



talent works

Strategic Talent Solutions

Change how you hire. Everywhere. In every way.

Your Employer Brand: A Health Check.





When your **Employer Brand** is clear and consistent, it helps create a **more meaningful and engaging employee experience and candidate journey**.

A strong Employer Brand helps organisations attract and hire the **right talent**, build their **reputation** in the market and ensure a **consistent message** is communicated.

But is your Employer Brand working as hard as it should be?

Use our practical health check to assess five key areas.
For each category, score your organisation from 1–5:

- 1-2:** You face significant challenges in this area.
- 3-4:** The foundations are in place, but there is room for improvement.
- 5:** This is an area of great strength.

Once completed, total up your score to see how healthy your Employer Brand really is.





1. Can you differentiate yourself in a competitive talent market?

Attracting top talent isn't just about visibility in the market. It's about giving candidates a reason to choose you as an employer. In highly competitive sectors for highly skilled talent, candidates are weighing up many opportunities at once. Organisations that struggle to deliver and differentiate their value proposition can quickly become overlooked for competitors.

How confidently can you articulate what sets your organisation apart from competitors?

1

2

3

4

5





2. Are candidates choosing you?

If offer rejection rates are increasing, it can be a sign that competing employers are presenting a stronger value proposition. Delays, inconsistent messaging and a lack of engagement throughout the process can all weaken candidate confidence. Combining human and AI communications can go some way to solving this problem.

How seamlessly do candidates progress through your hiring process?

1

2

3

4

5





3. Are employees staying for the long-term?

Employee retention is a strong measure of Employer Brand health. When organisations deliver on ensuring employees feel valued, have opportunities for progression and meaningful work, they're more likely to stay. Increasing turnover often signals a gap between the expectations set during onboarding and the reality of working in the organisation. Left unchecked, it can quickly impact productivity, morale and recruitment costs.

How well does your employee experience encourage staff to stay and progress their careers within your organisation?

1

2

3

4

5





4. Is your reputation as an employer consistently positive?

Employer Brand is shaped more than careers sites and recruitment marketing campaigns. Candidates form opinions of your organisation through employee reviews, social media and every interaction they have within your organisation. When those touchpoints tell different stories, trust can erode. A strong Employer Brand creates a consistent message to ensure that the experience candidates and employees have reflects the values and culture externally promoted.

How confidently does your organisation present a clear and consistent employer brand across multiple channels?

1

2

3

4

5





5. Are critical roles staying open for too long?

Lengthy hiring times aren't always a process issue – they can be a sign that your Employer Brand isn't creating enough momentum in the market. If attracting the right talent consistently takes longer than expected, or competitors are securing candidates first, it may be time to reassess how your organisation is perceived. A strong Employer Brand helps generate interest, build confidence and ultimately reduce time-to-hire for business-critical roles.

How quickly are roles typically filled: within expected timeframes or do they remain open for longer than anticipated?

1

2

3

4

5





What's your total score?

Add up your scores across each category to see where your Employer Brand currently sits. No organisation gets everything right, but your total score can provide a useful indication of where you're performing well and where there may be opportunities to strengthen your approach.

5–10 points: Your Employer Brand is holding you back. Challenges around attraction, retention or reputation are impacting your ability to compete for talent.

11–18 points: You have foundations in place, but there are areas where greater consistency and clarity would strengthen your talent attraction success.

19–25 points: Your Employer Brand is working hard for your organisation. You create positive experiences, build trust and position yourself strongly to the talent market.

If you've scored between 5–18 points, it's time to review your Employer Brand.





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| Strategic Talent Solutions

To find out more about our offering, or to discuss how we can support your business,
please get in touch.

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