



EMPLOYER Branding

What are candidates saying?

IN TODAY'S COMPETITIVE JOB MARKET, HOW DO YOU ATTRACT AND KEEP THE BEST TALENT?



Employer branding gives you a strategic advantage in:



ATTRACTING

+



ENGAGING

=



RETAINING

THE BEST talent!

A STRONG

CORPORATE CULTURE ATTRACTS *the right candidates* TO APPLY TO YOUR COMPANY

BUT LET'S RUN THE NUMBERS.



THE AVERAGE COST PER HIRE IN THE US. = **\$11,000**

A BAD Corporate Culture CAN COST A COMPANY = **10% MORE PER HIRE**

BUT A strong Corporate Culture

CAN RESULT IN A **50% DECREASE** IN PER HIRE COSTS

28% REDUCTION IN AN ORGANIZATION'S **TURNOVER**

Less than 50% of employees who find a job without consulting a brand's CULTURAL reputation stay.

WHERE POTENTIAL HIRES ARE LOOKING



64% of candidates research a company online.



76% of job seekers want to know what makes a company an attractive place to work.



1% of Fortune 500 companies send info other than jobs to their talent networks.



52% of content shared by employees is trusted by candidates.

ITS ALL ABOUT ENGAGEMENT AND MEANING FOR YOUR EMPLOYEES

JODY B. MILLER CAN IMPROVE YOUR ORGANIZATION'S EMPLOYEE ENGAGEMENT AND PRODUCTIVITY

Jody B. Miller and C2C will analyze your culture.

Design the best ways to motivate and engage your employees.

Facilitate fun, workshops that will decrease employee costs and increase revenues.

Ready to get started?

Get on the waitlist for our leading Corporate Culture Workshops

www.jodybmiller.com

Get the FREE EBook to help your Employees Communicate with Confidence! Text **JODY** to **72000**

Sign Up For a Quick **Introduction** to How Jody Can Help Your Company Keep Employees Engaged and Onboard!

<https://meetme.so/JodyMiller>

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