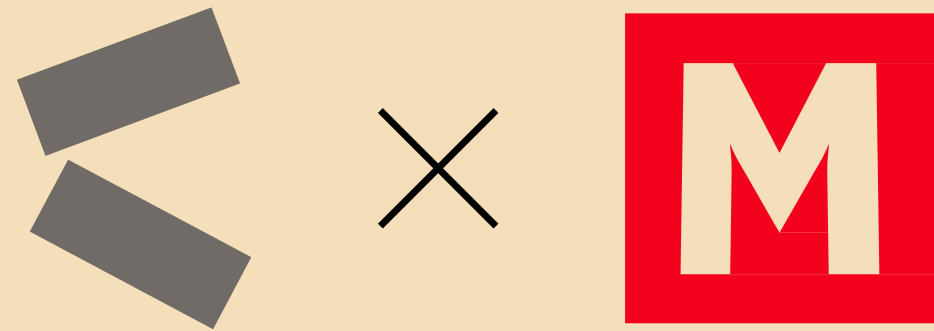
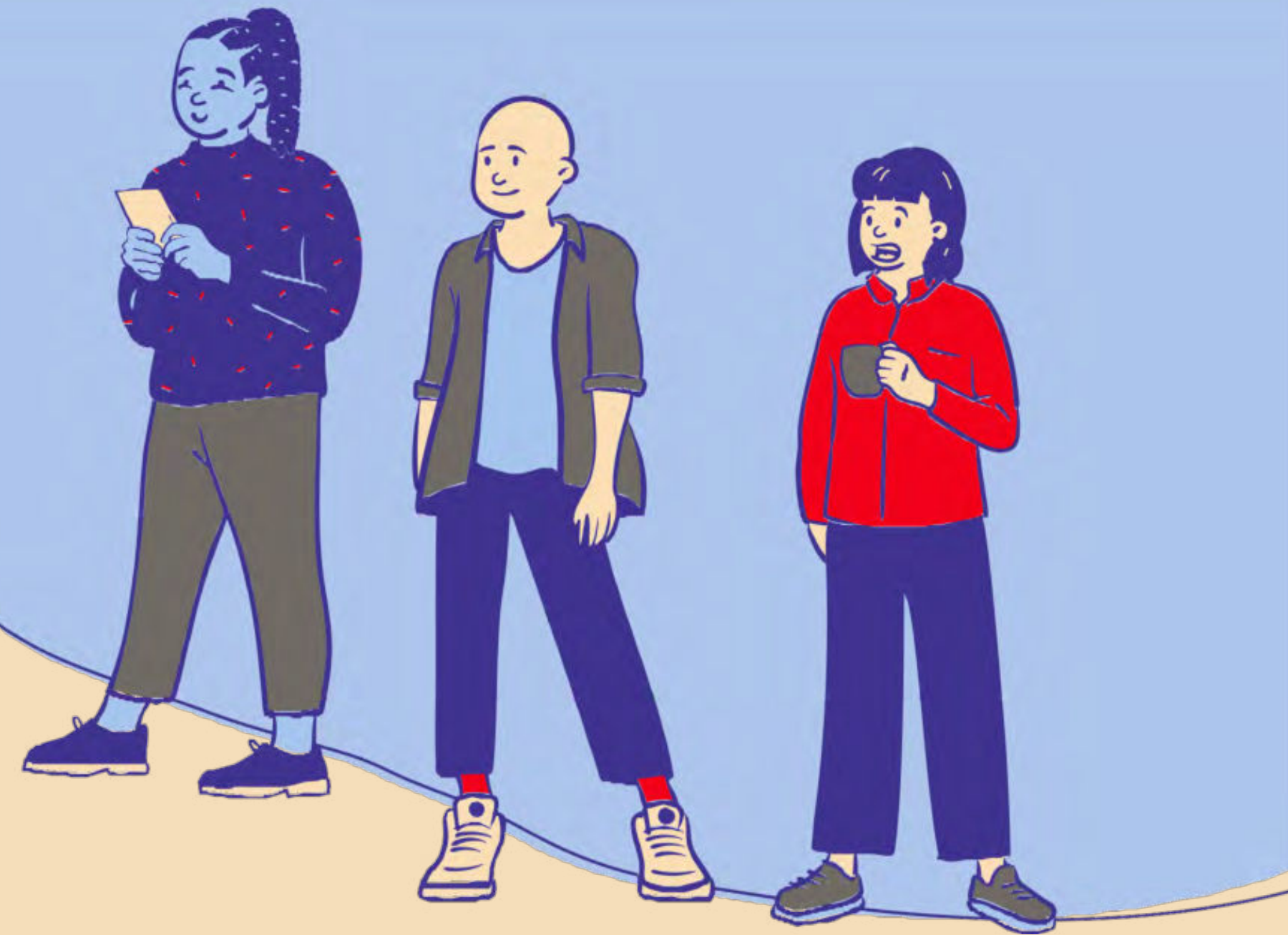


Kienbaum x MetaDesign



# Six steps to success

The secret behind winning employer brands



# Agenda

1. The big questions of the Employer Brand
2. Step 1: Tackling key challenges together!
3. Step 2: Speaking the same language – easier said than done!
4. Step 3: Building a systematic approach
5. Step 4: Taking a critical look at the future
6. Step 5: Don't just keep up. Stand out!
7. Step 6: Living the strategy and making it tangible
8. Conclusion

