

Employer Branding through Organisational Differentiation



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VIRTUAL TRAINING

13 August 2020

LEARN HOW TO

- Create a differentiated focus and offer for your organisation
- Attract and engage key target groups, including millennials, digital talent, etc, whether as employees or other types of worker or contributor
- Develop effective employer and worker value propositions (EVPs) that attract the right target groups
- Utilise effective frameworks to build, design and execute successful employer branding strategies
- Use digital and social media platforms to create high recruitment and engagement impact at low cost
- Create effective branding campaigns that align with your employer brand and organisation needs
- Understand people's engagement drivers and develop highly compelling employee experiences
- Use metrics and analytics to understand the return on investment in employer branding activities

ABOUT YOUR COURSE TRAINER

Jon Ingham

Executive Consultant, Strategic Dynamics Consultancy Services based in the UK

- Assumed the roles of Head of HR, HR Director and Consultant in large organisations such as Ernst & Young and Accenture
- Served as Professor in Strategic Management, HR and Change Management at the American Institute of Business and Economics (Moscow, Russia) and Cotrugli Business School (Zagreb, Croatia)
- Recognised as the #1 Top Global Online Influencer in Talent Management, 2010, the 7th Most Influential HR Thinker in the UK, 2013 and a top global HR tech influencer, 2019
- Consulted on innovative, best fit, often technology based people strategies with leading organisations globally
- Author of the books 'Strategic Human Capital Management: Creating Value through People' (2006) and 'The Social Organization' (2017), contributor to the book 'The Talent Management' Handbook' (2015), and writer of over 20 articles published in various well-respected HR journals



PAST TESTIMONIALS OF THE COURSE TRAINER

"Jon is a very experienced trainer who gave us lots of insights and real-life practical examples. What we are doing now made complete sense to me."

– HR Business Partner, Discovery Networks Asia Pacific

"This course offered excellent content with an extremely knowledgeable and experienced trainer."

– Head of Reward, IKEA

COMPANIES THAT HAVE BENEFITED FROM JON'S EXPERTISE

- Astro Group
- AXA
- BASF
- Celcom Axiata
- CIMB Bank
- Coca Cola
- Discovery Networks Asia Pacific
- DHL
- GlaxoSmithKline
- IKEA
- Khazanah Nasional Berhad
- Malaysia Airports Holdings Berhad
- MasterCard
- Maxis
- Maybank
- National Heritage Board Singapore
- PETRONAS
- S P Setia
- Samsung Asia
- SingHealth Polyclinics Singapore
- Standard & Poor's
- The Walt Disney Company

WHY YOU SHOULD ATTEND

The future of HR is being established today. Members of the workforce increasingly view their employers as brands and are shopping and comparing these brands much in the same way they might with buying a new car or a new pair of trainers. Yet despite the fact that employer branding is vital for today's talent management and acquisition activities, many companies are still facing difficulties in planning and executing an effective employer branding strategy.

One common issue is that people find it difficult to communicate key messages and stories in a way which supports the brand because they are not sure enough about what the brand means and involves. Fixing this is about providing better clarity about what the organisation stands for, helping provide a better platform for strategic success, and making branding activities much simpler.

Another problem is that many companies face difficulties in accurately identifying their target employee profiles including their needs and wants, their pain points and motivation drivers. In addition, they are ineffective in developing and utilising the right mix of digital and non-digital media platforms that align with their talent management objectives. Many also fail to manage internal and external stakeholders to develop and drive the employee and candidate experience in a way that is aligned with the employer brand promise.

Dealing with these problems requires appropriately designed and effective strategies and techniques to plan, execute and sustain an employer brand. Find out why your employer brand matters and how you can improve it, in this highly interactive and case study based training programme.

The course now also contains specific focus on employer branding during and beyond the coronavirus pandemic crisis, for example, but treating people and communicating with them in a caring, human way.

WHO SHOULD ATTEND

Who should attend?

- Chief human resource officer
- President or vice-president of HR
- HR director, manager or executive
- Head of employer branding, employee experience, employee engagement, etc
- Marketing professional concerned with in employee performance
- Head of talent acquisition or talent management, etc
- Communication manager, brand manager, recruitment marketing manager, etc
- HR business partner, or HR professional, wanting to contribute more broadly to employer branding and its delivery
- Business leader, with responsibility for attracting and engaging people in your own business
- All other professionals / business stakeholders involved in innovating HR and management approaches, processes and systems.

