

BPS – GOOD RECRUITMENT



GOOD STARTS HERE

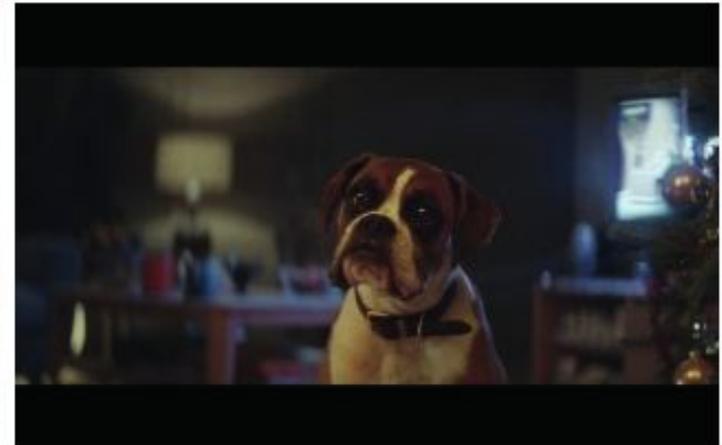
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BUILDING A BRAND – WHY?

People buy from those they trust and can relate to.

A brand is your personality it's the means to emotionally connect with your chosen audience.



BRANDS THAT CONNECT TO THEIR CUSTOMERS

HOW WE CONNECT...

Historically we talked about **advertising and communications** in separate terms – divided by a line (above and below the line).

We've now become **completely integrated** – the line has gone and the Internet has changed everything.

The Internet has turned what used to be a controlled one way message into a **real-time dialogue** with millions.

The SMB market have the most the gain from this shift – but it does mean you have to be sharper with your message, more engaging with your content and **hyper relevant** to your audience.

WHAT IS AN EMPLOYER BRAND – AND HOW DO I GET ONE?

Your **Employer Brand** is how you communicate to current and future employees.

Building an **EVP** – Your Employee Value Proposition is a unique set of values or behaviours that will influence target candidates and employees. It gives current and future employees a reason to work for your company and gives your business a competitive advantage on hiring above others.

NEVER create your EVP without directly referencing your overall brand. Any values or behaviours should be derived from the **same brand DNA**.

CONSUMER BRAND EMPLOYEE BRAND (BEHAVIOURS)

Excellence

- Takes pride in everything they do from the smallest detail to the largest venture
- Continually raises performance standards
- Regularly challenges the current method through an inquisitive approach

Passion

- Creates an inspirational environment for themselves and others
- Promotes collaboration through having a voice, by listening and sharing thoughts
- Generates a positive environment through enthusiasm and determination

Delivery

- Creates customer delight through exceeding expectations
- Is an expert in execution
- Works with pace and drive to produce high levels of reliable activity

Commitment

- Taking accountability for their actions and outcomes
- Having a strong belief and desire, aligned to business need
- Drives forward with resolve when faced with adversity



LISTEN TO YOUR EMPLOYEES

Source **regular feedback** and always have active listening posts. Your current employees should be your best Employer Brand Advocates.

Create workshops – include a wide range of people throughout your business at all levels. Ask questions about what motivates them, why were they drawn to your business, what do they feel the business does differently to others they have worked for? i.e. family, ethical, quality, values, CSR.

Then understand what types of people make that business work – recruit with your values in mind.

Approachable, empathetic, detail orientated.

Be clear on the value you will offer your employee – benefits, rewards, career options, learning opportunities, social life, etc.

WHAT DO YOUR CUSTOMERS THINK OF YOUR EMPLOYEES?

Survey or talk to your customers – what kind of people do they want to engage with, what makes your people stand out to them?

Do your employees exude your values?
Excellence, Passion, Commitment, Delivery



How do I embed these values or behaviours into my business?

START WITH YOUR HIRING PROCESS...

Adverts

Competency framework

INDUCTION PROCESS – SET EXPECTATIONS

Handbooks/ presentations

DAY TO DAY COMMUNICATION

Events

Communication

Website

TRAINING

Development

Progression

BENEFITS PACKAGE

Incentives

Rewards

SOCIAL CHANNELS

It's important you choose the right social channel for your audience.

At apprentice/ graduate level, consider Facebook, Instagram, Snapchat, Twitter, etc.

For more established audiences, utilise LinkedIn and Glassdoor.

Be sure to adapt your **tone of voice** for each channel (i.e. limited characters, audience etc.).

Think about your keywords to improve your search engine rankings (SEO) and your hashtags # - so people will find it easier to find you.

Continually review your social channels and adapt accordingly if required.



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MEASUREMENT

Is it working/ are your employees engaged/ what is your retention like?

What feedback are your employees providing? Do they believe in your EVP? Use the opinions of your employees to help grow your business.

How easy are you finding it to hire the right people?

EXIT INTERVIEWS

If someone leaves the business – think about conducting an exit interview. How could you have changed the outcome, what is their view of the company as they leave.



CREATING FANS

YOUR BEST ADVOCATES ARE YOUR EMPLOYEES

Typically, referrals are one of the best ways of getting new people of like-mind into your business.

CREATE A FAN CLUB

Ask those in the club to produce regular blogs, vlogs or like and share good content.

START A FAN CLUB REFERRAL SCHEME

Incentivise people for bringing in GOOD people. Ask your team to use Glassdoor.



BECOME AN INFLUENCER YOURSELF

As a CEO/ MD or senior manager potential employees will be interested in what you have to say. For example, Glassdoor allows employees to rate their company's CEO.

Businesses with strong CEO influencers are far more likely to engage with potential employees – especially at a more senior level.

Richard Brandson, Bill Gates, James Caan – inspirational leaders create inspirational brands.



BECOME AN INFLUENCER YOURSELF

BUT REMEMBER...

The messages you deliver must be;

Authentic – you'll gain trust by offering **real** insights into your business

Relevant – people are time poor, they want to know quickly what you have to say and it needs to resonate with them

Collaborative – the best form of communication is where people have an opportunity to contribute, share and offer feedback

AND ALWAYS BE

Clear – what is your message?

Concise – keep to the point

Considered – chose your channels carefully to avoid getting lost in the noise and gain maximum engagement



MANY THANKS
ANY QUESTIONS?

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