

Employee lifecycle. Employer brand

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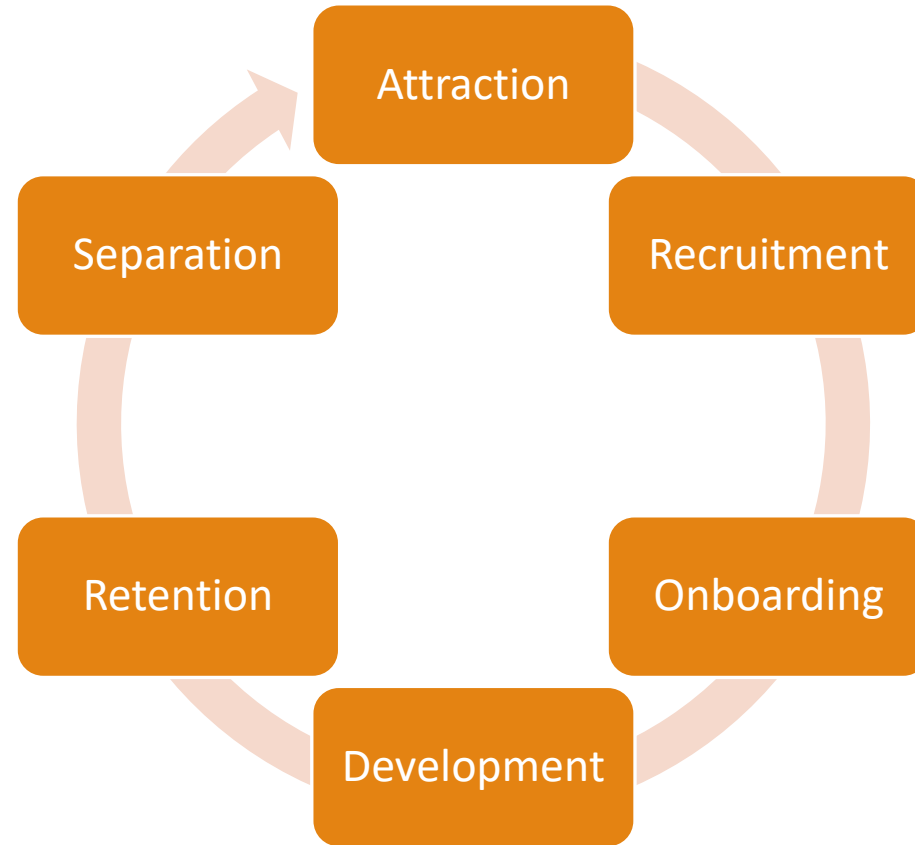
Today's Topic

