

Employment Brand & Value Proposition

Wednesday & Thursday - October 15 & 16, 2008
The Ritz-Carlton, Kuala Lumpur



“The competition for top talent is increasing. Your best performers are being poached. Is your Employment Brand & Value Proposition strong enough to attract and retain them?”

Recent surveys indicate **88% of employees leave organisations for reasons other than money**. So why do your best employees leave or stay? This vital question can be answered by your company's Employment Brand & Value Proposition (EVP) initiatives – a set of tools to create a unique and compelling place to work and grow.

Managing and articulating a unique Employment Brand & Value Proposition is a strategic business advantage to:

- **Attract talent** who have the skills and knowledge that your company needs to achieve competitive advantage
- **Retain talent** – the highly skilled, highly motivated best performers. These staff are the most expensive to replace
- **Motivate employees**, even in the current economic downturn, to ensure future success.

By ensuring that Employment Brand & Value Proposition are demonstrated consistently throughout all processes, organisations can create the right environment for their talent to flourish. Organisations that want to win the talent war today need to treat these sets of powerful tools as a top business priority if they want to remain competitive and stay ahead.

Course Facilitator:

Gabrielle Young, Director & Principal Consultant
Stratus Consulting Ltd

In our 2-day, content-rich workshop, you will gain:

Effective EVP application strategies in driving talent recruitment and retention

Explore the ultimate relations between EVP and talent recruitment and retention strategies; and the impact towards the organisation.

Insights on proven processes and methodologies in Employment Branding and EVP

Assess and benchmark your employment brand within the labour market.

Best practices and case studies of top employment brands

Gain lessons learned from world class employment brands in retaining key talent.

Experienced trainer and consultant in human capital and organisational change

Gain useful techniques and tips from the trainer who has worked with organisations in EVP. Take away customised EVP action plan with top recommendations from the trainer.

A unique EVP assessment tool and process

Utilised this unique EVP tool and process to assess and match the contribution between employer and employee.

Key Take Aways:

- ◆ *Assessment process to develop your unique employment brand*
- ◆ *Employment brand development planning template*
- ◆ *Employment branding and recruitment alignment tool*
- ◆ *EVP internal alignment and integration assessment tool*
- ◆ *Case studies of successful employment branding and EVP initiatives*
- ◆ *Benchmarking your organisation against best EVP practices*
- ◆ *EVP assessment tool and process for managers and employees*
- ◆ *Customised EVP action plans*

Case Studies:

Participants will walk through detailed case studies from companies such as:

GE, NASA, Microsoft, Yahoo!, ANZ Bank, Royal Bank of Scotland, Fonterra (Asia), Orange, The Warehouse New Zealand

REGISTER NOW! Limited to 35 seats only.
Call 03.7958.4900 to book your seat.