

THE HOW TO GUIDE TO

# T.A.R.S.

TALENT ACQUISITION & RETENTION STRATEGY

EMPLOYER BRAND &  
VALUE PROPOSITION



WHEN YOU INVEST IN YOUR PEOPLE  
YOU INVEST IN YOUR BUSINESS

LET'S HAVE A CHAT KAYLEEN 027 647 5000

# CONTENT

- **INTRODUCTION**
- **CHAPTER 1 - Introduction to Employer Branding and Value Proposition**
- **CHAPTER 2 - Crafting Your Employer Brand**
- **CHAPTER 3 - Defining Your Employer Value Proposition**
- **CHAPTER 4 - Steps to Developing a Strong EB and EVP**
- **CHAPTER 5 - Implementation Strategies**

# INTRODUCTION

Every business starts with the basic objective of first becoming operational and surviving and then moving through into a position of thriving as a desirable, sustainable, and resilient entity.

If the business intends to be an employing entity the leaders must ensure they have a well-designed Talent Acquisition and Retention Strategy (TARS) in place.

## **A comprehensive TARS will contain 12 key components:**

- 1.** Goal Setting - Reflect Refresh Reset
- 2.** Talent Acquisition & Retention Strategy (TARS) - Explained
- 3.** Employer Brand & Value Proposition

# INTRODUCTION

**4.** Company Culture, Community, & Morale

**5.** Diversity, Equity, & Inclusion

**6.** Leadership

**7.** Hiring Right First Time

**8.** Welcoming & Onboarding

**9.** Talent Compensation & Benefits

**10.** Career Pathways and Training & Development

**11.** Performance Peering & Check-Ins

**12.** Employee Ambassador & Alumni Programmes

# CHAPTER 1

## INTRODUCTION TO EMPLOYER BRANDING AND VALUE PROPOSITION

### Employer Branding

Employer Branding (EB) isn't just about having a cool logo or catchy tagline; it's about shaping the narrative of what it's like to work within your organisation. It encompasses the overall perception of your company as an employer, reflecting your culture, values, and employee experience.



Employer Branding

# CHAPTER 1

## Employer Value Proposition

While Employer Branding sets the stage, the Employer Value Proposition (EVP) steals the spotlight by outlining the unique benefits and rewards employees can expect when they join your team. Think of EVP as the promise you make to your employees - it's what sets you apart from other employers and entices top talent to choose you.

Your EB and EVP aren't just buzzwords; they're strategic assets that directly impact your ability to attract and retain talent. In today's competitive job market, candidates are increasingly

# CHAPTER 1

discerning about where they work. A strong EB and EVP can be the deciding factor that sets your organisation apart from the competition.



# CHAPTER 2

## CRAFTING YOUR EMPLOYER BRAND

Now that we understand the importance of Employer Branding, let's start crafting a brand that resonates with employees and candidates alike.

### **Authenticity Matters:**

Authenticity is the cornerstone of a strong Employer Brand. It's not enough to just talk the talk; you need to walk the walk. Your EB should reflect the reality of what it's like to work within your organisation, warts and all.



# CHAPTER 2

## Telling Your Story

Every organisation has a story to tell. Whether it's the journey of how you started, the challenges you've overcome, or the impact you're making in the world, your story is what sets you apart. Use storytelling techniques to bring your EB to life and create an emotional connection with your audience.

### **Employee Experience is Key:**

Your employees are the heart and soul of your organisation, and their experiences shape your Employer Brand. Take the time to understand what motivates and inspires your employees, and use

## CHAPTER 2

that insight to craft a brand that reflects their values and aspirations.



# CHAPTER 3

## DEFINING YOUR EMPLOYER VALUE PROPOSITION

With your Employer Brand taking shape, it's time to turn our attention to the Employer Value Proposition (EVP) - the secret sauce that makes top talent choose you over the competition.

### **Identifying Unique Benefits:**

Your EVP should outline the unique benefits and rewards that employees can expect when they join your organisation. This could include competitive salaries, comprehensive benefits packages, opportunities for career growth and development, and a positive work environment.

# CHAPTER 3

## **Aligning with Company Values:**

Your EVP should be closely aligned with your company's values and mission. After all, your values are what define who you are as an organisation and what you stand for. By ensuring alignment between your EVP and your values, you create a cohesive brand identity that resonates with employees and candidates alike.

## **Standing Out in a Crowded Marketplace:**

In today's competitive job market, it's not enough to offer a paycheck and a desk. You need to stand out from the crowd and give candidates a reason to

## CHAPTER 3

choose you. Your EVP should highlight what makes you unique and showcase why you're the employer of choice in your industry.



