Checklist for Module 02

Attract – Employer Branding to attract Talent

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**Project Name:** Bridging the gap between VET and business: Modern talent management and analytics 4.0 for SMEs in Europe
**Project Acronym:** Talent 4.0
**Project Number:** 2018-1-AT01-KA202-039242

# Checklist for Module 02- Employer Branding to attract Talent

* Understand what is an Employer Brand
* Identify and apply the components of an Employer Brand
* Build the company’s reputation: build its brand!
* Analyse the Employer Branding process/cycle
* Analyse and discuss in small group the business case
* Identify the steps for creating your Employer Brand
* Introduce the Employer Value Proposition and the five categories of attributes that affect and shape the EVP
* Define the Talent Strategy in order to identify the elements top candidates look for in an Employer
* Analyse the impact on customers and profits
* Analyse and discuss the example of EVP represented by Adidas: the shape the future of sport
* Define 4 key factors candidates take into consideration when they have to evaluate a potential employer
* Plan the tools which your employer brand can appeal the talents
* Create an effective employer brand communication strategy
* Prepare a Brand Action Plan
* Analyse the practical guide for a unique and effective Employer Brand communication
* Exercise: Checklist: you have a problem of employer brand awareness: analyse some strategies for getting you noticed and contacting by the talents you are looking for

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