Homework discussion

The role of the employer brand in each phase of employee lifecycle

Homework discussion

Employee lifecycle



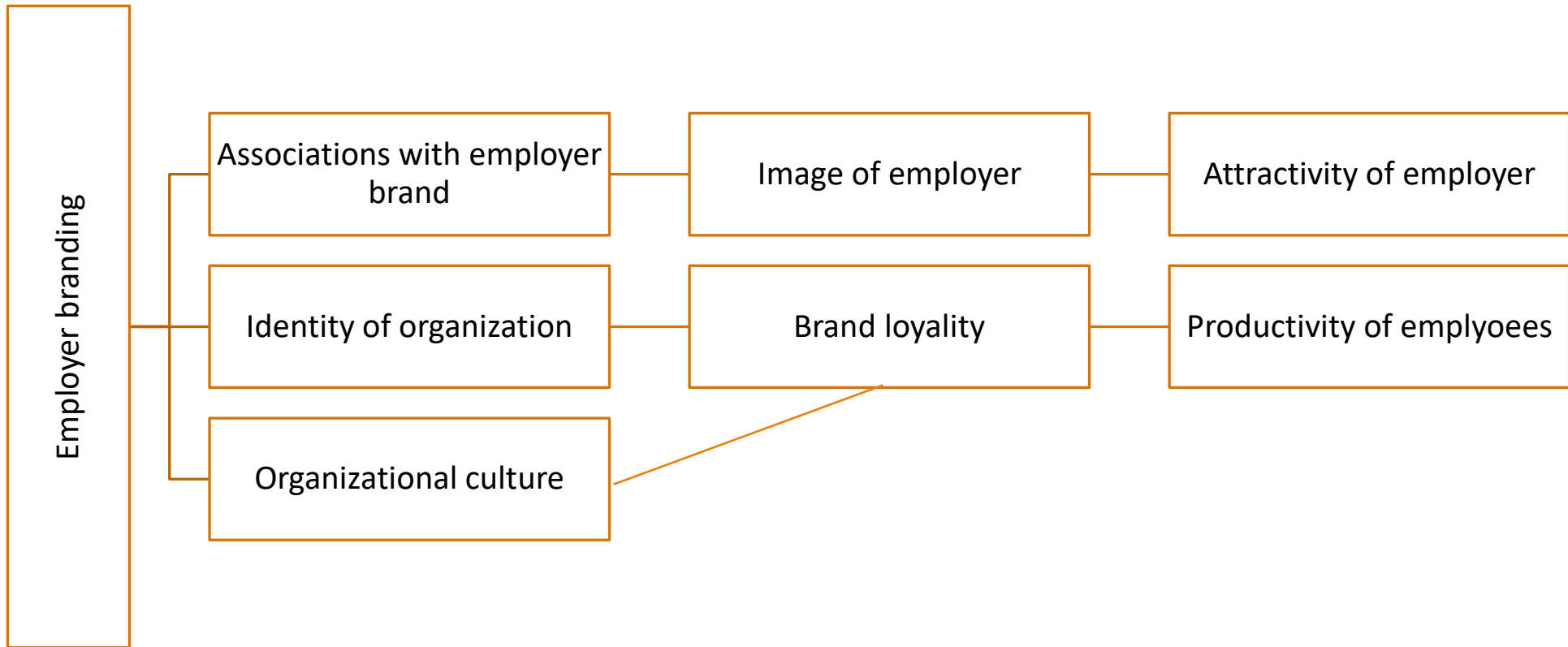
Employer branding

„We define employer branding as the process of building an identifiable and unique employer identity, and the employer brand as a concept of the firm that differentiates it from its competitors.“

BACKHAUS, Kristin a Surinder TIKOO. Conceptualizing and researching employer branding. *Career Development International*[online]. 2004, 9(5), 501-517 [cit. 2018-05-11]. DOI: 10.1108/13620430410550754. ISSN 1362-0436. Dostupné z: <http://www.emeraldinsight.com/doi/10.1108/13620430410550754>, s. 502

„Employer branding in the context of recruitment is the package of psychological, economic and functional benefits that potential employees associate with employment with a particular company.“

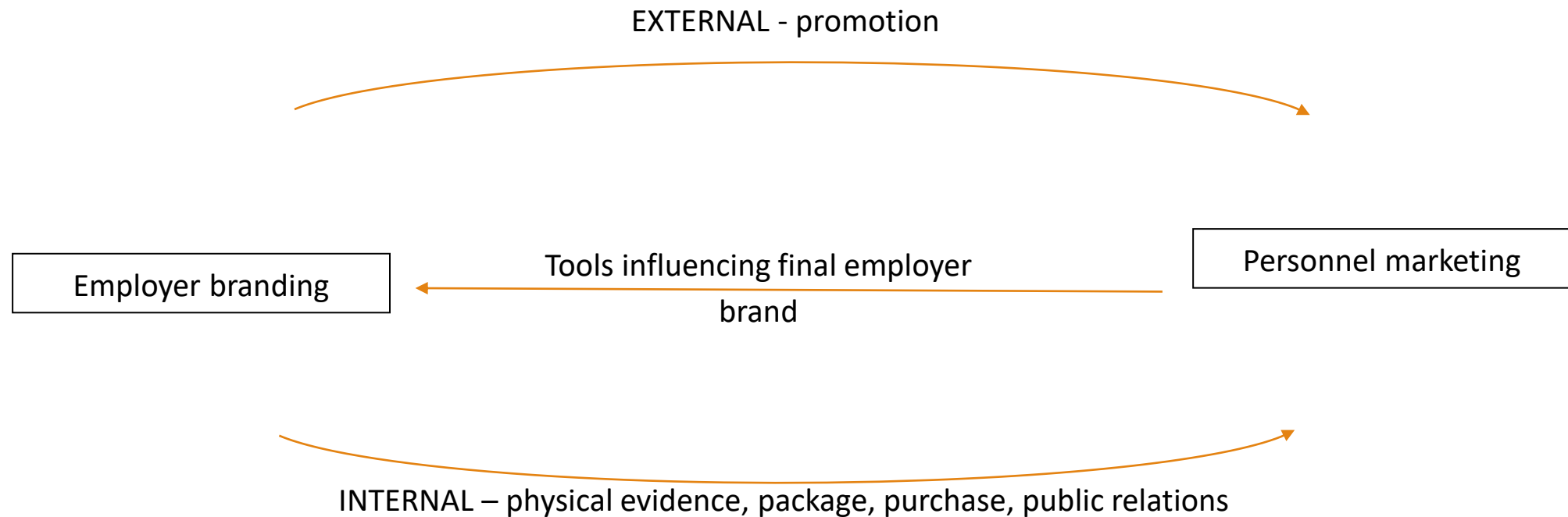
WILDEN, Ralf, Siegfried GUDERGAN a Ian LINGS. Employer branding: strategic implications for staff recruitment. *Journal of Marketing Management* [online]. 2010, 26(1-2), 56-73 [cit. 2018-05-11]. DOI: 10.1080/02672570903577091. ISSN 0267-257X. Dostupné z: <http://www.tandfonline.com/doi/abs/10.1080/02672570903577091>, s. 2



