

HEALTH WEALTH CAREER

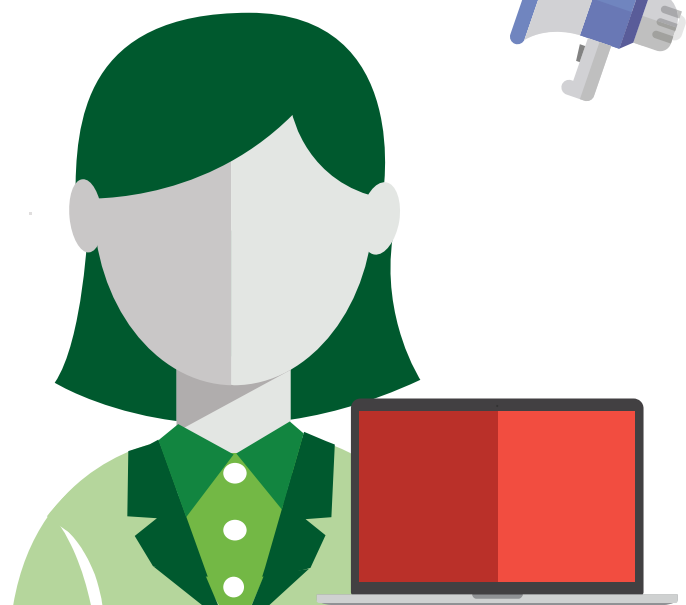
# BRAND RESONANCE: THE KEY TO ATTRACT & RETAIN TOP TALENT





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# INTRODUCTION

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A brand is the community's idea, experience, and perception of your organization, not a mere logo or brochure.

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Building a strong brand goes a long way in achieving a company's long-term mission and vision. To meet this goal, organizations invest a lot of time to revamp their career pages and reflect the company's goals in order to attract talent. As easy as it may appear, brand resonance is not merely limited to having a sound social media presence and good glassdoor ratings. Even though these methods are a part of brand building, brand resonance incorporates a lot more.

To create a stellar brand, organizations need to work at the grassroots level.

The first step towards achieving this is to build good relations between the organization and its people. Openness with employees about their needs, motivation and in-demand skills serves as a key to ensuring people know what is needed to stay ahead. What is essential is how a company listens to its people, understands what helps them thrive and reflect shared value in its brand. Forging a relationship of trust with each prospective, current and past employees will help build a lasting bond.

Once you determine what your audience needs, you efficiently align their goals along with the company's vision. Seeking help from these actionable insights, employers should implement changes in the workplace to the best of their capabilities to cater to employee needs and motivation. This will ultimately result in hiring only those prospects with whom the company's goals are aligned too. That's how you build sustainable teams who love what they do, and are hence engaged and motivated.

# LISTEN TO YOUR AUDIENCE & ALIGN WITH THEIR GOALS

The first step towards building a strong brand is being attentive to the needs of your target audience and being receptive to what drives them. The way an organization caters to the needs of prospects and employees is to align the two. If you are speaking to a prospect set to know the problems they face and what goals they desire, then you are attracting the right people. If you are very clear about how you will help these prospects, you have a shot at attracting the right employees who want to fulfill the brand's promise.

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Organizations should not only focus on the here-and-now, but also seek to anticipate employee needs and provide solutions before things become problematic. Suggesting employers think out of the box, [Maple Holistics HR Manager Nate Masterson](#) says, *"HRs should have meetings with each staff member on a quarterly basis to determine how the work environment and work conditions are affecting employee performance and well being."*

Additionally, employers can understand the psyche of employees by periodically rolling out employee engagement surveys. These surveys have targeted questions related to the nature of work, compensation, relationship with the manager and peers, motivation, work-life balance and much more. The comprehensive surveys give an insight into your employees' mindset towards work and the company.



*"It's a two-way education, inside of one service story, where the main character is the prospect, their problems are the beginning of the story, their goals are the end of the story, and the organization is the hero of the story who provides services and products to save the day for these prospects."*

**-DEAN LINCOLN HYERS**  
Founder & Principal,  
SagePresence

A woman with short dark hair, wearing a dark blue blazer, is shown in profile from the waist up. She is looking down at a gold-colored smartphone held in her right hand. She is standing on a rooftop or balcony with a metal railing. The background is a city skyline with several tall buildings under a soft, golden light, suggesting sunset or sunrise. The overall mood is professional and contemplative.

