

EMPLOYER BRANDING FOR COMPETITIVE ADVANTAGE

“Attract, Engage, and Retain Top Talent Through a Strong Employer Brand”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In a world where talent is the greatest competitive asset, a strong employer brand sets leading organizations apart. Employer Branding for Competitive Advantage is a comprehensive course designed to help HR professionals, talent acquisition specialists, and business leaders understand how to build, communicate, and sustain a powerful employer brand. This course explores strategies that connect organizational culture, employee experience, and corporate reputation to attract and retain the best talent in a competitive marketplace. Participants will learn how to position their organization as an “employer of choice” and align branding efforts with overall business strategy.

Objectives

- Understand the concept and importance of employer branding in modern HR strategy.
- Learn how to develop and communicate a compelling Employee Value Proposition (EVP).
- Identify internal and external factors that influence employer brand perception.
- Design and implement an employer branding strategy that aligns with organizational goals.
- Use digital platforms and social media effectively for employer brand promotion.
- Measure and analyze the impact of employer branding on talent acquisition and retention.

Why Attend

Gain the knowledge and tools to transform your organization's image into one that attracts and retains high-performing employees. Learn how employer branding enhances recruitment, engagement, and long-term organizational success.

Target Audience

- HR Managers and HR Business Partners
- Recruitment and Talent Acquisition Specialists
- Marketing and Communication Professionals
- Organizational Development and Employee Engagement Teams
- Business Leaders and Entrepreneurs

Individual Benefits

- Gain expertise in developing a strong personal and organizational brand.
- Learn how to communicate your company's unique strengths to potential and current employees.
- Improve your strategic HR and marketing collaboration skills.
- Understand how to build a culture that employees are proud to represent.

Organizational Benefits

- Attract top-tier talent with a compelling employer brand.
- Reduce turnover and recruitment costs.
- Improve employee engagement and productivity through a unified identity.
- Strengthen the organization's reputation as a great place to work.

Instructional Methodology

- Interactive lectures and discussions
- Case studies of successful employer branding campaigns
- Group workshops to design EVPs and branding strategies
- Social media strategy exercises and storytelling sessions

Course Outline

Module 1: Introduction to Employer Branding

- Definition, scope, and importance
- Evolution of employer branding in HR
- The connection between corporate and employer brands

Module 2: Building the Employee Value Proposition (EVP)

- Identifying key components of EVP
- Aligning EVP with company culture and values
- Communicating EVP internally and externally

Module 3: Employer Branding Strategy Development

- Steps to design a branding strategy
- Integrating employer branding with recruitment and retention goals
- Engaging leadership and employees in branding efforts

Module 4: Employer Branding Through Digital Platforms

- Leveraging social media and online job platforms
- Storytelling and visual branding
- Managing reviews and online reputation (e.g., Glassdoor, LinkedIn)

Module 5: Internal Branding and Employee Advocacy

- Turning employees into brand ambassadors
- Building trust and engagement through internal communication
- Recognition and reward programs supporting brand values

Module 6: Measuring Employer Branding Success

- Employer branding KPIs and analytics
- Tracking engagement, retention, and recruitment outcomes
- Continuous improvement through feedback and data analysis

Module 7: Case Studies and Best Practices

- Analysis of global employer branding success stories
- Lessons learned from real-world challenges
- Developing a customized employer branding roadmap

Certification

Upon successful completion of the course, participants will receive a Certificate in Employer Branding for Competitive Advantage, recognizing their expertise in designing and implementing employer branding strategies that drive organizational success.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

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