# Employer Branding – a burning issue

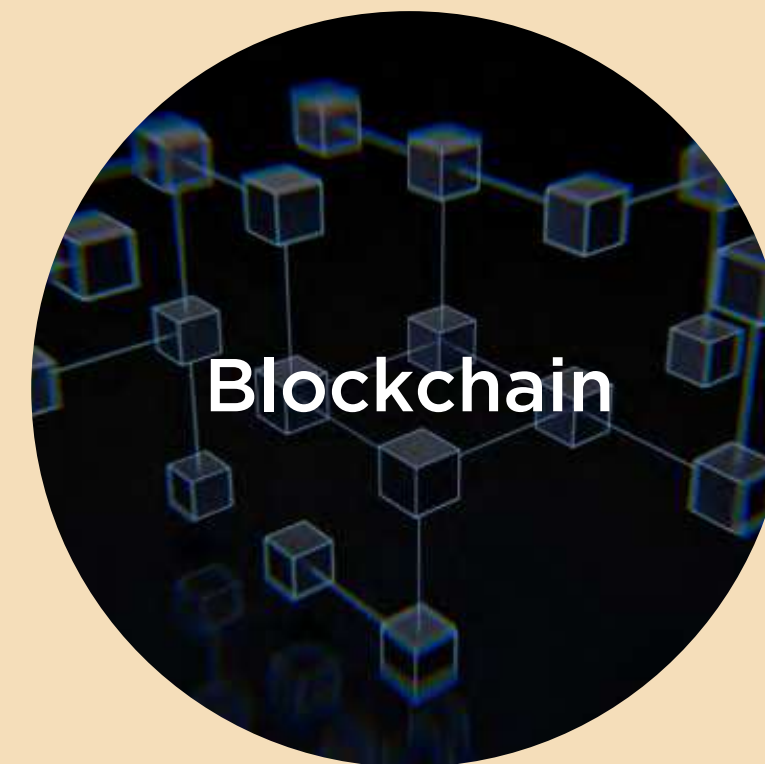
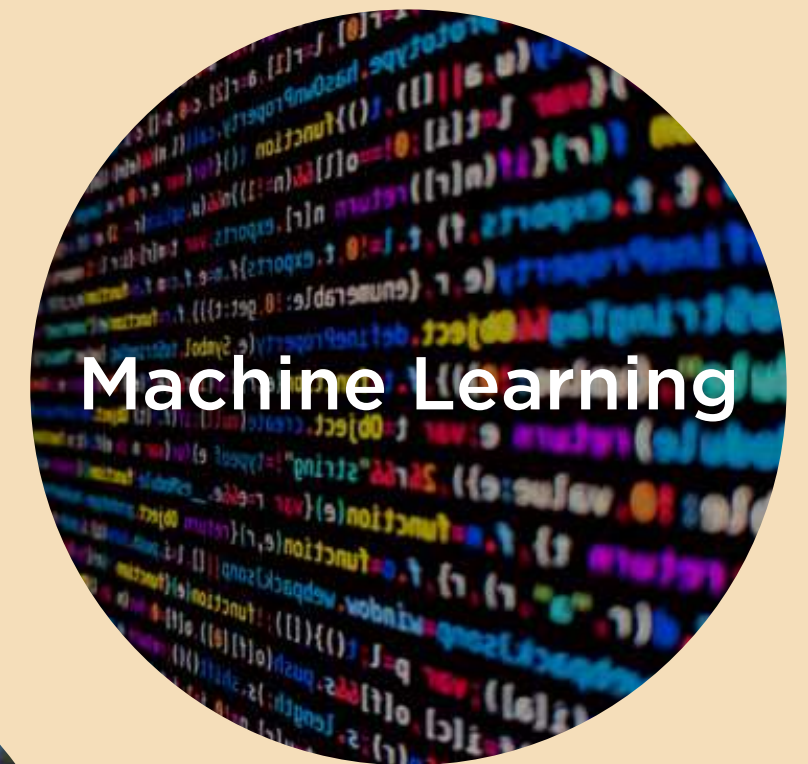
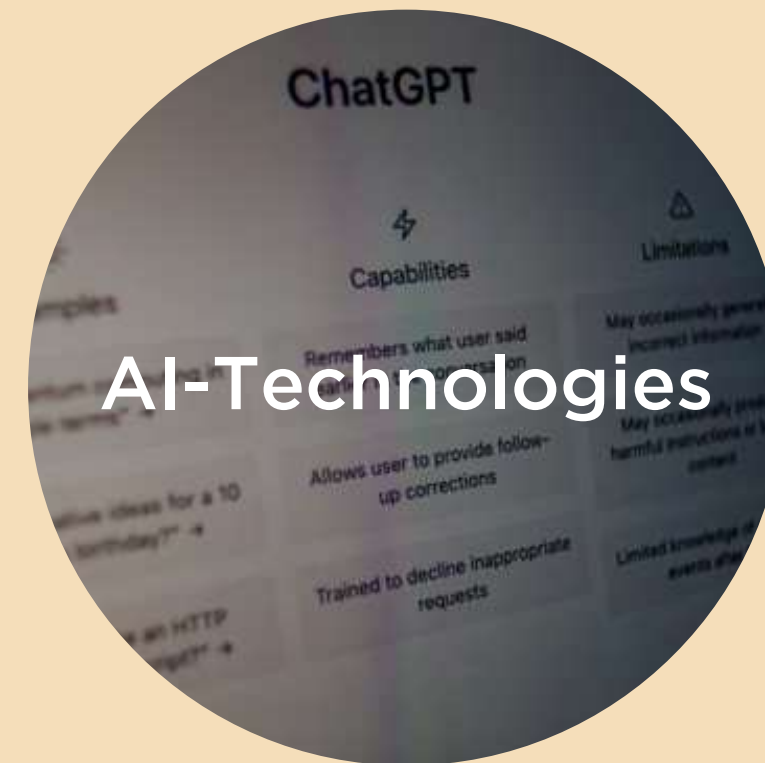
- "War for talents" – the hype is real.
- It will continue to become increasingly difficult to find the right people for a vacant job.
- The rapid development of new technologies is looming on the horizon presenting both opportunities and challenges.

