



Workshop
Employer Branding

12 september



At ShapR we work on the innovation of People & Change. We believe that employees will only fully embrace a new way of working if it is more fun, easier and more fruitful. We create inspired employees who find their **flow**. This contributes to their happiness gives meaning to their work.

That is why we want to transform current traditional HR departments into People & Change departments who exude expertise, digitisation and creativity.



**What we
stand for**

Let's meet – Fokker Services Group



At Fokker Services Group, our greatest purpose is to exceed **reliability expectations**, keeping customer aircraft where they belong - in the sky!

An aftermarket integrator with design, production, maintenance, and airworthiness expertise and experience, on which commercial and defense operators around the world rely for the continued competitive operation of their fleet.

Unique independent competence for comprehensive single source solutions with a global presence, with facilities in Europe, Asia and the Americas.





Fokker Services Group wishes to identify their unique Employer Brand and to launch this and attract new applicants. They are looking to visually improve their careers page and the attractiveness of their vacancies.



How do we present our unique employer identity (with content and visuals) to the labour market and attract new employees?





In the coming hour we will tell you more about Employer Branding. But first:



What **goal** brings you here?



What are your **expectations** for today?

Let's talk
business

Employer identity and Employer Branding



The **employer identity** is the accumulation of a few elements:



Culture



Mission, vision & strategy



Core values



History

The **Employer Brand** is the packaging of the employer identity.



Marketing of your organisation as an employer



The way in which you communicate with potential employees



What signals we want to give off as an employer

Employer identity and Employer Branding



It is important to make the right connection between employer identity and Employer Brand. This helps prevent mismatches in recruitment. Because; **success on the outside starts on the inside.**

How do we get to the employer identity?



What exactly is the employer identity? And more importantly, how do we get there?



Mission &
Vision



Strategy



History



Culture en feeling



Terms of
employment



Unique selling
points



1

Pick up your worksheet and write down what defines the **unique culture** of your organisation.

2

How do your **core values** show up in this culture? Write this down too

3

Talk to another attendee. How are your organisations different from one another? What makes each company **special**?



Dit onderscheid is een belangrijke start van je Employer Brand. We zoeken de intersectie van de meest gewaardeerde en meest unieke elementen.

How do we translate this to an Employer Brand?



Now that we have the unique employer identity, it's time to build the Employer Brand. How do we go about this?



Goals and KPI's



Story line &
Unique selling
points



Target group-
analysis



Employer brand guide
and Toolkit



Launch and
campaign plan

What are the next steps?



Now that we have build the Employer Brand we start

communication.

In order to do this, we translate the launch and campagne plan to a product plan. It is time to design these products. We design a new career page and expand this style into the socials of Fokker Services Group.



Launch and
campagne plan



Product plan

Take-aways



What did you learn today?

What is your **next step** in Employer Branding?



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Questions?

Get in touch!

Lisette de Greef | 06 553 77 650 |

Lisette@ShapR.nl

www.ShapR.nl