

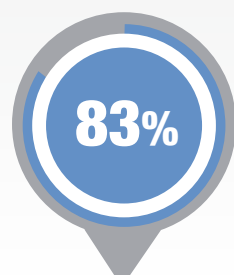
#TRUST:

The Key Ingredient To A Great Employer Brand

Employer value propositions (EVPs) impact ability to attract top talent, engage employees and establish a reputation as an employer of choice. EVPs are no longer defined by statements of intent; employees, consumers and candidates are raising their voices and having an impact.

EXPERIENCES MATTER

>200% INCREASE IN THE LIKELIHOOD PEOPLE WILL SHARE THEIR EXPERIENCES ON SOCIAL MEDIA (SINCE 2012)



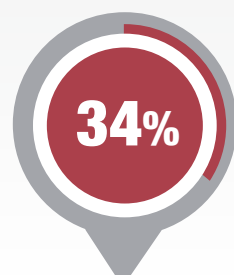
SHARE A GOOD EXPERIENCE with their inner circle



SHARE A GOOD EXPERIENCE on social media



SHARE A NEGATIVE EXPERIENCE with friends and colleagues



POST INFORMATION ABOUT THEIR BAD EXPERIENCE online

TO COMPETE FOR TOP TALENT, FOCUS ON TRUST



Give employees venues to share their experience



Respond to the good and the bad



Be proactive; provide information about corporate culture



Turn candidates into brand loyalists

10 QUICK WAYS TO PROMOTE AUTHENTIC EMPLOYEE CONVERSATIONS ABOUT EVP

1. Design for the majority who will do the right thing.
2. Treat employees like adults.
3. Keep policies clear and simple.
4. Be transparent. Acknowledge mistakes. Offer solutions.
5. Assume employees have your best interest in mind.
6. Respond to reviews.
7. Don't script them. Let them be authentic.
8. Celebrate all who speak up (even if they criticize you).
9. Carefully weigh the risks against the potential benefits.
10. Be courageous. Lead the path toward trust.



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