

PIASECKA  ŻYLEWICZ

selective training

Employer Branding

Employer Branding

Employer Branding is a process of promoting your organization as a good employer among a target group of employees. This is what majority say, yet we suggest a different, more modern definition.

Employer Branding happens when a target group of employees believes you are a good employer.

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Employer Branding

At Piasecka&Żylewicz we are the fans of organic Employer Branding. This means looking for the best things that happen in your organization, the people who represent values that are important for you, and creating good internal and external communication which sends a clear message:

*Come to us, we are waiting for you,
if you like what you see here!*

OR

Stay with us, we are stronger together!

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Our model

Searchlight

We listen to your organization: from grassroots to the board

Essence

Together, we describe what best things you have, and we create a coherent message

External communication

We reform HR communication – from job advertisements to what and how your representatives say in the open. We teach business to think employer branding.

Brand Calendar

We build a calendar of internal activities. Their aim is to create the state of *“I feel like going to work today”*.

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What can you do together with us?

Surveys

———— Groundbreaking surveys with the implicate method

With our partner, professor Rafał Ohme, we run modern engagement surveys. They let us tell the difference between declarations, so common in surveys, from real motivations. How does it work? If asked “Do you like going to the theatre?”, most people will confirm. However, there is no way in which this translates into factual action. In implicate studies we are able to tell where the certainty of a statement translates into action. This allows us to find out what people value in your organization.

———— More attentive listening to organizations

We analyze what your employees say, and also what job candidates say, both in and after recruitment processes (the successful ones and those that did not end in employment).

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What can you do together with us?

Consulting

- Job Shadowing: We work with your recruitment and your management team, giving them instant feedback on how to be more efficient and how to approach the essence of EB
- Internal Communication: Nothing kills engagement quicker than archaic and impersonal internal communication. We will be happy to build new quality communication strategies with you.
 - New Recruitment Messages: What do your job advertisements look like? To what extent do they affect the target audience positively? We can create modern and efficient advertisements and social media communication.
 - Champion Teams of EB: Do you want to create a elite team who can build EB in conferences and trade fairs with their magnetic personalities? We will be happy to help you training them to prepare for their new roles.

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What can you do together with us?

Training, Games and Coaching

- Since all the members of an organization are its EB agents, all of them should know how to “advertise” the organization quickly
- We train managers and the board in talking about the organization in public
- We can quickly and concisely present the most important motivators to groups who you address with your EB message (from baby boomers to Generation Z)

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What can you do together with us?

Presentations

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- Together, we can create conferences or company meetings which will rediscover the joy and fascination in people you work with on everyday basis
- We will take 60 minutes to show non-HR specialists how to become a EB champion in an organization.

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Our successes in the area of engagement (case study)

**The aim: to increase the number
of valuable candidates and the total
number of applications at a large
consultancy.**

With our partner, a modern consultancy
(technology, organizational changes etc.)
we decided to analyze recruitment processes
radically and to create a list of strategic
and tactical actions for the Recruitment
Department and for the business people
who participate in the recruitment.

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Actions

The current labour market is the employee's, not the employer's market. Even though our client currently does not have difficulties finding good candidates, they realize that it is going to be increasingly difficult with time. This is why we helped them introduce changes to their organization that were first and foremost based on creating good and partner-like relations between job candidates and recruiters and managers.

Candidates and employees, especially those from younger generations, tend to rely on recommendations from friends in their job seeking activities. Designing excellent recruitment experience and fostering relations throughout the process allowed us to influence the image the client developed among a large group of candidates. This, in turn, affected the client's image among the whole age group.

We conducted dozens of candidate interviews on recruitment process experience. We observed recruitment interviews. We saw all recruiters and many managers doing their recruitment work.

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Actions

We designed recruiter training in which recruiters learned how to build good relations during recruitment interviews. We taught a group of recruiters to run such training for managers.

We prepared a comprehensive report that enumerated short-term and long-term problems, simple ideas to be introduced by every employee and complex solutions to be introduced by the whole organization.

Result: a more modern recruitment process, designed around the idea of being a candidate's partner, engaging managers and recruiters in leading candidates through a transparent process.

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As soon as a month after we presented our results, the client started implementing proposed solutions. The first of a series of management training sessions was organized.



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