

EMPLOYER BRANDING

(free) canvas



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How to use this canvas to get your **employer branding** started?

Simply print the document and answer the questions with your team to build an employer brand that attracts and retains employees.

Who are you?

Map out your organization's identity.

- **Your people:**
- **Your office(s):**
- **The atmosphere at work:**
- **The ideologies you support:**
- **Your company culture:**
- **Your company story:**
- **Your future vision:**

What is it that you do?

Prospective candidates want to know what your business is all about.

Why should a future employee appreciate this job?

What makes your company incredible?

Why should the best talent on the market apply to join your company—instead of joining the competition?

- **Successful projects:**

- **Awards:**

- **Know-how and awards** of the current employees:

- **Key event participations:**

- **Charity projects:**

- **Publications:**

What's your Employee Value Proposition (EVP)?

Form an employee value proposition for your prospective candidates.

- **Functional:**
- **Emotional:**
- **Self-expressional:**
- **Social:**

Who is your ideal candidate profile?

What best defines your best employees?

How do you plan to communicate your employer brand?

How should your ideal candidates find out about your company?

What is your candidate experience like?

What do you do to make your candidates happy?

How can candidates apply to join your company?

How long is your hiring process?

How often do you communicate with your candidates?

Do you rely on video interviews to screen candidates?

Are you able to provide relevant feedback to candidates?

What do you need to succeed?

What is preventing you from building a strong employer brand?

- Marketing and communication departments:
- Decision-maker:
- Employer advocate:
- Media:
- Time:
- Education:
- Materials:

What are the results?

**What kind of results you are seeking?
How to measure your success?**

Results:

- Visibility, awareness:

- Differentiation:

- Successful recruitments:

- Internal knowledge of the employer brand:

Measuring:

- Employee surveys:

- Social media figures: