

'Centre of excellence' created for employer branding

As more companies continue to develop and strengthen their employer brand, a new enterprise has been launched to provide a point of reference and expertise.

Experts Kaye Thorne (1) and Brett Minchington (2) created the Employer Brand Institute in early 2007 with the aim of providing a 'global centre of excellence in employer branding' for organisations.

Thorne explains some of the reasons behind establishing the institute: "We wanted to provide research, guidance and thought leadership to organisations and individuals in developing their employer brand, which is key to attracting and retaining talented employees. Organisations are realising that directly, or indirectly, it's people and not products that deliver most brand promises."

The Employer Brand Institute operates as a virtual network, providing points of contact in countries throughout the world. Minchington is

based in Australia, while Thorne works out of the UK: "We want to make a virtue of the fact that we can work virtually," she said. "I think that has made a significant difference because we have been

able to shorten the development time quite considerably through the advantage of using the northern and southern hemisphere time zones. As a principle, that's a benefit we want to be able to

pass on to clients that might engage with us."

Minchington and Thorne are currently conducting employer brand audits on a global Tier 1 accounting firm and a diversified food company. "We have created a global network of Senior Associates in the UK, US, Australia, New Zealand, Asia and Europe who are the best in their field."

Thorne and Minchington have a lot of experience in the field of employer branding, both having written books on the subject. Minchington is an international employer brand strategist, and professional speaker, having delivered keynote addresses, executive briefings and workshops around Australia. Thorne has worked with both large organisations and new businesses in developing their employer brand.

"We decided that by combining our knowledge and expertise we could share our research findings and best practice examples to create a

dynamic centre of knowledge," said Thorne. "We have also worked together to create new assessment tools to measure the robustness of an employer brand in the key areas of attracting and retaining talent and in employee engagement. We aimed at creating a best practice

We wanted to provide research, guidance and thought leadership to organisations and individuals in developing their employer brand

example of what could be achieved through global networking and the opportunity to work in a virtual environment enables us to offer this benefit to clients."

Perhaps the launch of this new one-stop shop for guidance and expertise will increase employers' awareness of the importance of implementing and developing their employer brand.

Tom Crawford, Head of Employer Branding for Deloitte and Touche, commented on the launch of the institute: "I think this shows that employer branding is moving up the organisational agenda, not just the HR agenda. Done properly it is a commercial tool that should be on the CEO's agenda and not confined to HR. Employer branding should start with the consumer and link back to employees, that's how we manage our employer branding - as we are a service business delivering products through our talent."

”

- Brett Minchington is conducting an international speaking tour in 2007 and will conduct a series of masterclass events in London in mid-October 2007 with HDA. Details can be found at <http://www.hda.co.uk/HDAMasterclass>