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Prospects wish to work for companies that operate with a clear sense of purpose. It's not just millennials and gen-z professionals driving demand for ethical and sustainable business. Across every generation, professionals are eager to pursue more than profit. Conversations around exorbitant, creative benefits tend to miss the point. Employees and prospects want good pay and health benefits, a flexible work-life balance, and the chance to do exciting and rewarding work.”

**-ANDREW JONES**

Recruiter, Source One, a  
Corcentric company

Another way of comprehending what drives the employees is by conducting a **360-degree feedback**. Since the reviews given by various stakeholders are anonymous in the survey, it is a great way to understand how people around the individual perceives him. The feedback helps in measuring employee performance, hidden strengths, blind spots, perception gaps, areas of improvement and strengths. Basis these insights, a personal development plan gets generated. The plan is customized as per individual ratings in the feedback survey and helps employees chart their respective development journeys. Investing in your employees, trying to understand their woes and thereby working on their career growth makes your people feel valued.

When it comes to recruitment, organizations need to have a clear picture of who they want to hire. It is a similar process as building a buyer persona. When you have a clear picture, you can guess what those candidates may prefer when it comes to the working environment, general conditions, perks and suitably adjust their strategy. Building an employee persona will help organizations focus their marketing efforts dedicated to recruitment in the best possible way by picking right visuals, social networks and keywords.

Harsha Reddy, Co-founder and Editor-in-chief **SmallBizGenius** believes that employee needs differ from one organization to the other. She asserts, "We, for instance, realized that our employees love their flexibility, so we started offering flexi-time and remote work while keeping our office as a base where we can share ideas and have regular meetings." With it, we decreased sick leave abuse and employees tended to stick around because they did not feel pressured and could obtain healthy work-life balance, she added.



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Organizations need to ensure that there is a great balance of structure and opportunities to innovate as they grow.

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The correct blend of these two attributes can ensure that the brand vision and goals are carried out and at the same time company growth and innovation does not hit rock bottom.

What is crucial is, knowing what employees need to stay in their current organization. Employees from different job levels, generations and gender seek different things at workplace. It is much more deep-rooted than mere good work culture and a competitive salary. By understanding their key drivers, you will stand a better chance of retaining the most talented employees.

# BUILD A SUSTAINABLE PIPELINE

The next step to establishing a stellar brand is building a pipeline of candidates who are motivated and engaged. By incorporating the values, attributes and opinions of prospects, a company's talent brand can help in attracting top tier candidates in a crowded talent market as well as improve the retention and engagement of current employees.

Emphasizing on the importance of investing in people and how passionate they are about specific roles and skillsets, [With Clarity CMO Silisha Kankariya](#) says, *"If employees are motivated to succeed in a particular area of marketing, operations or customer service and that is applied with diligence, there is no reason why the organization should not grow. Setting up a correct manual both allows for both flexibility and gives enough structure so that no one is lost. Ensure open lines of communication and a mentoring program so that people feel well taken care of."*

Silisha's words indicate that organizations should align individuals as per their interest and expertise in a particular function and role. When the interests of employees are taken into consideration, it gives them a reason to stick around, stay engaged for long, deliver outstanding results, and ultimately put their best foot forward. Meanwhile, if an individual is allotted a job function not suited to the best of his capabilities and expertise, he will work half-heartedly and never be able to achieve his potential.

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Finding the right fit for the organization is the key to building a sustainable and exhaustive talent pipeline that will keep supplying top talent whenever the need arises.

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Candidates ought to be hired in light of how they would have a constructive impact on the team they work in. To find such talent, HRs need to seek the assessment route. Psychometric assessments are one part of the selection process through which an organization can look for candidates who share the same values and culture of their company. The contention for psychometric testing is that it diminishes the danger of recruiting, for it uncovers more about a candidate's character than generally a standard interview does, without the cost of time.

