



AMERICAN
CIDER
ASSOCIATION

Building Your Employer Brand

PRESENTED BY:

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BREWERS ASSOCIATION



AGENDA

- 1 Defining “Employer Brand”
- 2 Components of an Effective Employer Brand.
- 3 Communicating your Organizational Culture
- 4 Understanding your Employer Value Proposition (EVP)
- 5 Leveraging Positive Work Experiences
- 6 Automating your Employer Brand



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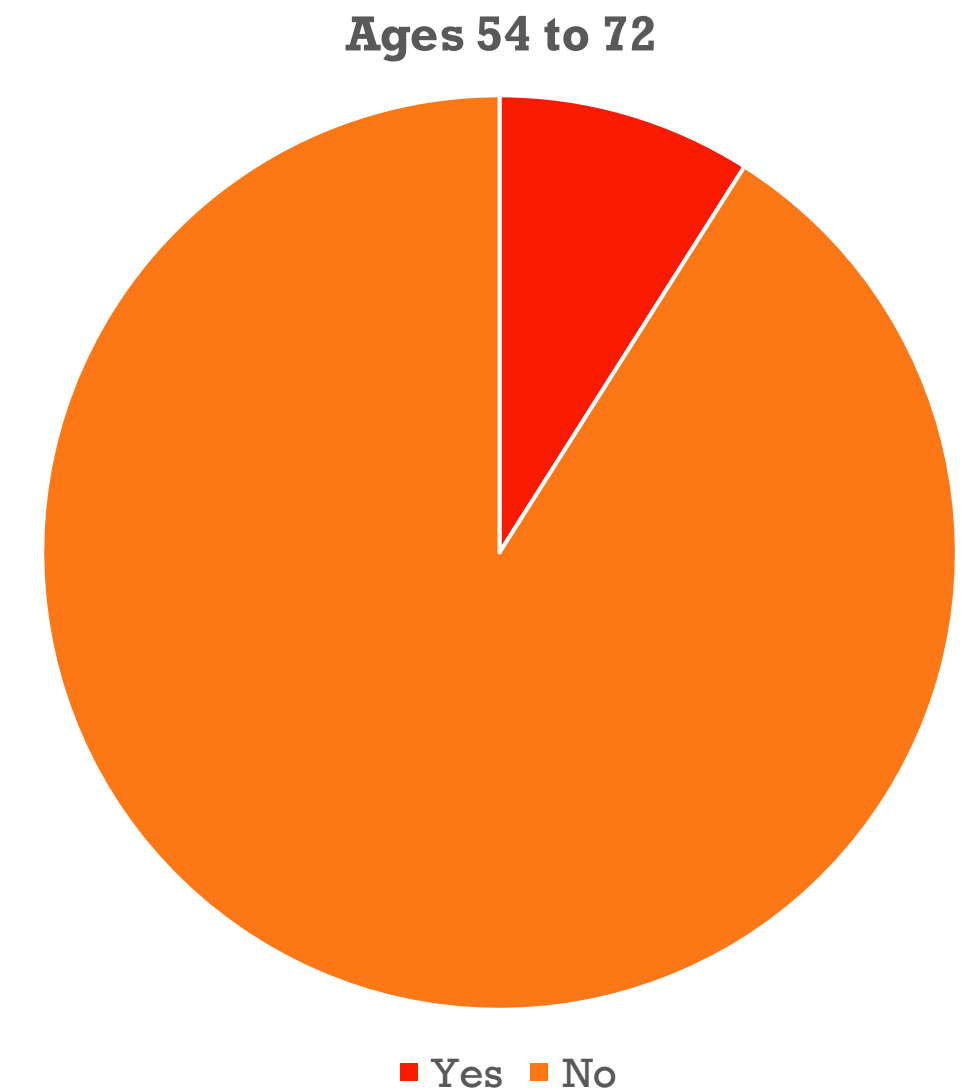
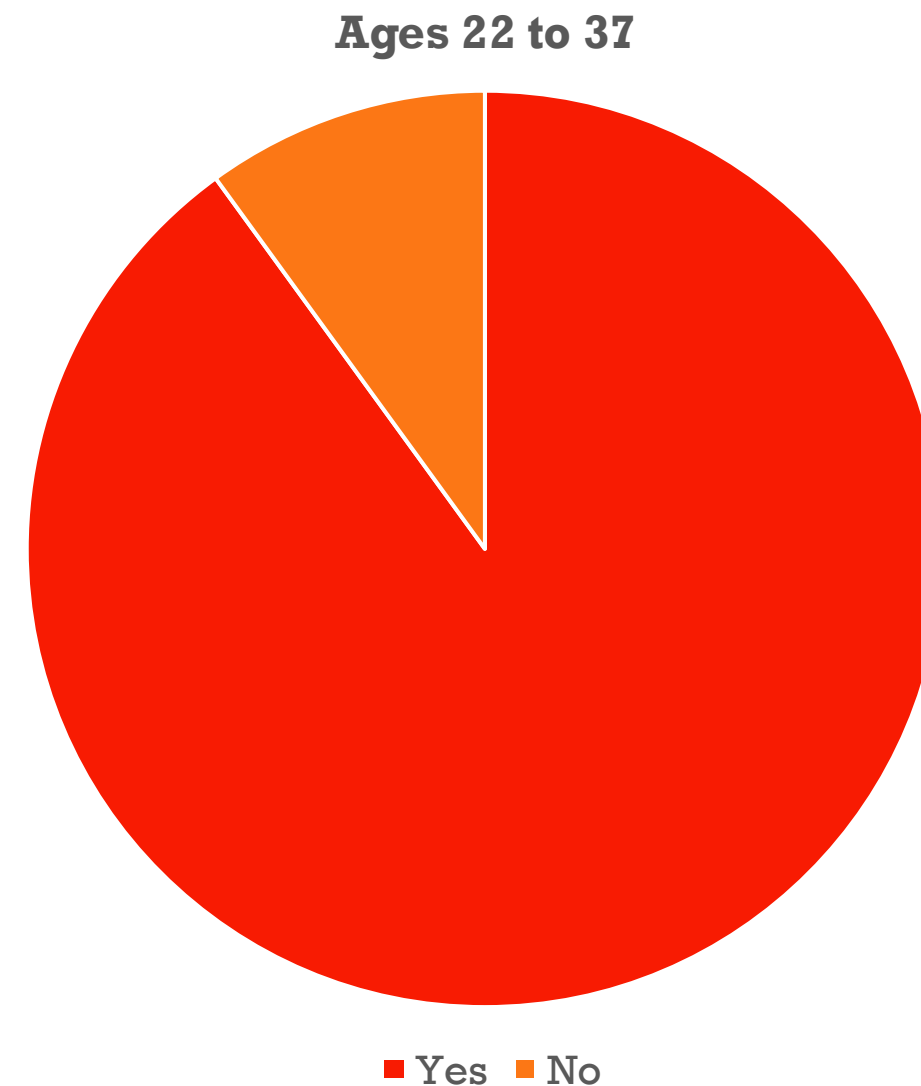
Defining “Employer Brand”

