



Job Interviewing Competency

Success Tip: Honing your job interview skills will help you improve your ability to accomplish your goals and objectives. Even those with an innate ability to interview, or be interviewed, can benefit from guidance, practice and increased confidence.

How Powerful is Your Employer Brand?

Employer brand relates to the external reputation and image of your company as an employer. Today's competitive talent market requires businesses to up their game to become and stay an employer of choice according to a *Forbes Magazine* article entitled "Five Tips to Create a Winning Employer Brand".

Published on July 16, 2018, the article listed the following 5 tips for boosting an organization's recruiting experience and creating a winning employer brand people want to work for:

1. Know how your company rates among the competition
2. Hire for culture fit
3. Use visual story telling in job descriptions
4. Create a millennial-ready experience
5. View hiring as a team sport



The starting point for creating an employer brand is to clearly define your organization's purpose and values so they can be clearly reflected in your employer brand.

Starbucks defined what it strives to be in the eyes of its customers and employees. Its social media and content strategy incorporate its branding message and is aligned with its key strategic objectives. Starbucks doesn't just sell coffee; its mission is *to inspire and nurture the human spirit — one person, one cup, and one neighborhood at a time.* Starbucks' mission is value driven.

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June Coffee & Learn

Our next 60-minute complementary "Coffee & Learn" Session is on Thursday morning, June 6th, from 8:45 to 9:45.

Executive and Leadership Coach Bennett Taylor will present a 15-minute briefing on effective interviewing followed by 45 minutes for participant questions and discussion.

This activity will be valuable for any business leader who wants to improve their skill level for interviewing or being interviewed.

The briefing will be held at Think Track's office located directly across the Central Expressway from SMU at 6060 N. Central Expy., Suite 500.

Text Think Track at 214.367.6432 or call 213.693.1716 to register for this free event .

"Your brand is what people say about you when you are not in the room" - Jeff Bazos, Founder & CEO of Amazon

“Oftentimes, the lack of a robust assimilation process leaves the new employee confused and disoriented”

- Bill Conaty, former Sr. VP of HR at General Electric

Suggestions for Securing Your New Hire

- Write a welcoming letter to your new employee shortly after he or she accepts your offer. (It is important to state the new employee’s position in the company, the agreed upon start date and agreed upon level of compensation. Also advise your new hire that he or she will receive a packet to review prior to the day they report for work.)
- Mail the new hire a packet that includes another letter reconfirming that you look forward to him or her joining the company, some information on the company’s culture and values plus a few practical forms to complete before reporting to work. Some organizations include an organizational chart and vision / mission statements.
- Have your Owner/CEO/GM make a welcoming phone call.
- Post a photo and brief background sketch of your new employee, a “virtual introduction”, on your organization’s website to introduce your new hire to your employees and your customers.
- Have the new hire’s business cards mailed to him or her prior to their first day in their new position.

“We focus first on the people and how we incorporate them into our company, and then we focus on how to drive the business”

- John Chambers, Executive Chairman and former CEO of Cisco Systems

How Powerful is Your Employer Brand?

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A strategic approach to employer branding requires a strategic perspective towards how your company attracts, engages, and retains talent” says Brett Minchington, a global authority on employer branding. He suggests conducting an employer brand audit and/or an employee experience mapping project to gain a clear perspective of how your company is perceived.



Minchington suggests your leaders answer the following questions to determine how evolved your organization is in its approach to employer branding:

1. Why would someone want to work for your company?
2. Which managers know how to deliver the brand experience?
3. What is the perception candidates have about your employer brand?
4. What level of visibility do you have of your employees/talent pool?
5. Do your employees recommend your company as a good place to work?