**7 Mn.**

skilled workers in Germany alone are missing till 2035 according to the Institute for Employment Research."

# Is technology the key to easing pressure on the labour market?

- New technologies are neither the final nail in the coffin nor the saviour in need – so far as we can tell.
- What they are definitely going to become is an integral part of our work and life, just like telecommunications and the internet.
- Meaning we would need to develop the skills necessary to use them.



The big question remains:

**How should we meet these challenges - how should we find, attract and retain these urgently needed skilled workers and new talents?**

Employer branding and communication can help ease the pain, but they are not the cure ...

**Brands need to find a way to create a differentiating experience that spans the entire employee journey - and even beyond.**

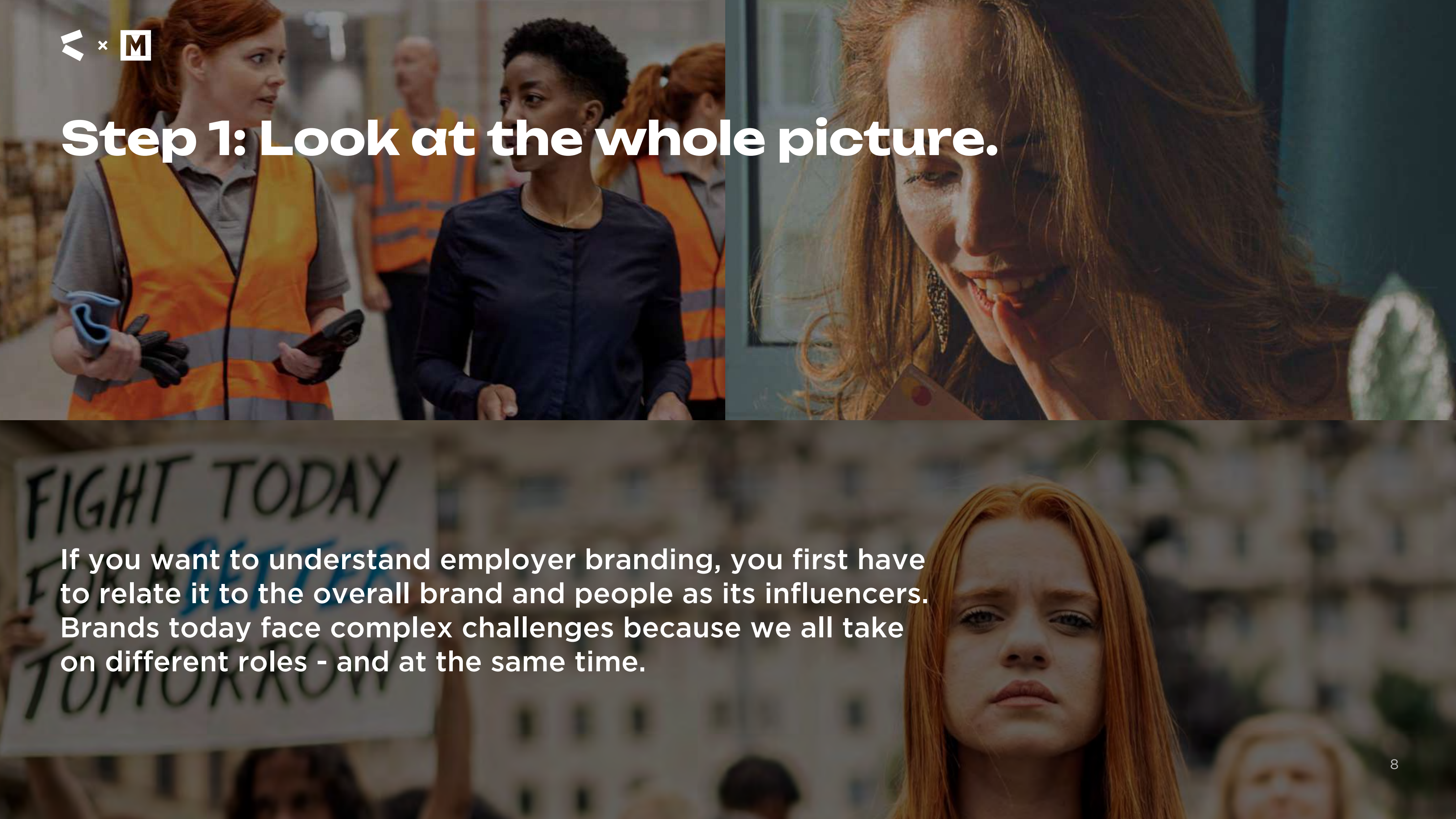




**We developed 6 Steps for  
you to follow on your path  
to success**



# Step 1: Look at the whole picture.



If you want to understand employer branding, you first have to relate it to the overall brand and people as its influencers. Brands today face complex challenges because we all take on different roles - and at the same time.





**We are potential  
Employees**



**We are  
Consumers**



**We are  
members of society**



# Brands are facing challenges from three sides.

## Staying attractive

Brands must be and stay attractive. Only strong brand promise growth – even in times of crisis.



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## Take responsibility

Brands should credibly assume responsibility for the environment and society. This important social commitment and desire have become decisive factors in choosing a job.