# CHAPTER 4

## STEPS TO DEVELOPING A STRONG EB AND EVP

Determine what resources (financial, human, technological, etc.) you will need to implement your strategy effectively. Ensure that these resources are allocated efficiently to support your action plans.

With the theory behind us, let's dive into the practical steps for developing a robust Employer Brand and Value Proposition that will attract and retain top talent.



# CHAPTER 4

## **Engage Expert Guidance:**

Developing a strong EB and EVP requires a multifaceted approach that draws on expertise from across your organisation. Consider partnering with external consultants or specialists who can provide impartial guidance and help you navigate the complexities of the process.

## **Survey Stakeholders:**

Your employees, customers, and other stakeholders are invaluable sources of insight when it comes to understanding your current EB and EVP. Take the time to gather feedback from these groups to identify strengths, weaknesses, and areas for improvement.

# CHAPTER 4

## **Form a Strategy Team:**

Developing an effective EB and EVP requires collaboration and buy-in from key stakeholders within your organisation. Form a cross-functional strategy team that includes representatives from HR, marketing, leadership, and other relevant departments to ensure that all perspectives are taken into account.

## **Review Company Values and Vision:**

Your EB and EVP should be rooted in your company's values and vision. Take the time to review and refine these foundational elements to ensure that they align



## CHAPTER 4

with your desired employer brand identity and value proposition.

### **Assess Diversity, Equity, and Inclusion:**

Diversity, equity, and inclusion (DEI) are increasingly important considerations for today's candidates. Assess your organisation's DEI policies and practices to ensure that they align with your desired EB and EVP and reflect your commitment to creating an inclusive workplace culture.

### **Craft a Compelling Narrative:**

Your EB and EVP should tell a compelling story that resonates

## CHAPTER 4

with your target audience. Craft a narrative that highlights your organisation's unique strengths, values, and culture, and showcases why you're the employer of choice in your industry.

### **Identify Competitive Distinctions:**

What sets your organisation apart from the competition? Identify your competitive distinctions and use them to differentiate your EB and EVP in the marketplace.

Whether it's your innovative products and services, your commitment to sustainability, or your supportive company culture, make sure to highlight what makes you unique.

# CHAPTER 4

## **Document Your EB and EVP:**

Once you've developed your EB and EVP, it's important to document them in a formalised strategy document. This document should outline your organisation's employer brand identity, value proposition, key messaging points, and strategic objectives, and serve as a roadmap for implementation and ongoing refinement.

## **Share Your EB and EVP:**

Finally, it's crucial to share your EB and EVP with your employees, candidates, and other stakeholders. Communicate transparently about your

## CHAPTER 4

organisation's employer brand identity and value proposition, solicit feedback, and encourage engagement and advocacy to ensure that your EB and EVP resonate with your target audience.



# CHAPTER 5

## **Implementation Strategies:**

Now that we've laid the groundwork for developing a strong EB and EVP, let's explore practical strategies for bringing them to life within your organisation.

## **Communicate Transparently:**

Effective communication is key to implementing your EB and EVP successfully. Be transparent with your employees about your organisation's employer brand identity and value proposition, and keep them informed about how these elements will impact their employee experience.

# CHAPTER 5

## **Solicit Feedback:**

Your employees are your most valuable resource when it comes to refining your EB and EVP. Solicit feedback from employees at all levels of the organisation to identify areas for improvement and ensure that your employer brand identity and value proposition resonate with your target audience.

## **Foster Engagement and Advocacy:**

Engage your employees in the implementation process and encourage them to become advocates for your organisation's employer brand identity and value

## CHAPTER 5

proposition. Provide opportunities for employees to share their experiences and showcase why they're proud to work for your organisation.

### **Integrate EB and EVP into Employee Lifecycle:**

Your EB and EVP should be integrated into every stage of the employee lifecycle, from recruitment and onboarding to performance management and employee development. Ensure that your employer brand identity and value proposition are reflected in your organisation's policies, processes, and practices to create a consistent and cohesive employee experience.

# WOULD YOU LIKE OUR HELP?

We are looking forward to  
supporting you so call on us to  
Experience the Effect.®

RIPPLE

TRAINING & DEVELOPMENT

KAYLEEN MARTIN

027 647 5000

[kayleen@ripple.net.nz](mailto:kayleen@ripple.net.nz)

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. For permission requests, write to:

[kayleen.ripple.net.nz](mailto:kayleen.ripple.net.nz)