



Client:	Philips, M&S, ING and others – Employer Branding and Attraction projects
Keywords:	<i>recruitment and retention, employee engagement and communications</i>
Issue:	Building and maintaining employer 'brands' that good candidates want to work for
What we did:	<p>We have conducted a number of Employer Branding and Attraction projects for various clients. These have involved:</p> <ul style="list-style-type: none"> ▪ research on global resourcing and demographic trends ▪ investigation of organisational attraction and attrition issues using telephone interviews, consumer focus groups, internal employee workshops and climate/culture assessment ▪ creation and improvement of career paths to improve retention ▪ employee communications and employee surveys
Benefit:	<p>Benefits delivered have included:</p> <ul style="list-style-type: none"> ▪ target recruitment candidates have an increased positive awareness of employer ▪ reduced staff turnover ▪ improved staff satisfaction as measured survey results