TIME	AGENDA
10.00am	<p>Employer branding, employee experience and engagement</p> <p>A company's employer brand (the perception existing and potential staff have of you as an employer) provides one of the greatest opportunities available to compete on the skills and engagement of its people. For example, the recent shift from traditional recruitment to strategic talent acquisition is based on a move from pushing information to pulling people towards the organisation and potential opportunities, and the employer brand is at the centre of this. But making this work is about more than branding guidelines and recruitment marketing collateral. It is about providing and then communicating an environment in which people find it easier to be engaged. This requires those leading branding efforts to understand what does motivate employees. In addition, even when a clear offer is communicated to people, any workforce will include a broad variety of needs and expectations. Understanding these is another vital step towards offering a bespoke deal which will truly motivate employees.</p> <ul style="list-style-type: none"> • The benefits of a strong employer brand and why this is important to HR • Placing employer branding against related concepts - the employee value proposition and psychological contract as well as corporate and product brands • Employer branding and its two way relationship with culture • The key drivers of engagement and retention which are common to different demographics / psychographics, and how these can also vary according to individual people • Tailoring brands and value propositions for different workforce categories including contingent workers <p><i>15 minutes break included</i></p>
11.15am	<p>Gaining Competitive Differentiation through People and Organisation Strategy</p> <p>Effective branding is not just about promoting the most positive aspects of a standard employment offer. It is about identifying the most important aspects of an organisation which will help a business succeed, and then clearly articulating that inside and outside the organisation. Doing this helps attract and retain the right people who value what the organisation offers and helps differentiate the organisation from its competitors (or in the public and voluntary sectors, transform the services it provides).</p> <ul style="list-style-type: none"> • Competitive advantage in the business and organisation value chains, supporting a clear organisational purpose and 'mojo' • Opportunities for differentiation in HR processes and the organisation architecture • The importance of innovating rather than disrupting HR through best fit activities • Organisational differentiation as the basis for employer branding <p><i>Activity: Articulation of business and organisational differentiation in participants' organisations</i></p>
12.15pm	<p>Lunch break</p>

1.00pm

Integrating, Communicating and Embedding the Employer Brand

Once a brand has been developed it is important that this is recognised and understood by managers, employees and candidates. This is about ensuring it is integrated into other organisational structures and mechanisms and that it is communicated widely in a clear and compelling way in order that it excites employees and acts in the expected way. In addition, the employer brand needs to be embedded across the organisation. Employer branding is most commonly associated with recruitment. However, if all that happens is that brand messages are used in recruitment advertising, and recruitment activities are shaped around the brand, then nothing has really changed. The likely result is then just that new joiners find that things are not what they had expected and will leave or become disengaged. Instead of this, branding efforts should start internally first, creating an environment that people are proud to work in, and only then taking the approach outside.

- Articulating a new employer brand through a proposition, positioning and personality for different audiences
- Linking the employer brand, values and competencies to anchor the brand in the organisation's culture
- Opportunities and key methods to communicate the brand
- Aligning the employee experience through the design of the organisation and physical and digital workplaces
- Using employer brand to inform performance management, learning and development and reward to optimise engagement and retention
- Creating employee champions and ambassadors

15 minutes break included

2.15pm

Using Employer Branding for Pull Based Recruitment

Once organisational management has been aligned with the brand, externally facing activities can be aligned with this too, often by using the passion felt internally to transmit a positive perception outside the organisation. This can then be a major focus of talent attraction activities. Looking at recruitment activities is also a great way to benchmark an organisation against its competitors or comparators since much of this is accessible in the public arena.

- Influencing the external perspective of the employer brand
- Ensuring the candidate experience supports key brand messages
- Use of digital tools to support the brand and both talent acquisition and onboarding activities
- Linking employer branding and corporate social responsibility activities
- Capturing employee stories and employee generated content and using for external talent attraction
- Planning for engagement and retention of recruited employees - ensuring the promised job and organisational benefits are delivered

Activity: reviewing different organisations' employer brands and recruiting approaches

15 minutes break includes

3.30pm

Implementing, Measuring and Analysing your Employer Branding Programme

This session will focus more deeply on participants' organisations and the actions which can be taken to design and implement holistic employer branding approaches. It will review the practical aspects of engaging and involving people at all levels within an organisation and ways in which they can be co-opted to help develop and implement an effective employer brand and branding approach. In addition, organisations increasingly want to understand the return on investment in all their activities, particularly where these are as central but also as intangible as employer branding. This final session will therefore also review opportunities for measuring, benchmarking, analysing and reporting on an employer brand, both to internal and external stakeholders, and to the people most affected by the brand, to help them reaffirm their emotional engagement to the organisation.

- Diagnosing and evaluating current perceptions of the organisation
- Gaining executive sponsorship and support behind the brand
- Involving employees in developing the employer brand
- Engaging staff bottom-up as well as top-down to ensure the brand is lived in employee behaviours
- Managing the change process
- Internal and external measures of an employer brand
- Different measurement mechanisms, benchmarks and analytics

Conclusions and action planning

4.30pm

End of training

REGISTER NOW

Employer Branding Through Organisational Differentiation	
Format	Virtual training
Dates	13 August 2020
Price Per Person	<p>Early Bird: USD 399 (on or before 30 June)</p> <p>Regular Price: USD 499 (from 01 July onwards)</p>
Contact Person for Registration and Group Discounts	<p>Seraphine Neoh Project Manager Tel: +65 6423 0329 (ext 231) Email: seraphinen@humanresourcesonline.net</p> <p>Renamel Torres Head, Project Management Tel: +65 6423 0329 Email: renamelt@humanresourcesonline.net</p>
Amendment / Cancellation Policy	<ol style="list-style-type: none">1. All bookings are final.2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.3. HR Masterclass Series cannot provide any refunds for cancellations.4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.5. HR Masterclass Series is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event.

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As the training division of *Human Resources*, HR Masterclass Series takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and exercises from our expert trainer. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

HR Masterclass Series is committed to being a trusted learning partner of HR practitioners throughout Asia.

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- Gucci
- Hilton Hotels & Resorts
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