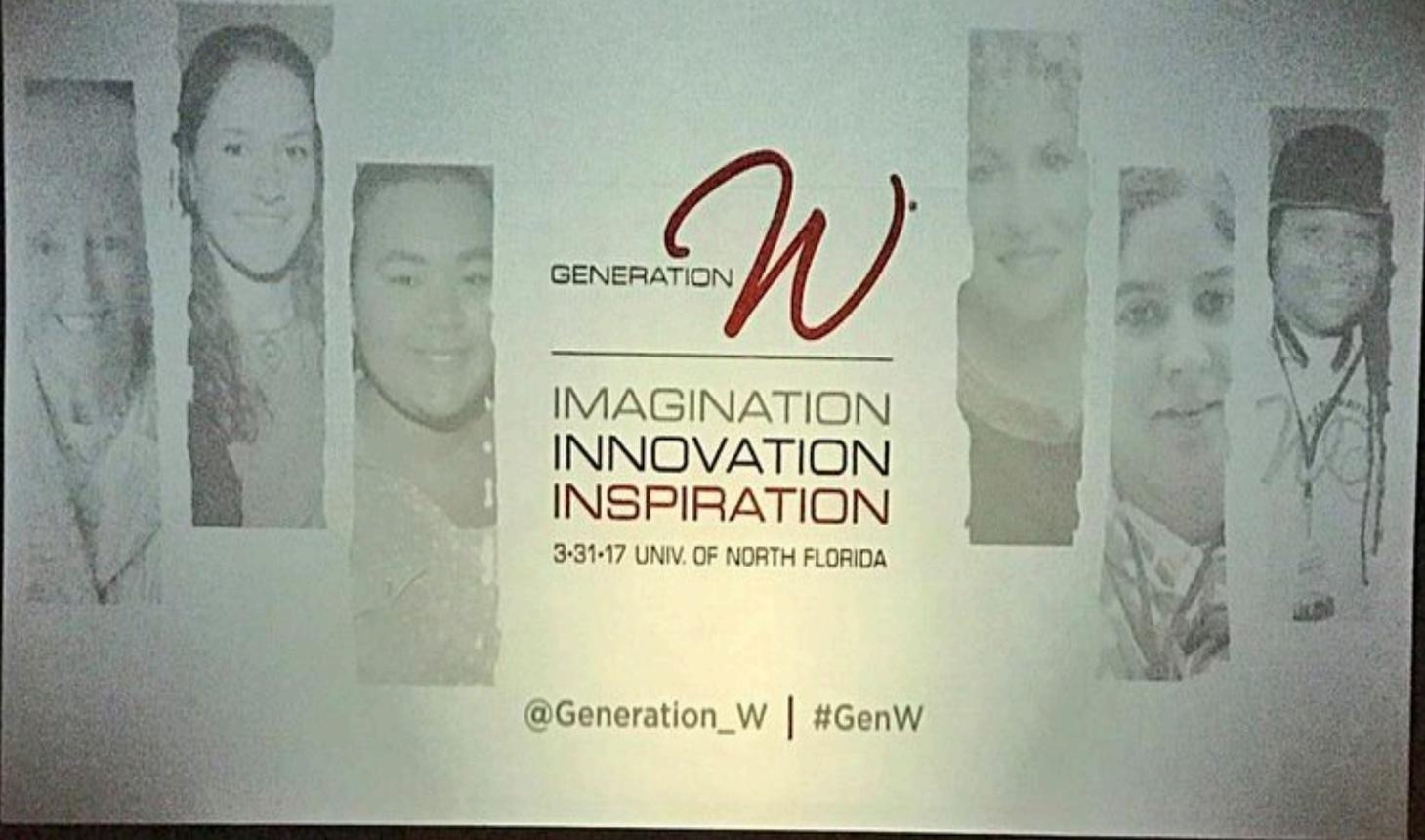
Content WORKS





Go Girl Communications

Go Girl Communications is a content marketing company that specializes in working with startups and brands who are launching new products and services.



GENERATION **W**

IMAGINATION
INNOVATION
INSPIRATION

3-31-17 UNIV. OF NORTH FLORIDA

@Generation_W | #GenW





SO GIRLS DON'T
HAVE TO SAY

I WISH I
WOULD'VE
KNOWN

www.wowsdom.com

DIY MOTHER'S DAY GIFTS MOTHER'S DAY

Eco-Friendly Mother's Day Gift Ideas



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ECO-FRIENDLY GIFTS TEACHER GIFT IDEAS

Eco-Friendly Teacher Gift Ideas



Teachers have a tough job. They manage classrooms filled with 20 - 30, often combative children almost every day. They

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CLEANUP AFTER PARTY ECO-FRIENDLY PARTIES

PARTY IDEAS

Host an Eco-Friendly Cinco de Mayo Celebration



[Continue Reading >](#)



DIY FLOWER VASES FLORAL ARRANGEMENTS

UPCYCLING

Turn Household Items into Unique Flower Vases



CELEBRATE EARTH EARTH DAY

ECO-FRIENDLY ACTIVITIES

Celebrate Earth Day Every Day



CREATIVE WAYS TO USE GARLIC

HOUSEHOLD TIPS USING HERBS

4 Creative Ways to Use Garlic





Meet **Shea White** and **Author Shea White**
for a book signing and signing!
WEDNESDAY, April 5th, 2011
FROM
5:00AM TO 7:00AM
COST
FREE TO \$1000
Remember: See Shea and her First Day of School series!
Offer to advance signing price with partially fulfilled orders. This
will remove one of the most painful moments for any child and
ensure the day they all without their "new best friend" and their mother
"remember the night" of their first day of school.





Your brand is a story
unfolding across all
customer touch points

Jonah Sachs

PICTUREQUOTES.com



PICTUREQUOTES

What is Your Brand?

A brand is defined by a customer's overall perception of your business. This includes:

- Environment
- Print, signage, packaging
- Website, online advertising
- Social media, content marketing
- Sales, customer service

What is Your Brand?

Your Employees

Employer Branding

- Cut costs of recruitment
- Increase productivity
- Retain top talent
- Gain interest of investors and partners
- Create positive perception of company in the community

Defining Your Own EVP

- Dissect
 - Review and dissect the data you already have
- Discover
 - Interview key stakeholders and focus groups
- Develop
 - Craft your message including key areas of focus such as career development, work-life balance, etc.
- Deliver
 - From recruitment to onboarding to exit interview

“Four Key Steps to a Great Employee Value Proposition”—Edelman.com

Dissect

- Notes and surveys from employee milestones
- Employee feedback
- Employee engagement

Discover

- Interview executives
- Interview existing employees
- Don't ignore the negative

Develop

- Keep it simple: Why do people want to work for you?
- Clarify key focus areas
- Test your strategy

Sample EVPs

- L'Oreal: A thrilling experience, an inspiring company, a school of excellence

**A THRILLING EXPERIENCE,
A CULTURE OF EXCELLENCE**

CAREERS.LOREAL.COM

Sample EVPs

- Google: Do cool things that matter



Making the Most of Your Summer



WHAT: Come hear from Google engineers as they provide career development advice for making the most of your summer and beyond! Geared towards underclassman.
Dinner and Swag :)