[Talking about the two-fold benefits of assessment](#), Silisha says, *"They help the employees understand their role and performance and motivates them to work harder. It also helps the employer to understand level setting, what they can expect from their team and what they need to provide as a mentor or boss to make things happen."*



Assessments are based on the basic premise of competencies, knowledge, skills, abilities, and behaviors that contribute to individual and organizational performance. Competencies are mapped to each job role so that only relevant prospects are attracted in the process, eliminating a pool of candidates that do not match the job requirements. Real engagement incorporates the right mix of ability, skill and personality. If the candidate possesses the right balance of these three, their engagement levels will be high. The complexity of the job should be well defined. Accordingly, prospects should be assessed on the skills, ability and learning agility they possess along with the behavioral indicators at workplace.

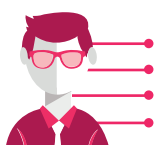
*Learning agility is one of the most desired competencies for new recruits as well as existing workforce. Learning agility tests measure the person's learning ability and pace and provide actionable insights needed to improve the organization's overall performance.*

Since a candidate's behavioral traits cannot be perceived in face-to-face interviews, HRs can incorporate **personality tests** in the recruitment cycle to measure individual's likelihood to behave in a certain manner on key job-related competencies, the person's strengths and growth opportunities, and aid in understanding what behaviors a candidate is likely to engage in as a result of their preferences and predispositions.



# THE MERCER METTL WAY

What matters to employees and job seekers is the way a company conducts business and upholds the values of its brand. We at Mercer | Mettl understand the changing needs of talent landscape and hence, we have curated a list of recruitment solutions which will enable organizations to create brand presence. We provide assessments which endeavor to quantify the aptitude and personality of applicants by inspiring candidates to answer a progression of questions.



**COMPETENCY BASED  
ASSESSMENTS**



**CUSTOMIZED FOR  
EACH JOB ROLE**



**BENCHMARKED AS PER  
INDUSTRY STANDARDS**



**DETAILED CANDIDATE  
DIAGNOSTIC REPORT**

Hiring the right fit couldn't have been easier. The principle which predicts employee behavior leading to better business outcomes is what **Mettl Personality Inventory** is based on. The test helps in filtering a large candidate pool, thus fetching only the right fit for a particular job role.

The more motivated your workforce, the greater your organization's potential for success which is why Mettl subject matter experts have curated **Mettl Motivation Inventory**. It offers a comprehensive test of motivation, which gives an understanding of what drives and motivates a person to effectively perform and excel at work.

Being the one-stop solution for all your **training needs**, we help organizations design the right training program with our TNI suite.



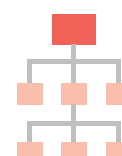
## **UNDERSTAND**

Understand the specific set of competencies that need to be developed across different job roles & verticals to achieve the desired goal of training



## **CUSTOMIZE**

Create custom assessments for each job role & level to assess employees' current proficiency for required competencies.



## **PLAN**

Analyze the results of assessments using individual consolidated reports & analytics to design an excellent training program for your employees.

In addition to motivation and training, organizations need to keep a track on how engaged employees are at work because engagement is a vital element that determines if the employees will stay with the organization in the long-term. From understanding where your organization is thriving and where it is struggling to what keeps your employees engaged, and how to decrease turnover with employee engagement data analytics, **Mettl's Employee Engagement Assessment** solves all your woes.

## ABOUT US

At Mercer | Mettl our mission is to enable organizations to build winning teams by making credible people decisions across two key areas: Acquisition and Development. Since our inception in 2010, we have partnered with 2900+ corporates, 31 sector skill councils/ government departments, and 15+ educational institutions across 90+ countries.

### CONTACT US



#### INDIA OFFICE

+91-9555114444

Plot85, Sector 44, Gurgaon,  
Haryana, India - 122003

Australia: +61390699664

Indonesia: +6285574678938

Singapore: +6531386714

South Africa: +27875517192

UAE: +9718000320460



[contact@mettl.com](mailto:contact@mettl.com)

[www.mettl.com](http://www.mettl.com)

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