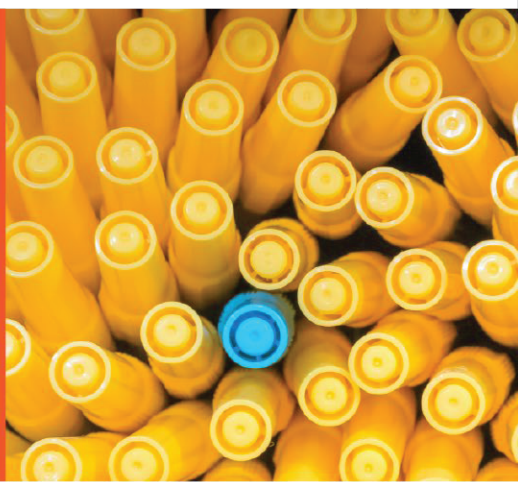


# WE MOVE IDEAS.™

Creative Storytelling. Connected Content. Results that Matter.

PAN

## Three Modern Challenges of Employer Branding



Learn How to Build a Strong Employer Brand

**75% of active job seekers are likely to apply to a job if the employer actively manages its employer brand.**

The employer brand is a reflection of everything a company does, and it will happen regardless of whether business leaders try to control it. As businesses examine and assess their brand, there are plenty of factors to consider. Discover the three modern challenges of employer branding — and follow these 10 steps to defining your own.

[Refine Your Employer Brand](#)

### Employer Branding in Action:

As we developed our return-to-office plan, PAN's employees helped us create our unique HyFlex plan.

Check out our new [Virtual Community location page](#) as one example for how we've refined our employer brand.



#### Your Content Strategy and Employer Brand Must Align

Your employer brand is only as good as your ability to communicate it, and that is where your content strategy enters the picture. The two must work together.

[Read on for Content Insights](#)



#### How Data Helps Shape the Employee Experience

As organizations look to hone their employer brand, modern solutions to employee concerns will be a key indicator of a growth mindset.

[Read More from NTT DATA Services](#)



#### The Future of Employer Branding: Predictions for the Year Ahead

Employers must refine their branding in order to attract and retain the best talent. Get ahead of these six predictions to help refine your employer brand.

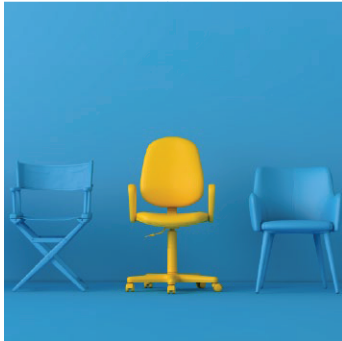
[Learn more](#)



#### Tips on How to Make Your Employer Brand Stand Out {Infographic}

With fresh perspectives in the wake of the pandemic, 'The Great Reshuffle' is putting the pressure on brands to revise their employer branding approach.

[Learn more](#)



#### Don't Overlook Those Who Stay: Re-Recruiting Current Employees

You need to think of your employees like customers and put thoughtful attention into retaining them. Here are four steps for leaders to take.

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