

# In Focus

## How to Bring Out the Humanity in Your Employer Brand: A Checklist for Success

Becoming an organization that top talent wants to work for — and stay with — requires a strong employer brand that truly sets you apart.

This exercise will help determine if your personal behavior and business practices reflect and reinforce an employer brand that feels real and human, thereby creating deep, authentic connections that elevate the candidate and employee experience. To bring that brand to life, start by asking yourself the following questions.

- Am I authentically representing the employer brand in how I treat candidates throughout the hiring process?
- Do I set a good example and serve as an ambassador for the employer brand in my daily interactions with employees and coworkers?
- Am I listening to my employees and seeking their ideas, suggestions, and input on a regular basis?
- Do I take action based on employee input to continually improve the work experience?
- Am I helping my employees understand how their work advances the company's mission, vision, and values?
- Do I "walk the talk" in moments that matter throughout the employee journey?
- Am I intentional about building connections with candidates and employees that make them feel valued and supported?
- Am I being transparent in my communications, even when it comes to missteps, to foster employee trust?
- Do I create a safe and supportive work environment where employees are encouraged to take smart risks?
- Do I consider diverse perspectives when making decisions to ensure inclusivity?

Embracing the behaviors and practices listed above will go a long way toward building an employer brand that feels real and authentic — like a photo without a filter. But if you really want to deliver on your employee value proposition, you'll need the right tools and resources to ensure your people feel valued, connected, and heard.

Turn your cultural standards into operational processes that positively impact your people with the UKG Ready® solution.

GET STARTED



UKG Exclusives