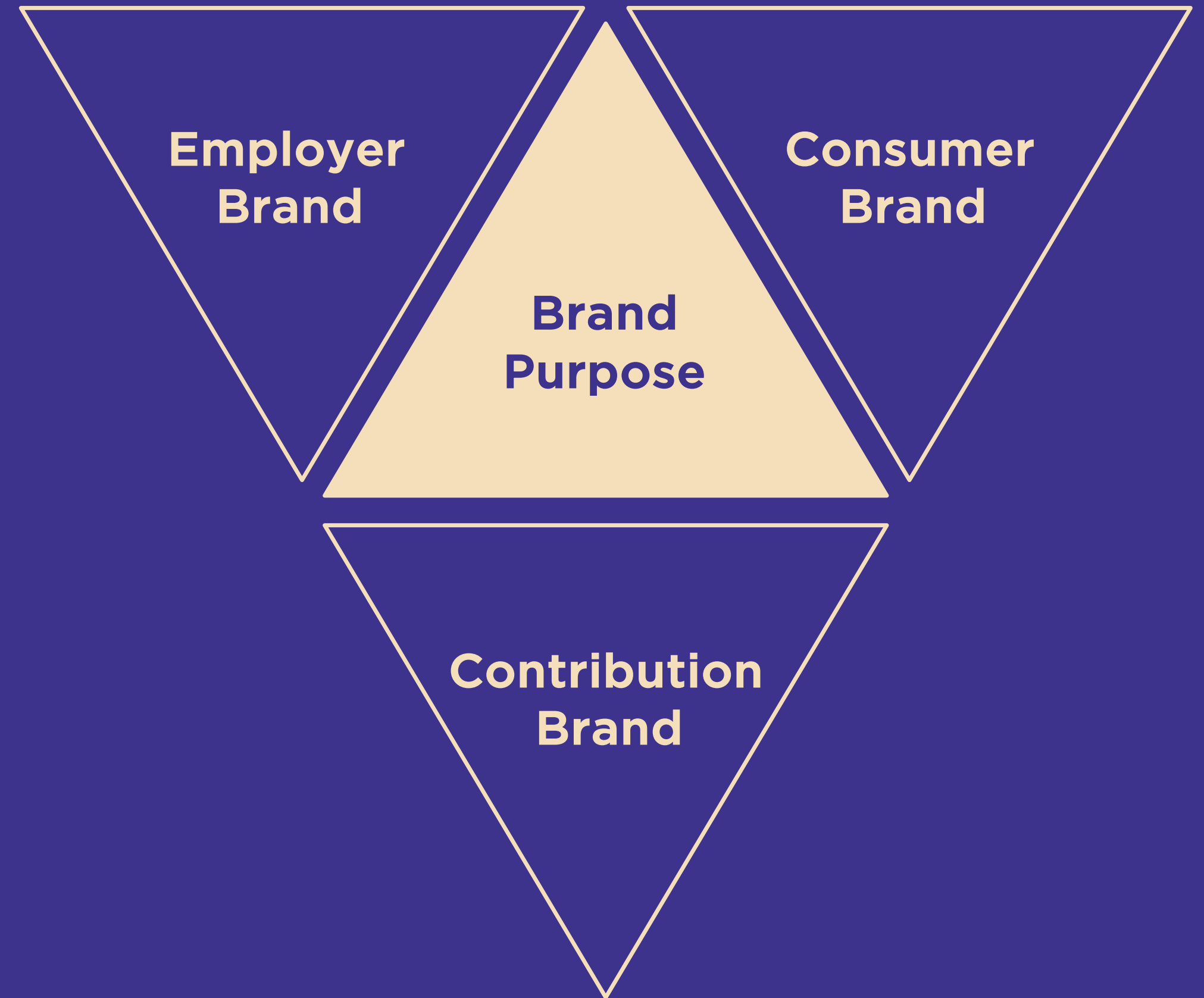
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## Resonate internally

Brands should also be a strong employer brand internally, which is lived and experienced throughout the entire employee experience.



**We need to see the brand as a holistic integrated system.**





## Step 2: Speaking the same language!

HR and Marketing are not the same. Yet we need to ensure close collaboration as communication and experience must align.

# Setting the stage for victory

Empathic stakeholder management that recognizes and serves all needs is a key success factor that starts with a common language.

Its starting point are the following:

- De-phrase: Marketing-terms
- Address: HR-core topics
- Link: Sustainability goals (ESG/SDG)

# **Example: A brand that connects people**

By facilitating the integration of talents with a refugee background, making language courses accessible and providing support with administrative complexities. That way, everyone wins:

**1.**

**HR can tackle the skilled labour problem**

**2.**

**Brand managers can credibly deliver on the Purpose**

**3.**

**Sustainability managers live up to their responsibility**



## Step 3 – Make it measurable

Know where you are!  
Know where you want to go!

A core question to answer when transforming any brand is:  
To what extent does the strategic orientation correspond to  
the lived reality?

# Employer Brand Maturity Index



Explorers



Learners



Challengers



Visionaries



Legends

1	2	3	4	5	6	7	8	9	10
Ad-hoc measures		Getting the basics right		Strategic ramp-up		Collaborative integration		Complete harmonization	

## Step 4: Dare to look at the future

HR-Departments often work situational and reactive. What brands need are capacities that allow them to plan ahead as employer brands can only master the tasks of the future if they prepared for them today.