WHEN: Tuesday, April 14th, 6pm

WHERE: Boelter 2444

RSVP: <http://goo.gl/EX1pni>

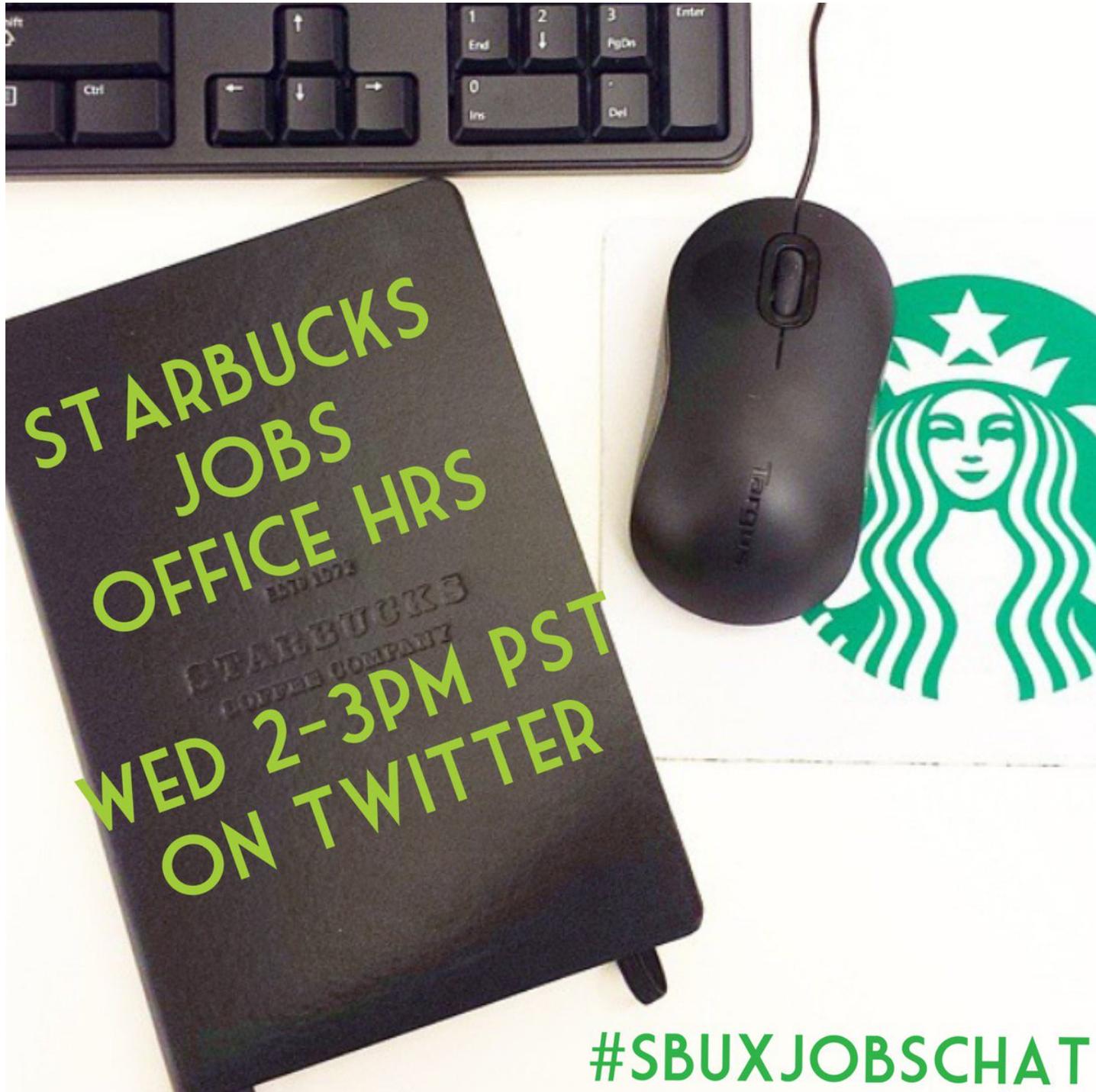
**WHY: TO DO COOL THINGS
THAT  MATTER**



GOOGLE.COM/CAREERS/STUDENTS

Sample EVPs

- Starbucks: Retaining, engaging, and motivating partners in exchange for their productivity and performance.



#SBUXJOBSCHAT

Sample EVPs

- Salesforce: Meaningful work, good people, unparalleled rewards



Deliver

- Consider life stages of an employee
- Utilize your external tools—website, social media, etc.
- Measure your EVP

Current Trends

- Candidate Equals Customers: The candidate experience is as important as the customer.
- Building a Talent Community: Staying connected even after the recruitment process.
- Social and Visual Revolution: Using your online resources effectively.
- Planning for Change: It's inevitable. Create a strategy that is adaptable.

Perception is Reality

Tell the market who you are but know that sooner or later you'll have to deliver.

[https://youtu.be/ESe0- YRX7U](https://youtu.be/ESe0-YRX7U)

Thank You!

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