



# EMPLOYER BRANDING - 2020

*Many of us recognize the benefits of building a strong employer brand to attract and retain the best people. But employer branding is constantly evolving. 2020 brings new trends to explore to attract and retain the talent your organization needs.*

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Employer branding has seen many changes over the years, from a strategy only adopted by big industry leaders, to one that is now adopted by many organizations of all shapes, sizes and industries around the globe. The amount of information, thought leadership and forums about employer branding has more than doubled as organizations realize their ability to shape and influence candidate perceptions for the future.





## MORE COOPERATION AND COLLABORATION

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- According to a recent survey conducted by Universum among 2000 HR professionals and CEOs say more cooperation is needed between employer branding stakeholders; that is, recruitment/HR, marketing and business leaders.
- CEOs, HR and other internal stakeholders responsible for employer branding must come together to take accountability for employer branding efforts. Greater co-operation is needed among internal teams to bring the best employer branding efforts for attracting and retaining the best talent.


# MORE INTERNAL BRAND AMBASSADOR INITIATIVES

We see a growing demand for more internal brand ambassador programs focused on communication, reward and recognition, and engagement. Organizations are empowering their people through trust by allowing them to create and share their own content.



Focus on trust and empowerment is a trend we are seeing more overall, and this trend will only continue to grow. Organizations are now more focused on employee experience, moving away from management in favor of providing people with a voice and more personalized support. Expect to see more HR employer brand training and brand ambassador programs.

# A LONG-TERM, GLOBAL STRATEGY



Employer branding objectives will change in the next five years. Most organizations will shift their focus to long-term objectives and show greater interest in building a talent brand for a global audience.

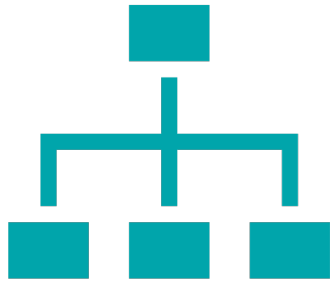
Organizations will increase their spend on these talent branding efforts to target potential candidates across different social media platforms.

*This will include research to understand what employees are sharing, thinking and feeling about their work, their employers and their efforts."*

- Do your consumer brand and employer brand exist in two separate dimensions? We are beginning to see more and more organizations integrating their consumer and employer brand. Fostering relationships between your employer branding and marketing teams and integrating your people in your storytelling might be the answer you need.
- Look for ways to integrate people into every story you tell. Showing off internal people to the outside world via consumer marketing becomes a gateway for people to consider working there. Have people be ambassadors and talk about your mission and values to the world.

# INTEGRATING YOUR CONSUMER AND EMPLOYER BRAND

# CIRCULATING YOUR EVP INTERNALLY



The Employer Value Proposition (EVP) is still not pervasive at the organizational level. More than 60% of organizations across the world have an EVP, but it doesn't seem to be well known within the organization. In fact, in many cases, top leaders barely know that it exists.

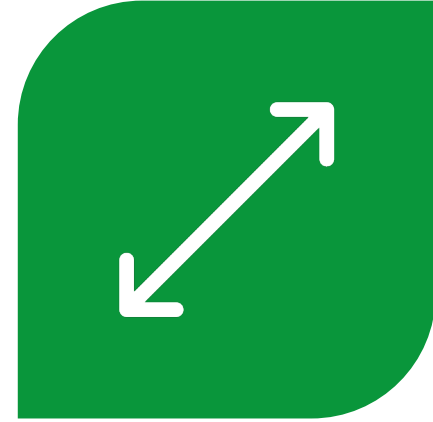


To improve employer branding efforts, activate your EVP internally more strategically. Not only will this enhance and improve engagement, but you will also remind your people the benefits and satisfaction they gain from working with your organization. Who knows? Your team members may then refer other great people to apply for future vacancies.

# MEASURING KPIS



THE TOP THREE KPIS TO MEASURE THE IMPACT OF EMPLOYER BRANDING INCLUDE AVERAGE RETENTION, EMPLOYEE ENGAGEMENT LEVELS, AND QUALITY OF HIRE.



BUT DON'T FORGET, YOU CAN ALSO MEASURE EXTERNAL INDICATORS, LIKE RANKINGS AND BRAND PERCEPTIONS, WHICH ARE ALSO WAYS TO MEASURE THE IMPACT OF YOUR EMPLOYER BRANDING EFFORTS.



# THE TOP DIGITAL CHANNELS TO MAXIMISE RESULTS



Perhaps it's no surprise that social media is still leading the way in amplifying your employer brand message to the marketplace.



People spend most of their time on social media platforms like Facebook, Instagram, LinkedIn, and other popular platforms. At present, social media is the most important employer branding channel for the organizations, followed by career sites.



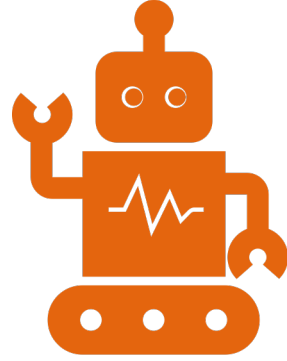
In particular, YouTube and Instagram are rising fast to become the top channels for employer branding efforts.



Social media will continue to influence your organisation's reputation as an employer. The more you spread the word, the better your chances of attracting top talent.

USING SOCIAL MEDIA FOR EMPLOYER BRANDING IS POISED TO GROW BY 70%  
IN THE NEXT FIVE YEARS.

