

# How Strategic Storytelling Supports your Employer Brand

A core challenge of employer branding is that it happens regardless of whether a business tries to shape it. Employers must be proactive about their brand so it works to the advantage of the business.

Strategic storytelling can help to simplify and guide that process.



## 1 Identify components of your employer brand.

Businesses may share common elements of employer brands, but that doesn't mean they prioritize and execute on them the same way. Yours should be true to you.

## 2 Solidify your strategic goals.

What is your business trying to achieve, what is your desired position in your industry and — critically — how do employees play a role in that process?

75%

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

## 3 Align brand elements with audiences.

A robust employer brand connects current employees and prospective ones. How do your different brand elements reach those distinct but related audiences?

93%

of employees say they will stay longer at a company when that company invests in their career development.

## 4 Engage employees for authentic stories.

People connect with real stories and spot inauthenticity in a second — how do these different brand components appear for real in your business?

68% of Millennials

54% of Gen-Xers

48% of Boomers

indicated they visit employer's social media properties specifically to evaluate the employer's brand.

## 5 Listen and adjust.

Strategy, storytelling and employer branding are all processes — pay attention to how people respond and shape your efforts accordingly.