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*Is your organisation
an employer of choice?*

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RECRUITMENT SERVICES

surround yourself with great people

"If you have a bad brand image, it's very hard to attract good people, and it is very difficult with bad people to create a good brand."

Source

*The Marketer UK, Sir Paul Judge,
May 2008*



In this candidate tight market it is important to look internally at your staff and the culture of the company.

Internal Branding is now viewed globally as being just as important as how your brand is perceived on the "outside." Google may be one of the most unique working environments in the world, according to Fortune Magazine's Best Places to Work Survey in 2007 and 2008.

The founders of Google, Sergei Brin and Larry Page, believe that creating an environment which is somewhat unorthodox will mean the candidate is likely to thrive and achieve great things. This approach, plus extraordinary benefits (and free gourmet food) make Google an employer of choice.

Whilst they are unique Google also adhere to some fundamental principles. Try answering these questions about your organisation:

- › Do your employees have clear vision and know where the company is heading? People like to be working for "The Winning Team."
- › Do your employees have clear Job Descriptions? Everyone likes to know the score, and where they are heading... how can they meet your expectations of success if they don't know what they are?
- › Do internal policies and procedures comply with the law, are they clear and concise? Give your staff a sense of security and assure them they are with a professional team.
- › When selecting staff, does the selection procedure include the long term vision for the organisation? Do new employees match the rest of the team and assist in achieving the goals and vision of the organisation?
- › How is the training and development processes structured in your company? It is important to ensure that it is relevant and ongoing. People like to feel welcomed, and be given the best chance of success in their job. This does not mean expensive training programs and courses, but a planned program using existing staff and resources to bring new staff up to speed.

- › Is there a comprehensive Staff Feedback Program in place? This will enable your employees to grow and improve in their role. It is essential that staff get continual feedback, regular reviews, and appropriate support to ensure above par performance.
- › Do you have plans for developing people for future roles? While some people are prepared to stay in the same job there are others who want to know they have a future and that you will provide opportunities for them. If not, why stay?



These questions are all very relevant. Whether you are part of a large organisation or a small company – people like to work for companies who are successful and make employees feel part of a team.

The Exact team can assist you in recruiting the best staff for your company and surrounding yourself with great people. We can also offer advice and provide information on training and staff retention best practices so your business capitalises fully on its human potential.

Call our Mascot or Dee Why Consultants today to discuss your organisation's Internal Branding!

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To experience the
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quality contact us today.



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