7 P of personnel marketing (Wickham & O'Donohue, 2009)

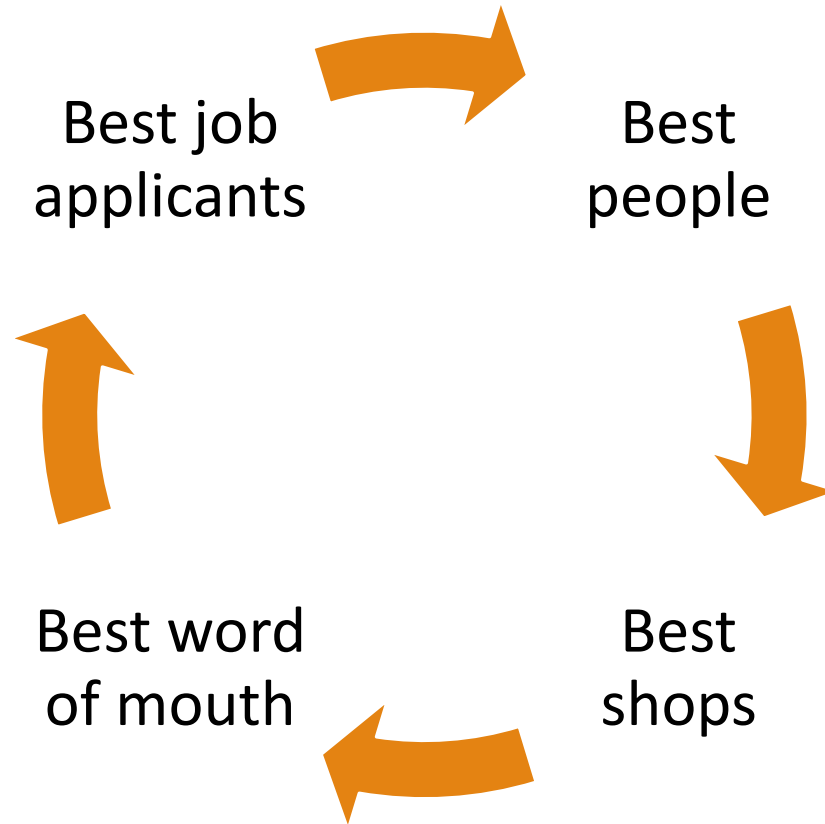
7 P	Human resources management function
Product	Incentives offered to employees by and employer
Price	Expected value delivered by employees to organization.
Place	Geographical location
Promotion	Formal and informal messages communicated to current or potential employees directly or indirectly
Process	Systems and procedures on workplace which allow employees to procure a product, enabling them to reach their organizational and private goals.
People	Leaders who possess knowledge and skills to mediate product to employees and gain maximum value from them.
Physical Evidence	Workplace environment, organizational culture

Employer branding and personnel marketing relation



Cycle of employer and product brand (Ambler &

Barrow, 1996)



Attraction

Based on the quality of an employer brand

Potential employee learns about a company

Is he going to remember the employer?