What? Another Brand?

- Closely related to your overall brand.
- Establishes your reputation as an employer.
- It is evergreen.
- Helps recruit “best fit” talent more efficiently.
- Help retain currently talent.
- Increasingly contributes to consumer purchasing decisions.

Times are changing...and so is the workforce

“Would you consider taking a pay cut to work at a company whose mission and values align with your own?”



Gen Z and Millennial Workers

- **High expectations for business among Gen Zs and millennials go largely unmet.**
 - Believe that business leaders have a significant role to play when it comes to addressing social and environmental issues. But less than half believe business is having a positive impact on society.
- **Gen Zs and millennials are rethinking the role of work in their lives**
 - Value remote and hybrid work and see its benefits.
 - Seeking Work/life Balance.
- **Stress and anxiety levels remain high, and burnout is on the rise.**
 - Harassment in the workplace is a significant concern, particularly for Gen Zs.
- **Climate change is a major concern for Gen Zs and millennials, but finances are making it harder for them to prioritize sustainability.**



Components of an Effective Employer Brand

The “Four Ps”

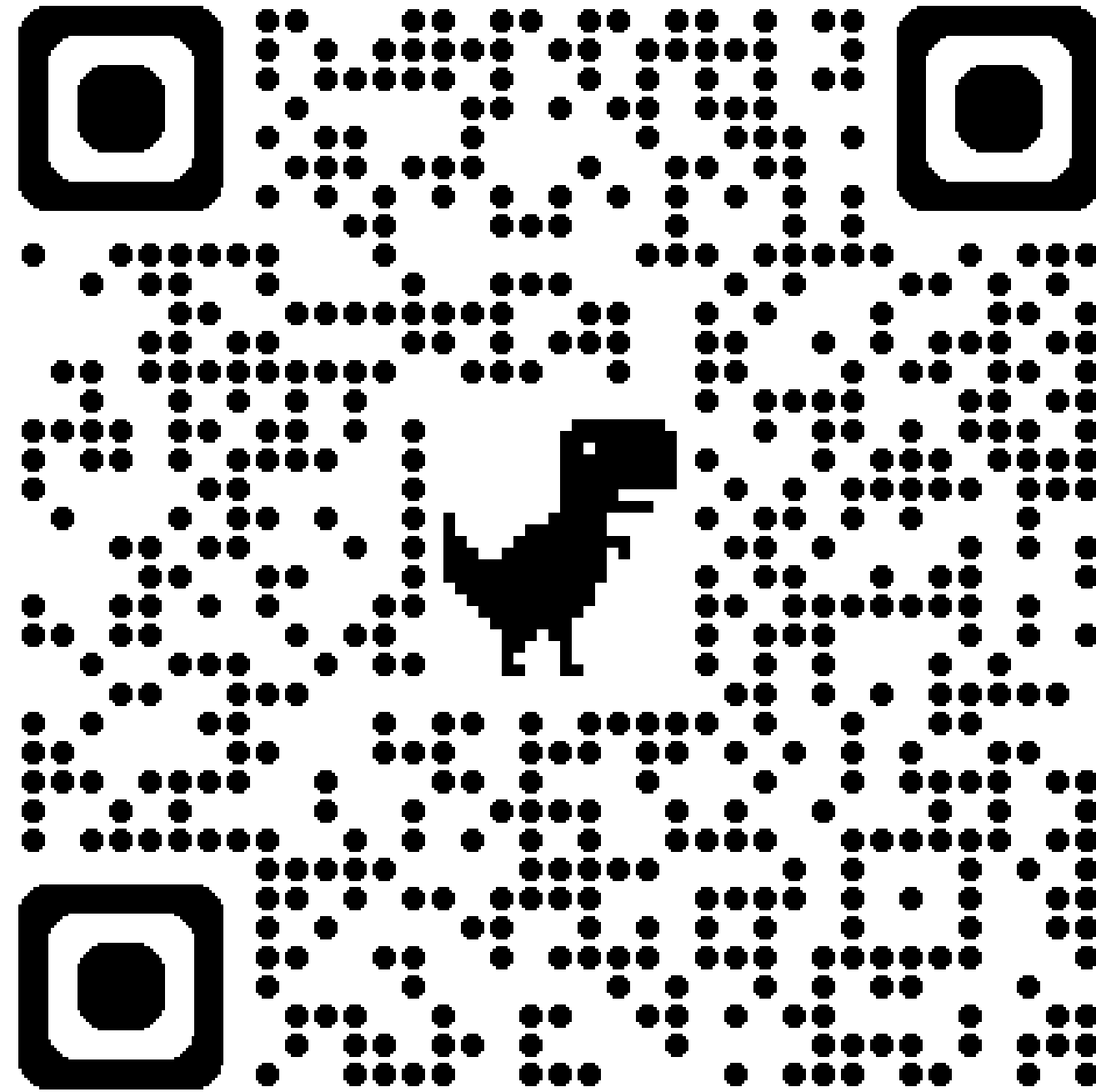
- **Purpose:**
 - Why does your company exist? Your purpose tells prospective and current employees what your organization brings to the world, how it will impact that world, and why they will want to be a part of that effort. **This is the company’s North Star.**
- **Positioning:**
 - What does your company do, on what playing field, for whom, and how? Your positioning tells employees how your brand relates to the industry, community, suppliers, and customers.
- **Promise:**
 - What value does your company bring to employees? Your promises establishes expectations for employees.
- **Personality:**
 - How does your company communicate and behave? Your personality provides a guide for how your staff interacts with people, customers, your products, and each other.