# In a future of... **RESPONSIBILITY**

Changemaker  
responsive brands

Brands will have to:

- enable workers to seek meaning in their work by providing purpose for the work they do
- earn trust specially when it comes to workers rights, fair wages and workplace safety
- open-up to alternative models, embracing diversity, honesty and transparency



Sustainability as a service



Employee activism

# In a future of... CREATIVITY

Brands will have to:

- attract, nurture and retain a more creative workforce
- navigate with the new culture of sharing and creating
- constantly evolve their upskilling, reskilling and development programs

AI Copywriting



AI Illustrations



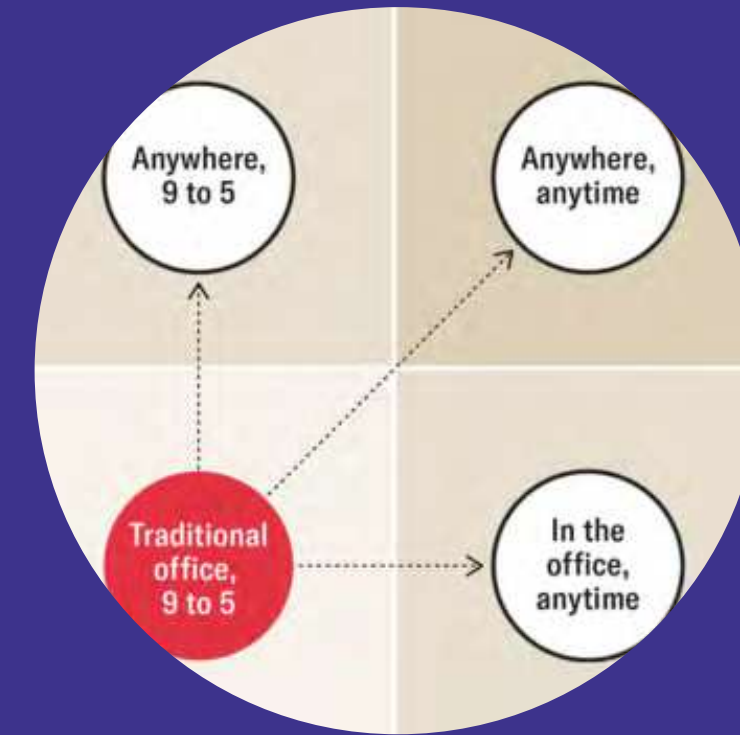
Creator economy and experience culture



# In a future of...**FLEXIBILITY**

Brands will have to:

- enable and manage varying work arrangements
- find ways to define and maintain culture
- reevaluate career pathways
- focus on continuing relationships with alumni
- rethink project structures, knowledge sharing and ways of working



Space-Time flexibility



Flexible Lifestyle



# In a future of... **COLLABORATION**

Brands will have to:

- invest more in xr-tech as well as experience
- prepare for more cross-cultural collaborative teams, and remote-hybrid setups
- invest in education and bias training

Remote worklife



Video calls



Education and research

# In a future of..**MULTIGENERATIONAL TEAMS**

New generational  
mix – value evolution

Brands will have to:

- actively drive inclusivity at the workplace, helping resolve conflicts and supporting different groups
- look beyond traditional recruitment benchmarks
- create opportunities for the different generations to connect in new ways



Post-60 career path



Reverse mentoring

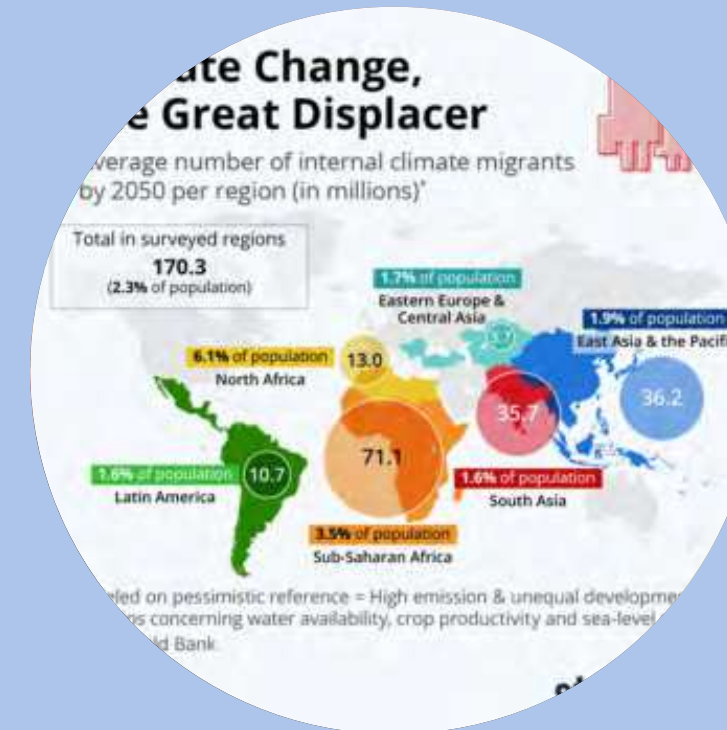


# In a future of..UNCERTAINTY

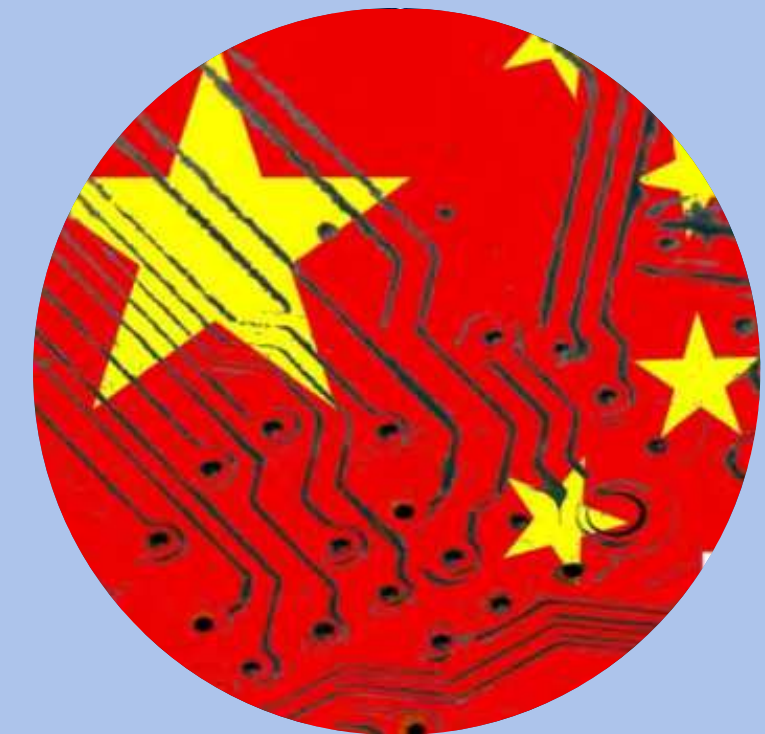
Employee  
support & wellbeing

Brands will have to:

