

EMPLOYER BRAND.

READINESS ASSESSMENT CHECKLIST.

This readiness assessment checklist will give you a lot to think about as you are starting, managing or finishing an employer brand project. It is intended to help plan for the many different elements that are integral to employer branding success.

Employer branding entails the collection of data (**Discover**) for the creation of the employer brand promise, attributes and architecture (**Invent**) that will then be used in the activation of the employer brand (**Deliver**). The David Group's Workforce Communications Practice uses the **D-I-D** approach when working on employer brand projects.

If questions come up as you review our checklist, please contact N. Robert Johnson, practice leader, Workforce Communications at 216.685.4486 or nrjohnson@davidgroup.com.

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SECTION ONE STAKEHOLDER SUPPORT

Yes	No	ITEM
		Are stakeholders (senior executives, LOB executives, cross-functional leaders, etc.) aware and engaged in the project?
		Is your CEO leading and/or engaged in the project?
		Are HR leaders and project-responsible associates aware and engaged in the project?
		Are internal Marketing and PR leaders/representatives aware and engaged in the project?
		Are internal IT leaders/representatives aware and engaged in the project?
		Are related outside agencies/vendors aware and engaged in the project?

SECTION TWO FOUNDATION / GOAL / OUTCOME SETTING

Yes	No	ITEM
		Has the organization performed employer branding projects in the past?
		Do you have you clear statement as to the purpose of this project? (retention, employer-of-choice, quality talent, performance im-
		Do you have a vision statement as to what you would like to see once the project is executed? (including “look and feel”)
		Do you have a project plan template ready including timeline and milestones?
		Are you establishing benchmark metrics to measure success?
		Do you have a budget for this project? Have funds been allocated for this project?

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SECTION THREE SCOPE AND PLANNING

Yes	No	ITEM
		Have you defined your audiences by demographics, populations, locations, roles, etc.?
		Have you defined the best communication channel for each segment of your audience?
		Do you have a sufficient mix of “voices” that will contribute to the project?
		Do you have, and are planning to use, employee engagement, stay/leave or total rewards data?
		Are you planning on using focus groups and, if so, considered planning and logistics for each session?
		Is senior management ready and scheduled for interviews?
		Are LOB unit leaders ready and scheduled for interviews?
		Are internal Marketing and PR leaders ready and scheduled for interviews? (external brand alignment)
		Do you have, and if so ready for, assimilating external brand data?
		Are you prepared to conduct a communications audit of all HR communications?
		Are you prepared to conduct a social media audit?
		Do you have a project roll-out communications plan in place?

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SECTION FOUR RESOURCES / EXECUTION

Yes	No	ITEM
		Project rollout communications plan: do you have a point person/team assigned? Are timelines and milestones in place?
		Do you have structured data intake and reporting templates ready to go?
		Focus groups: do you have facilitation plans in place? (questioning strategy; audience strategy; recording strategy)
		Focus groups: do you have participant communication plan and meeting logistics in place?
		Stakeholder interviews: do you have questioning and summary reporting strategies in place?
		Are you set up to integrate employee engagement data?
		Do you have an established process for data intake, analysis and summary reporting?
		Are you confident that all employees being touched by this project are ready for participation?
		Do agencies and/or vendors have appropriate access to internal systems?
		Are you set up to track expenses and manage project budget?
		If using an agency: do you have an agreed-upon "out of scope" threshold and change-order process?
		Do you have review and editing teams ready to contribute?
		Are your creative and/or communication teams ready to execute on Invent summary reporting?
		Are you set up to test and validate your new employer brand?

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SECTION FIVE COMPLETION AND RESULTS ROLL OUT

Yes	No	ITEM
		Do you have leaders/managers presentation templates to present results and new employer brand?
		Do you have an action plan—including budgets, timelines and deliverables—for the execution of the new employer brand?
		Are you ready to take your employer brand to your employees including training brand ambassadors?
		Is your new employer brand aligned properly to your external brand?
		Are you ready to drive your employer brand through all HR communications, to “live and breath” it?
		Are you ready to track the goals and metrics you determined/benchmarked in Section Two ?
		Are you ready to train and guide Marketing and PR so that they can integrate your employer brand holistically?
		Do you have an employer brand guidebook?
		Are you set up to leverage your new employer brand for employer brand publicity?
		Do you have preset “check-ins” with employee and stakeholders to review, test and validate your new employer brand?
		Do you have leadership-specific briefing materials and guidelines to ensure employer brand reinforcement from the top?
		Do you have quarterly and annual employer brand and goal reviews scheduled?

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About us.

The David Group's Workforce Communications Practice is an emerging force in employer brand and employee communications. Our mission is to work with North American organizations to strengthen their employer brand, engage their people and cut their cost of talent.

We bring creative and innovative thinking to make employer brands stronger. Our focus is to engage people through their experiences. We're guided by a belief that when a workforce is united by mission, culture and shared experiences the cost of talent goes down.

Contact

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