

EMPLOYER BRAND—DISCOVERY PLANNING

INSTITUTIONAL

Stakeholder

Executive Interviews

Line of Business

HR

Marcomm

Communications Audit

___ HR Materials

___ Corporate Materials

___ Career Site

___ Social Media

___ Creative/Advertising

___ Public Relations

Workforce Planning Analytics

___ Workforce Forecasts

___ Gap Areas

External Brand

___ Branding Data (focus groups, etc.)

___ Competitor Data

___ Creative Briefs/Planning

___ Media Buy Calendar

EMPLOYEES

Survey/Data

Employee Engagement Data

Source _____

Cycle _____

Format _____

Stay / Leave Data

Stay

Source _____

Cycle _____

Format _____

Leave

Source _____

Cycle _____

Format _____

Focus Groups

Previously Done _____

Number _____

Location _____ (onsite/offsite)

Segmentations

Employee Segmentation

Role

_____ % _____

_____ % _____

_____ % _____

_____ % _____

_____ % _____

_____ % _____

Location

_____ % _____

_____ % _____

_____ % _____

_____ % _____

Age

_____ % _____

_____ % _____

_____ % _____

_____ % _____



EMPLOYER BRAND—DISCOVERY PLANNING

ENVIRONMENTAL

Talent Landscape

Sources

Talent Competitors

ANTICIPATED ROADBLOCKS

NOTES



THE DAVID GROUP