- Reflect on holistic wellbeing of employees
- Constantly evaluate, Respond quickly and adapt fast to macro economic changes
- Take a bigger role in supporting the communities and helping institutions to mitigate and manage crises



Climate migration



Geo-political  
uncertainties



# In a future of... **DECENTRALIZATION**

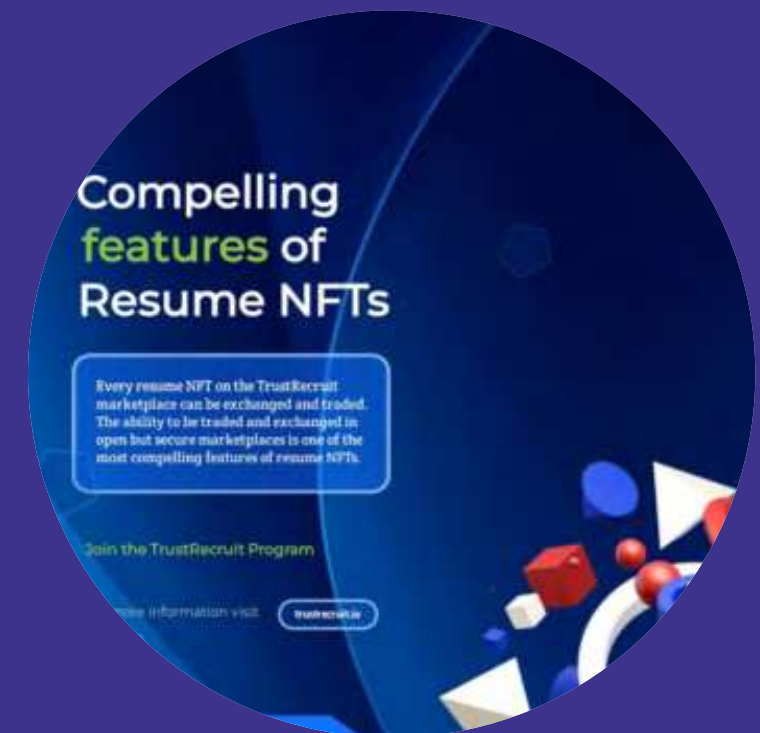
Brands will have to:

- Transform their HR processes and tools to enable flexibility
- Focus on defining and preserving the company culture for extended flexible teams



Gig Economy, Extended workforce

Digital Contracts and Credentials



Recruitment & Verification

# In a future of..INTUITIVENESS

Brands will have to:

- Increase trust and transparency with employees specially on data use and privacy
- Understand how to implement the technology taking advantage of the efficiencies while alleviating fears