Communicating Your
Organizational
Culture

- Netflix Culture — The Best Work of Our Lives

Netflix - “The Best Work of Our Lives”



At Netflix, we aspire to entertain the world, thrilling audiences everywhere. To do that, we've developed an unusual company culture focused on excellence, and creating an environment where talented people can thrive — lifting ourselves, each other and our audiences higher and higher.

This document is about that culture, which is based on four core principles:

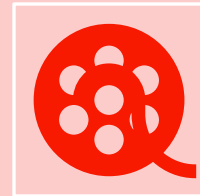
1. The Dream Team: We aim only to have high performers at Netflix — people who are great at what they do, and even better at working together.

2. People over Process: You get better outcomes when employees have the information and freedom to make decisions for themselves. We hire unusually responsible people who thrive on this openness and freedom.

3. Uncomfortably Exciting: To entertain the world, we need to be bold and ambitious. That means embracing the thrill of what's next — even when it's uncomfortable.

4. Great and Always Better: We often say Netflix sucks today compared to where we can be tomorrow. We need the self-awareness to understand what should be better, and the discipline and resilience to get there.

The Breakdown



Establishes a few, memorable core principles

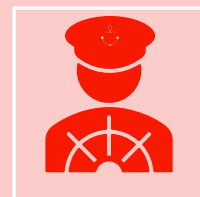
Who they aim to be **together**.
What defines a successful team member **individually**.
What working at Netflix feels like.



Clearly Names Company Values



Explains what those values mean in practice.



Provides candor about elements of the employee experience that could be unpopular or difficult.



