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Latest News

Good managers are the most powerful branding tool: survey

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The most effective and critical activity in an employer branding program has nothing to do with marketing, and everything to do with developing capable managers, according to a wide-ranging new survey from the Employer Brand Institute.

The *Employer Branding Global Research Study* polled more than 2,000 organisations worldwide, including 522 Australian companies.

Some 15% of respondents said they believed the most effective branding activity a company could undertake was "building a leadership development program to equip leaders with the capabilities to [better] manage the employment experience".

This was followed by 14% who cited defining an employee value proposition as a key branding activity, and 13% who cited developing an effective careers website.

Employer Brand Institute chairman and CEO Brett Minchington said the research underscored how important it was for an employer brand to reflect the real experiences of employees.

"Leadership behaviours and actions are the key to building a strong employer brand.

"No amount of investment will optimise the benefits of a strong employer brand unless leaders themselves can deliver the employer brand promise and cascade it throughout the organisation," Minchington said.

The survey also showed that companies were relying on a range of metrics to measure the success of their employer branding projects, with 42% tracking retention rates.

Some 35% of respondents were tracking quality of hire, 30% recorded the number of applicants and 29% measured the cost per hire.

The survey found that developing a unique and authentic employer brand was the single most challenging step in the branding process.

This was ranked as the most difficult aspect of employer branding projects, even ahead of obtaining funding and engaging senior leaders.

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