Curated lifestyle



Smart infrastructures



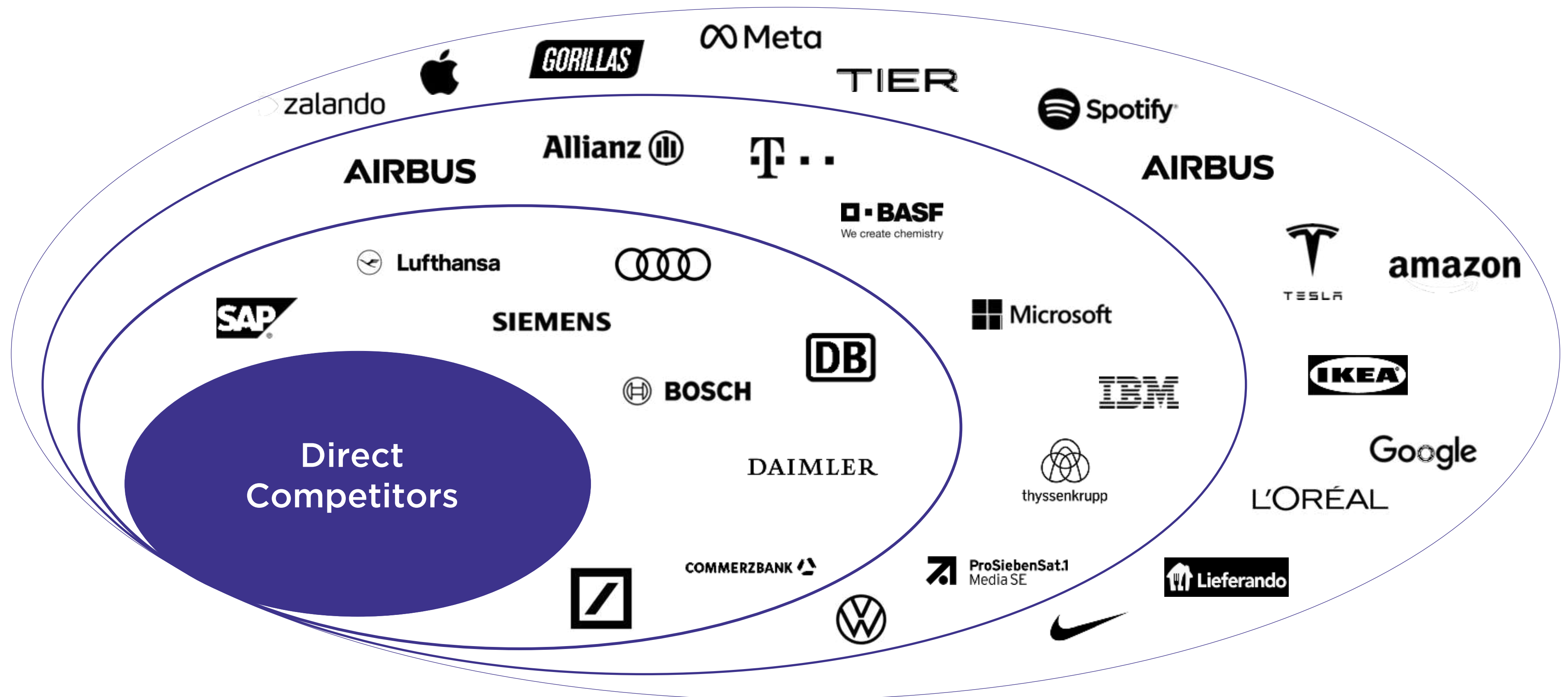
Ambient assistive living

# Step 5: Don't just keep up. Stand out!

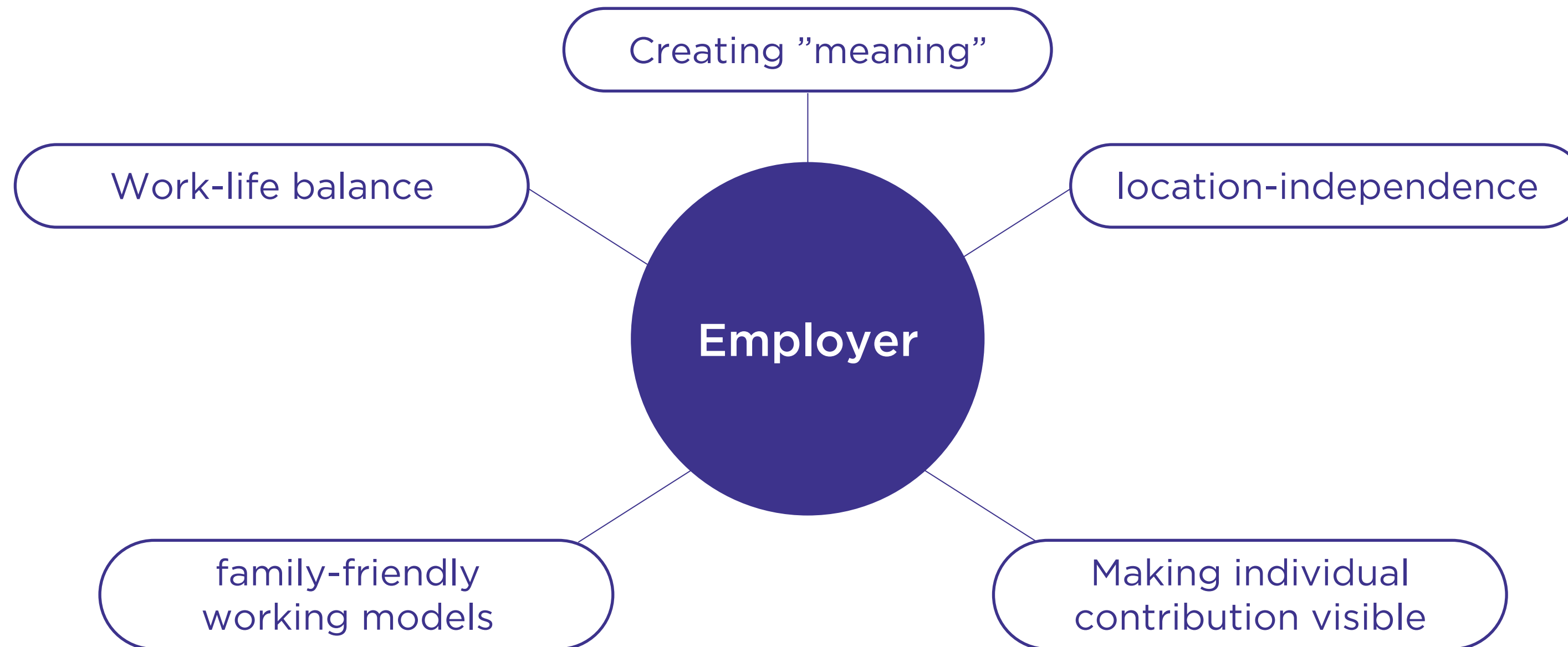
A good strategy must not only be clear but also make a real difference. The same accounts for communication. The war of talents not only increases but also expanded.



