



Your Reputation Matters

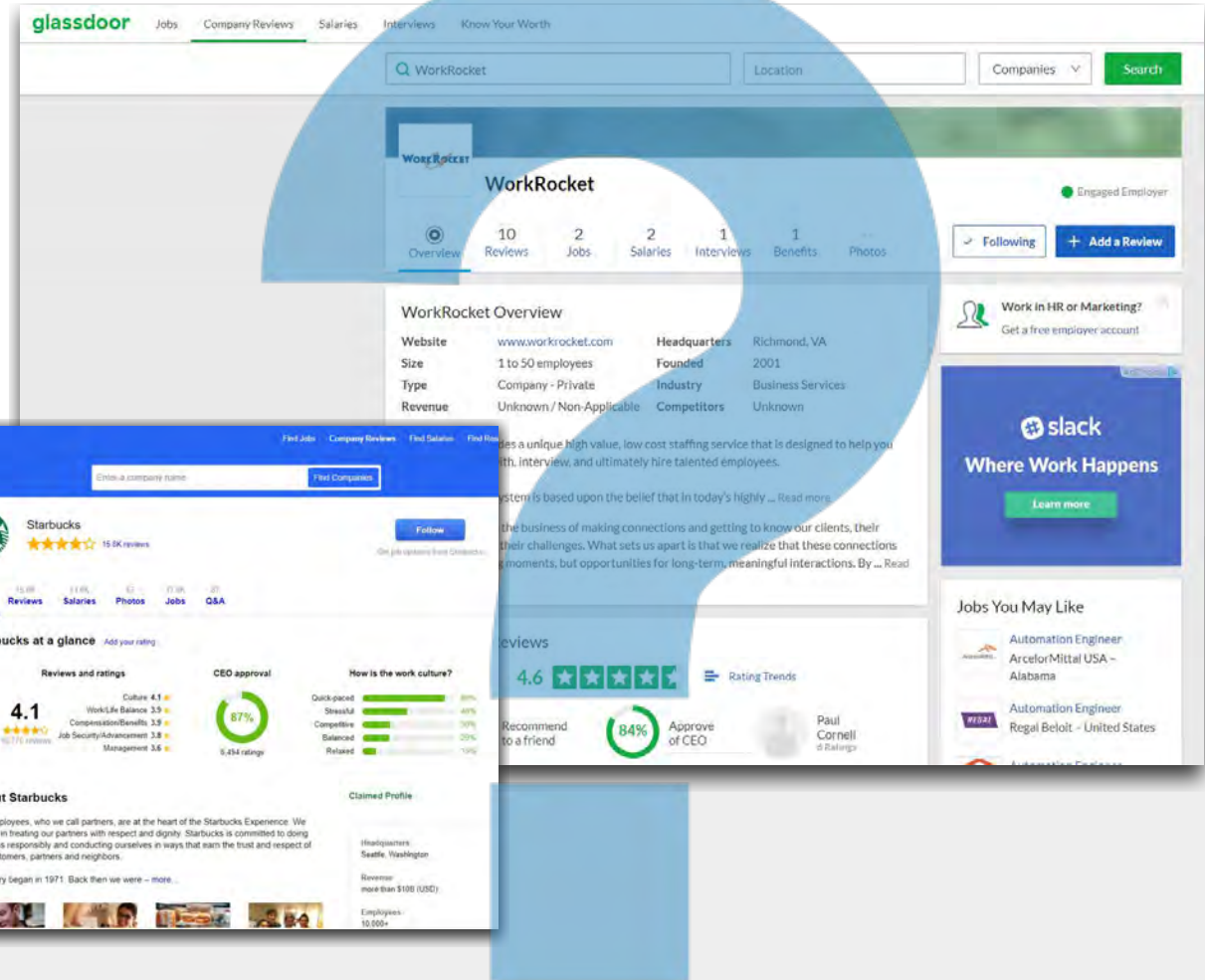
There may not be a more important topic in attracting employees today

Your Reputation Matters

The reputation of a business as a desirable place to work is essential to its survival. The trust, confidence and opinions of current and past employees will have a direct impact on a company's bottom line. The problem is it is hard to feel the impact right now.