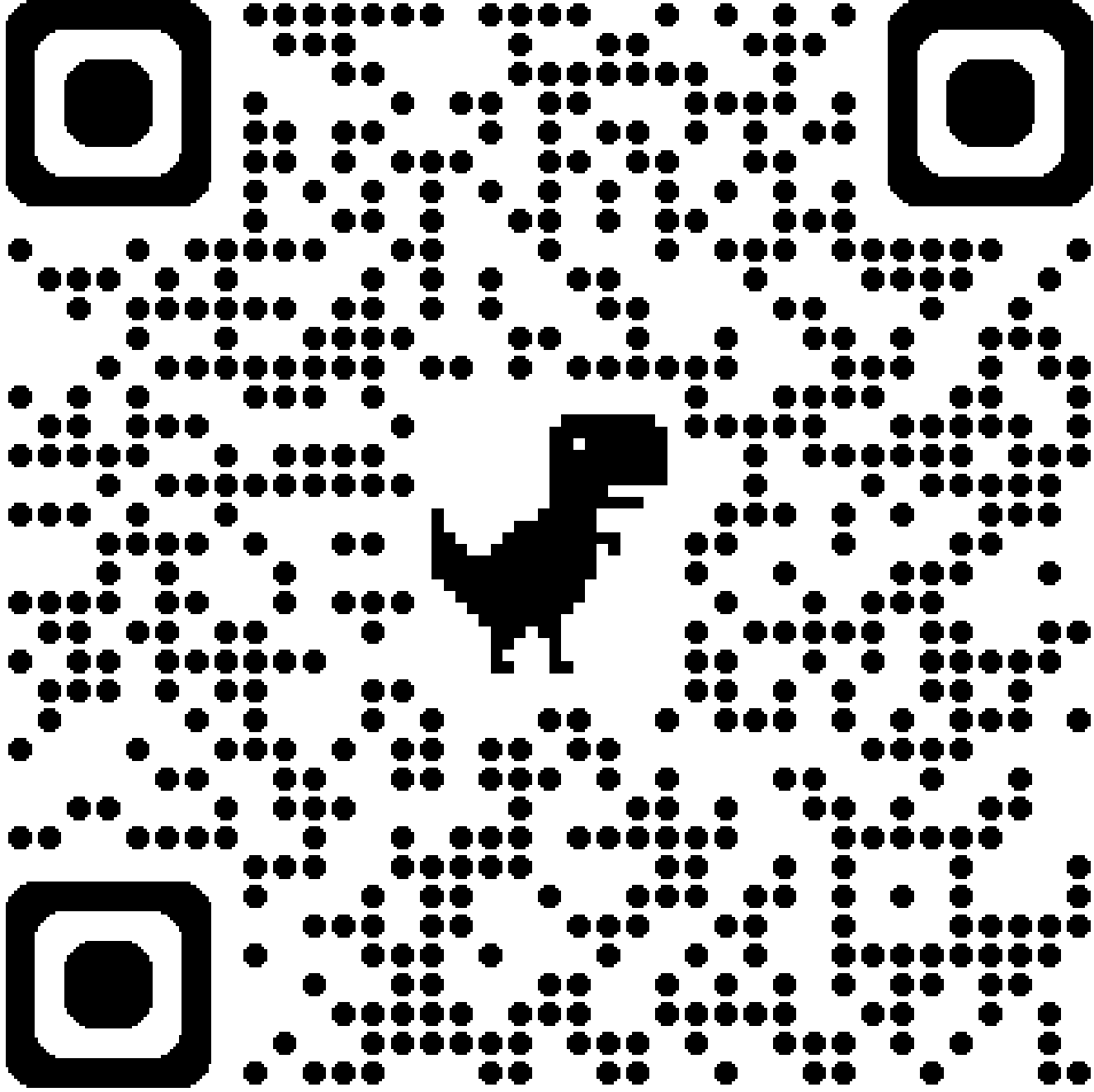
Understanding Your Employer Value Proposition (EVP)

Transaction or *Transformation*

Your EVP is:

- A set of benefits and experiences that an employer offers to employees in exchange for their skills and contributions.
- A promise that defines the employee experience.
- A vision of how the employee's life could reasonably be transformed by the experience of working at your company.

Capital One EVP – Love your work. Love your life.





More than just a bank, **more than just a career**

The Breakdown

- Clearly communicates what employees stand to gain in the EVP:
 - Practically in terms of benefits.
 - Emotionally and psychologically.
- Clearly demonstrates that they have the ability to back up the stated EVP:

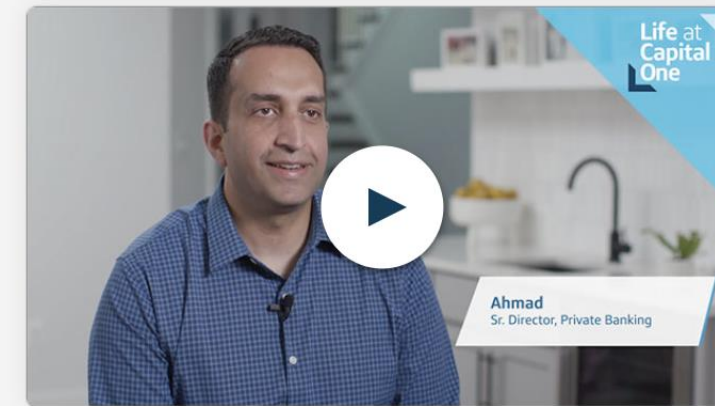
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Leveraging Positive Work Experiences

Current
Employees ARE
your EVP in
Action

Don't just take it **from us**

Life at Capital One isn't just about the passion for the job; it's also about continuing to stretch yourself to learn and grow in new ways.



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Automating Your Employer Brand



Embed in
Existing
Touchpoints

- Annual Review
- Social Media
- Reward and Recognition
- **Exit Interviews**