# Brands need to react across industries

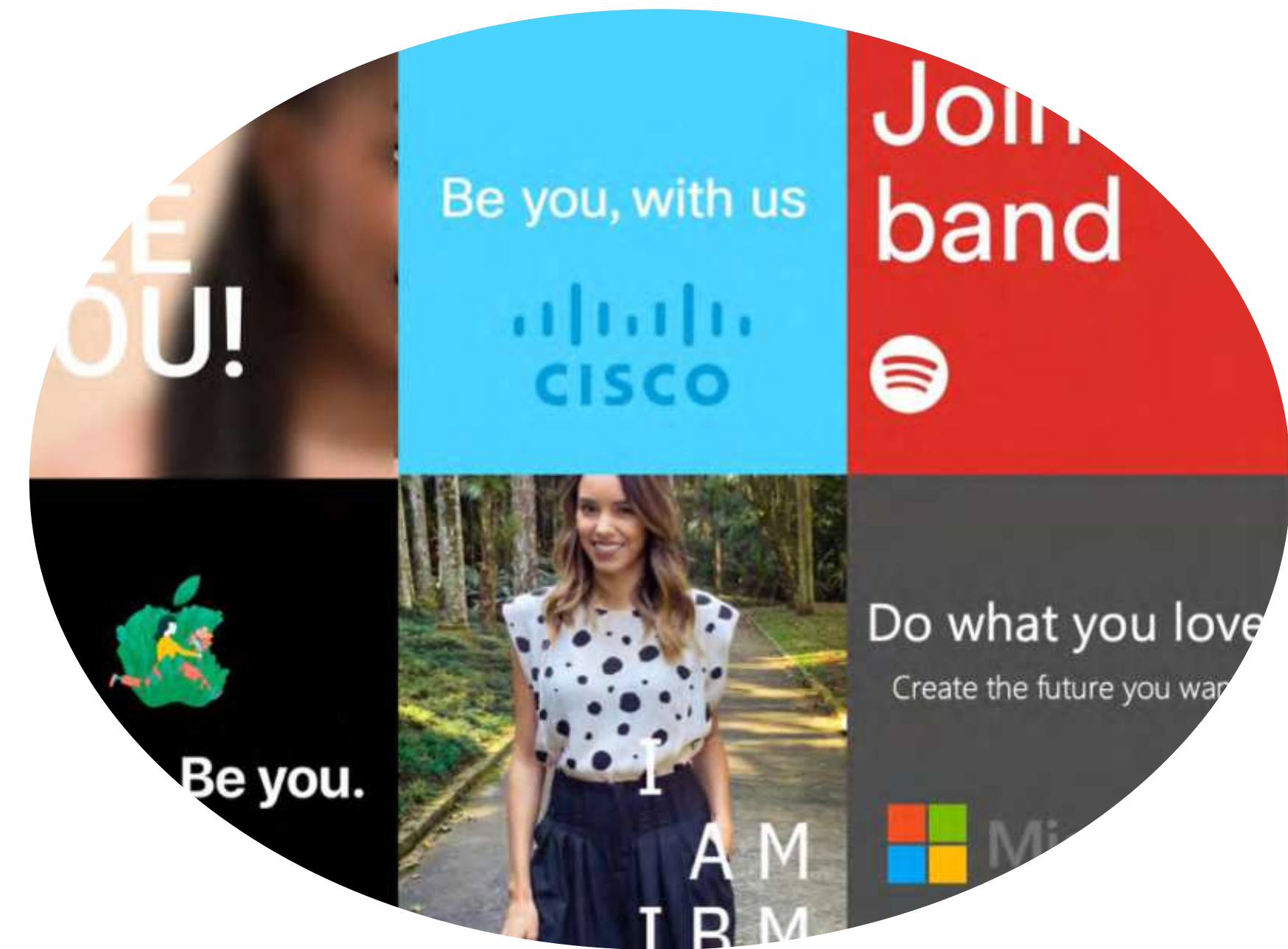


# You're not the only one rethinking



# Escape the sea of sameness ...

The brand must tell an authentic story - its individual story that reflects the three critical elements of brand, responsibility, and belonging.





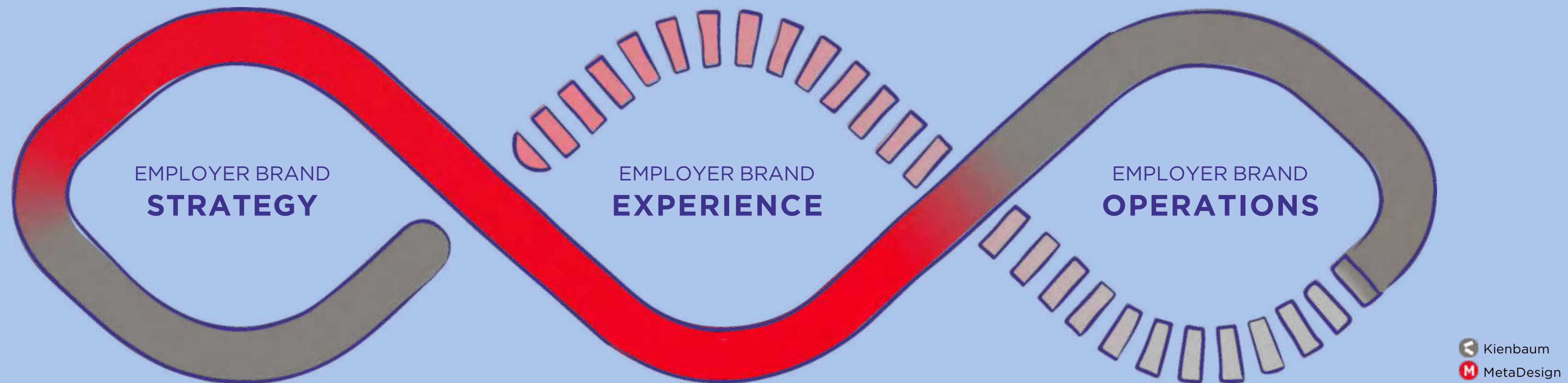
## Step 6 – Live your strategy!

A strategy only living on paper will not help you to find and bind your employees. To achieve that your strategy must now be implemented to form a consistent experience along the candidate journey.





# The final Question: How do we turn this power into motion?



## Holistic

Considers the various aspects of people and talent journey, brand and the business as a whole and involves cross-functional stakeholders

## Evolving

Results in an evolving employer value journey that builds upon the current maturity level and needs of the organization

## Modular

Allows for prioritization and speedboats while enabling long term sustainable strategies

## Seamless

Dovetailing fusion of operational and management expertise with brand and creative competencies from definition to implementation

# Thank you!

Please contact us for more information.



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Krick**

Head of Strategy



**Eberhard  
Huebbe**

Managing Director