An authentic, differentiated, attractive and consistent employer brand empowers your organization to shape candidate perceptions. Anchor your employer brand in the identity, values and culture of your organization to secure a higher level of internal and external engagement to guarantee the high quality of your outcomes and success.



# WHAT TO EXPECT: 2020 HR TECH TRENDS



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The HR technology industry will experience continuing growth and evolution in 2020 as new players enter the market, organizations turn to technology for further efficiency and productivity gains, and venture capitalists remain enticed by the promise of HR tech firms, industry experts say.

# NO. 1: SELF-SERVICE TECHNOLOGIES

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HR functions have increasingly adopted technology platforms that include both employee self-service (ESS) and manager self-service (MSS) tools to make HR information more accessible.



But some experts believe HR will begin to reconsider use of those tools in light of recent data and experiences showing pushback from line managers. Although research from Sierra-Cedar's 2019-2020 HR Systems Survey shows that ESS and MSS tools are still being purchased, they aren't always fully rolled out to the organization.



# NO. 2: AI ADOPTION

HR will continue to deploy technologies with embedded AI and machine learning as those tools mature and pass more real-world tests. But experts have varied opinions on the pace of that growth and how AI will expand beyond its current uses within HR. It's believed that in the next 10 years, up to 50 percent of organizations will have HR technology that provides daily recommendations and workforce insights based on AI and machine learning.



While AI is regularly used today in recruiting, HR service delivery, and learning and development, Harris sees a broader adoption timeline, in which AI expands into new areas of HR and is used as a common practice, unfolding as HR cloud technologies did, which took about a decade for mass adoption.



Part of the reason for the longer timeline is that we are beginning to see more pushback against AI and a growing need to enact more ethical standards and regulation around its use. There are still a lot of managers and employees who aren't comfortable with the technology or don't fully understand how it works. We've also seen some recent lawsuits regarding potential bias in the use of AI.

# NO. 3: SPECIALIZED TECH SKILLS

As automation and digitalization continue to reshape job roles and skill needs, HR and learning groups will need to create increasingly agile and effective reskilling strategies for workers—including training HR staff in data analysis, AI and other technology-related skills.

A recent study from Gartner found that only 9 percent of chief human resource officers agree that their organizations are prepared for the future of work, and 46 percent of HR leaders report that their employees lack the technology skills necessary to drive future performance.

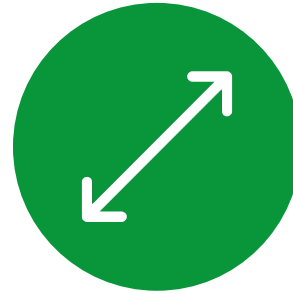
The survey found it's not only HR leaders concerned with the lack of skills but employees themselves. Only 1 in 5 employees in the study felt like they have skills today to prepare them for the future. When you think about the collective anxiety that creates in the workforce, it's concerning.

# NO. 4: WORK REDESIGN

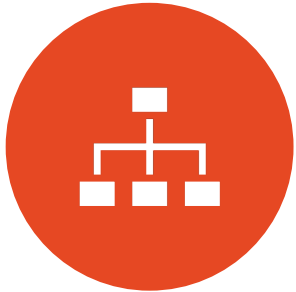
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In a presentation at Gartner's 2019 ReimagineHR Conference in Orlando, it was said that organizations should consider redesigning jobs as one alternative to trying to recruit from a shrinking supply of "purple unicorn" candidates in the job market.



Instead of constantly chasing supply, we need to think about changing demand. Too often companies craft very narrowly defined job roles with very specific criteria in terms of skills and experiences needed. That makes it difficult to find the unicorns that so many companies are chasing." Gartner research shows that 90 percent of the Standard & Poor's 100 are now recruiting for the same 39 job roles.



Companies can mitigate skill imbalances by redeploying staff continuously across teams, unbundling job roles into specific competencies, and leveraging technology systems and tools to reduce talent dependencies, not to create them.



This is about redesigning work so it is both easier to find people who can do the work and easier for employees to succeed at what they do.

# NO. 5: HCM SOLUTIONS

1

Although a growing amount of work in organizations is done in flat organizational structures and teams, many human capital management (HCM) solutions haven't been built to support those structures. Some experts believe that will begin to change in 2020.

2

The future of work lies in flat working structures that unlock the potential of dynamic teams, according to Don Weinstein, corporate vice president of global product and technology at ADP, an HR technology company in Roseland, N.J.

3

As business strategies and teams grow more agile to keep pace with recurring change in companies, HR technology must adapt as well, including providing employees with more user-friendly and efficient experiences. ADP believes these changes will push more HCM providers to deliver improved levels of system uptime and scalability.

4

Workers in 2020 also will have [changing needs about how and when they get paid](#), according to ADP's research. As a result, the pay experience will become more personalized, with easier ways for workers to be paid the way they want, when they want.

# NO. 6: DATA PRIVACY

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Cecile Alper-Leroux, vice president of HCM innovation at Ultimate Software in Weston, Fla., said as more data-privacy laws are enacted to join the likes of the General Data Protection Regulation and the California Consumer Privacy Act, HR leaders and technology solutions will play a growing role in helping to strike the right balance between employee trust and data privacy.



The expectation of employees today is that internally they'll be treated more like customers, and that includes how their personal data is handled. Many expect more transparency and control over their data. To a certain extent it's up to HR to ensure that the policies and technology systems being used will provide the right level of transparency, as well as the right level of protection for employee data.



# THANK YOU!

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# REFERENCES:

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- Recruitment Marketing Magazine