“ 69 percent of job seekers would not take a job with a company that has a bad reputation--even if unemployed ”

(Source: Inc. Magazine 2015)



Have you read your Employer reviews?

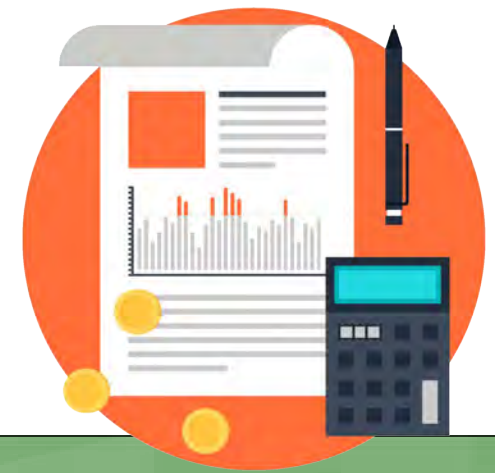
70 percent of people now look to reviews before they make career decisions.

Your Reputation = Your Employer Brand

(According to current, former and potential employees)

Consider The Cost

Consider the cost of leaving a position or positions open due to a lack of quality candidates who want to join your business. Consider the cost of hiring a less productive and talented employee as more productive and talented employees join competing organizations. And then consider how much all of this not only affects the bottom line, but how it impacts the value and future success of the business.



What's the Cost?

The open cubicle, unattended machine, or parked truck represents money lost every day. Each hour that a seat remains unfilled, a machine sits idle, customers go uncalled, and orders go unfilled costs your company money, as does lower quality employees.

If your company has revenues of \$10,000,000 and 50 employees then the economic value to the company for an average employee is \$200,000.

The value lost by leaving a position open is \$16,600 in revenues a month.

If your employer brand causes your positions to remain open on average two extra months and you have 10% employee turnover a year your brand is costing your company \$160,000 a year. And this is for a 50 employee company.

How many employees does your company have?

In recent surveys the greater value of a top 1% performing employee versus an average employee has been found to range from a multiple of 10 to 300. ***Can you really afford to have your Employer Brand and Reputation hold your company back from hiring people that will contribute that much more?***

“ A Bad Reputation Costs a Company at Least 10% More Per Hire ”

(Source: Harvard Business Review 2016)

What Can You Do?

Take action now. The competition for talent is becoming more challenging. The rise of social media has made companies more transparent. People are far more likely to trust a company based on what its employees have to say than on its recruitment advertising. Here are some first steps.



“ 72% of candidates spend more than 1 hour researching a job before applying. ”

(Source: Corporate Responsibility Mag 2013)

Here are some first steps

- Define how you'd like to be seen as an employer. Take the time to assess and understand your unique strengths, opportunities, and culture and translate this into a clear and compelling Employee Value Proposition.
- Review your current on-line reputation. Look at your company from the perspective of a potential job applicant.
- Be more proactive in using social media to share your "employer story" to build an authentic and engaging employer brand reputation.
- Review your "apply" process. Find out what a job seeker experiences when they apply for a job with your company - in particular from a mobile device (*over 50% of people apply for a new job using a mobile phone*)

Evaluate your results

Once you have completed the above you will have a better understanding of how you are perceived by the talent you want to hire. This is the first step to managing, influencing and improving your reputation as an employer. You can begin to take charge of your Employer Brand.

Bottom-Line: Take Ownership Of Your Employer Brand

WorkRocket helps you hire more people through your own efforts, increase the percentage of employment offers accepted and improve the image of your company in the minds of existing employees and people considering becoming employees. This all leads to better and more satisfied employees that drive up the revenues and profits of your company.

WorkRocket offers you more....

When you use WorkRocket you get much more than you would from any other company. We are more than just a "tech company". We are more than just a "marketing firm". We are more than just a "job board". *We are recruiting and staffing industry experts.* WorkRocket has years of successful experience helping companies hire top talent.



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