Does he like the employer?

Does he think he could work there?

Recruitment

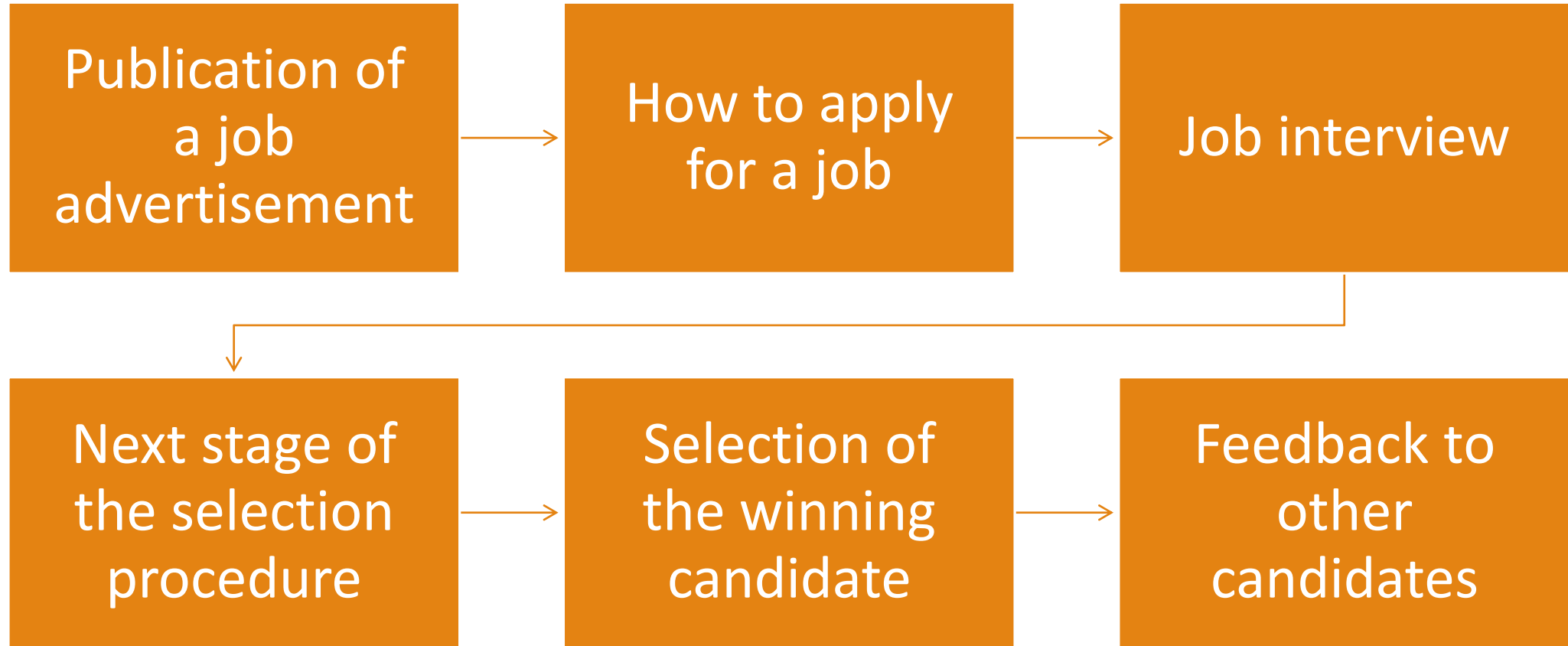
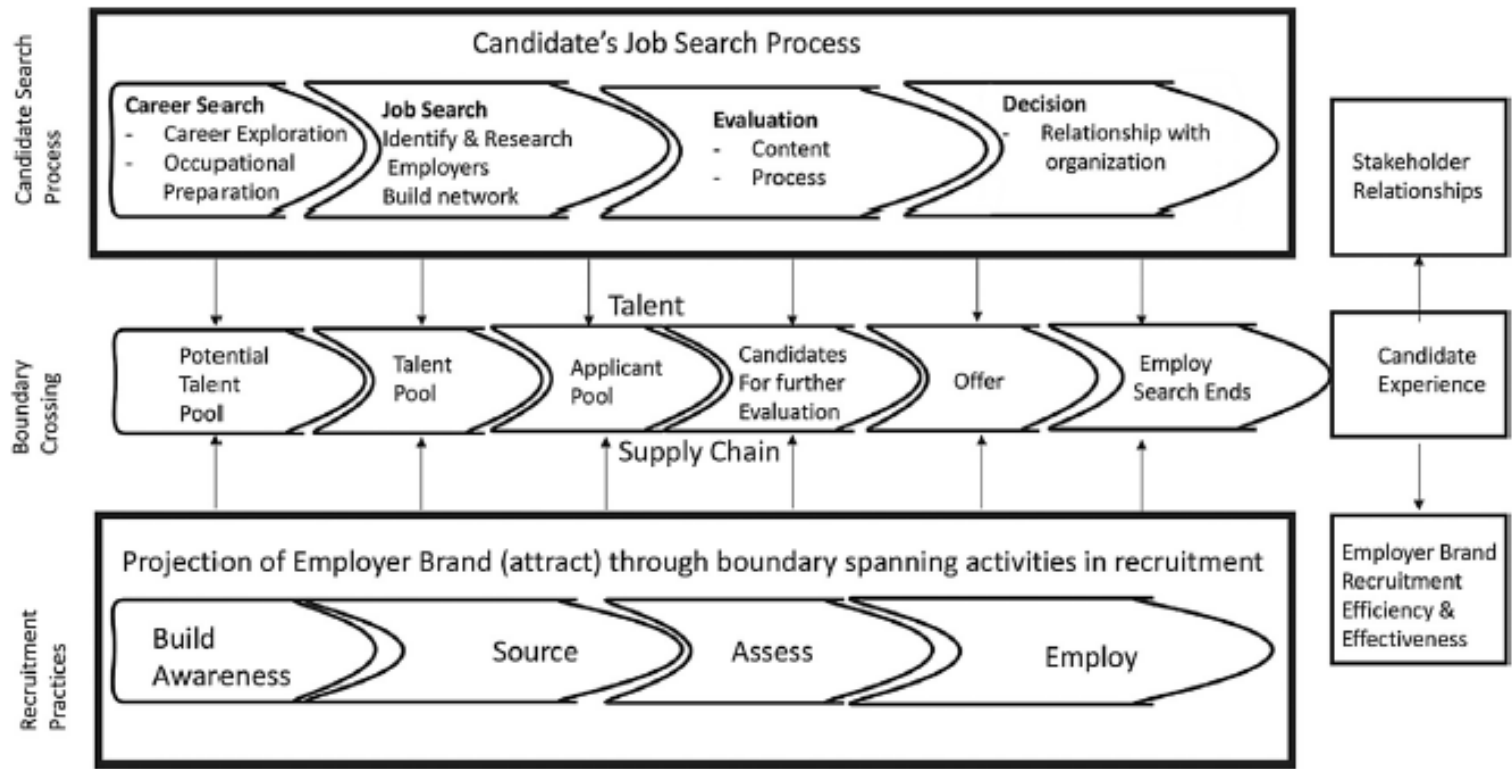


Figure 1. The candidate experience process model



Candidate experience

Experience with an employer (communication, job interview,...)

What is your experience?

Onboarding

New employee compares promises from the attraction and recruitment phase with the reality

Critical phase of the employee lifecycle

Education, meeting new colleagues, meeting the superior, understanding the company culture,...

Development

Continuous education

Career progress

Feedback

Learning culture

Communication of future opportunities

Retention

Further development

Employee engagement

Identification with organisational culture (values, vision,...)

Understanding the individual purpose

Work-life balance

Managerial support

Separation

Even termination of the job may be a positive experience

Honest feedback

Support with

- Requalification
- Search for a new job
- Psychological help

Summary

What have you learned today?

Homework

For each phase of the employee lifecycle, write 2 – 3 principles important for your organisation

Thank you for your attention

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