

THE HOLISTIC APPROACH TO TALENT BRANDING

Employer branding and the management of the brand is often linked primarily to the talent attraction and recruiting phase of the employee lifecycle. While HR professionals understand they are 'branding' their culture and approach the initial strategy phase with a goal of complete integration, they often miss opportunities to build a **true** continuum across the entire employee life cycle.

HR teams often do an effective job of ensuring brand alignment with the onboarding process and they understand how branding initiatives can impact employee retention, but what about other HR functional areas like employee relations, compensation and benefits, learning and development, and performance management?

In this session you'll learn simple and effective ways to shape employees' perceptions and behaviors by ensuring that your **TALENT BRAND** is consistently applied, shaped, and managed in **all** human resources functions.

Interested in learning more? Let's talk!



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