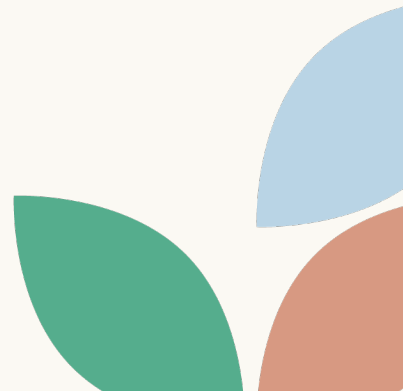


DIE FÜHRUNGSKRAFT ALS EMPLOYER BRANDING MANAGER*IN

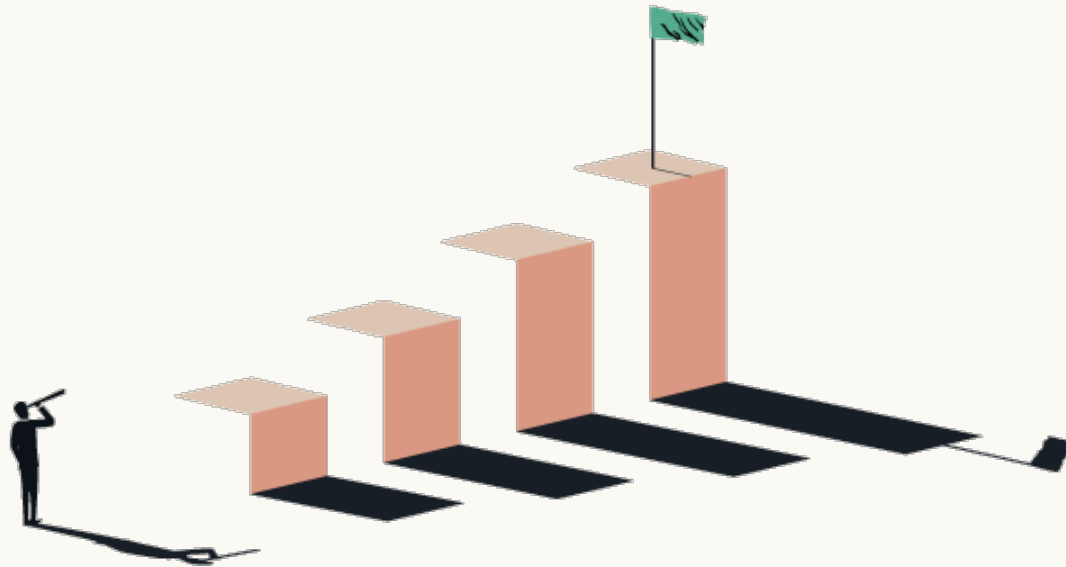
Impulsvortrag und Expert*innenaustausch

Judith Kastner

FH Kufstein am 14.12.2023



ZIELE



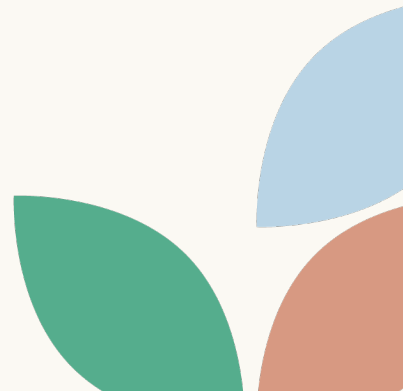
1. Employer Branding
= MUST HAVE
2. Ganzheitlich und strategisches
Branding
3. Die Führungskraft als Gamechanger*in
für den Erfolg
4. Spannender, gemeinsamer Austausch



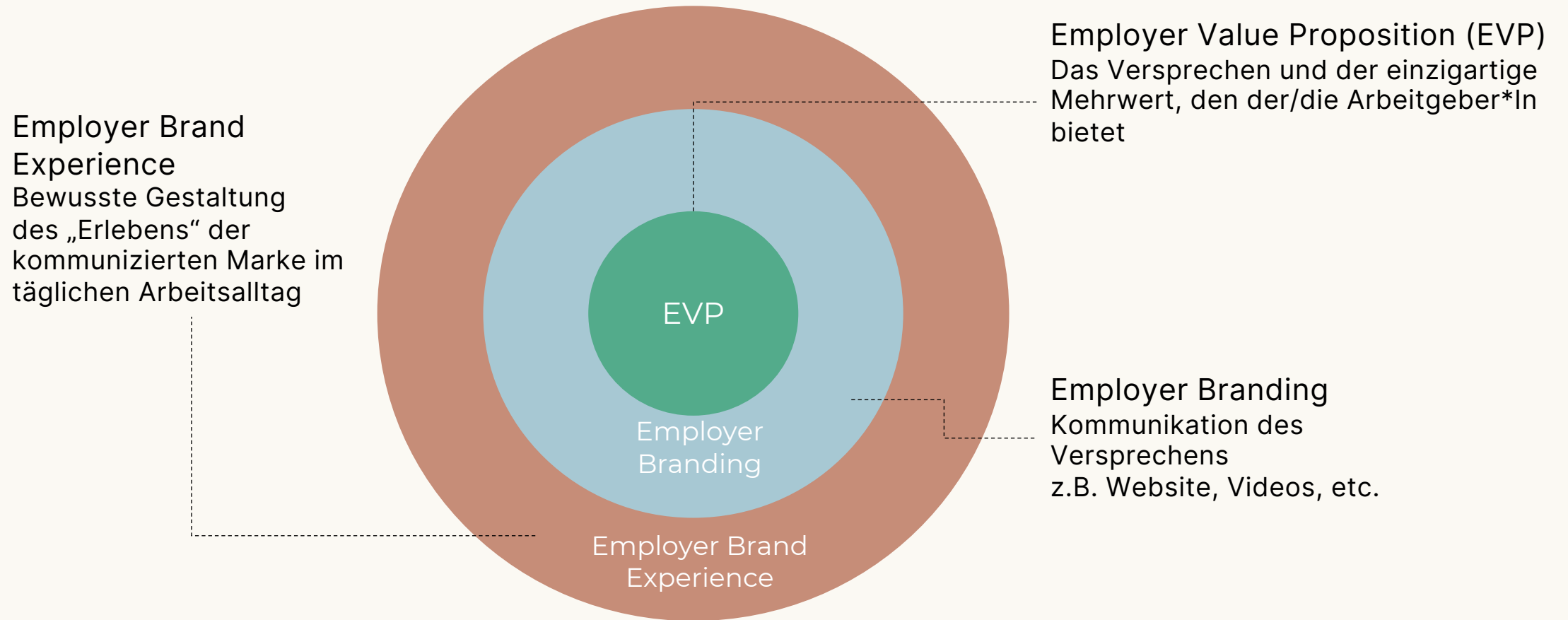
WARUM EMPLOYER BRANDING?



ES GEHT UM DEN KERN EINES UNTERNEHMENS



EINE DEFINITION



why employer branding matters.



Companies are overpaying on salaries by 10% if they don't have a strong brand.¹

50%

of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.²

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.³

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.⁴ As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice. Also, if your culture is transparent: candidates actively research the culture of companies to understand if they'll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

19%

Only 19% of employees globally perceive a strong alignment between what their employer says about itself and their experience working there.⁵

52%

of candidates first seek out the company's website and social media to learn more about an employer.⁶

#1

obstacle to candidates in the application process is not knowing what it's like to work at an organization.⁷

1-2x

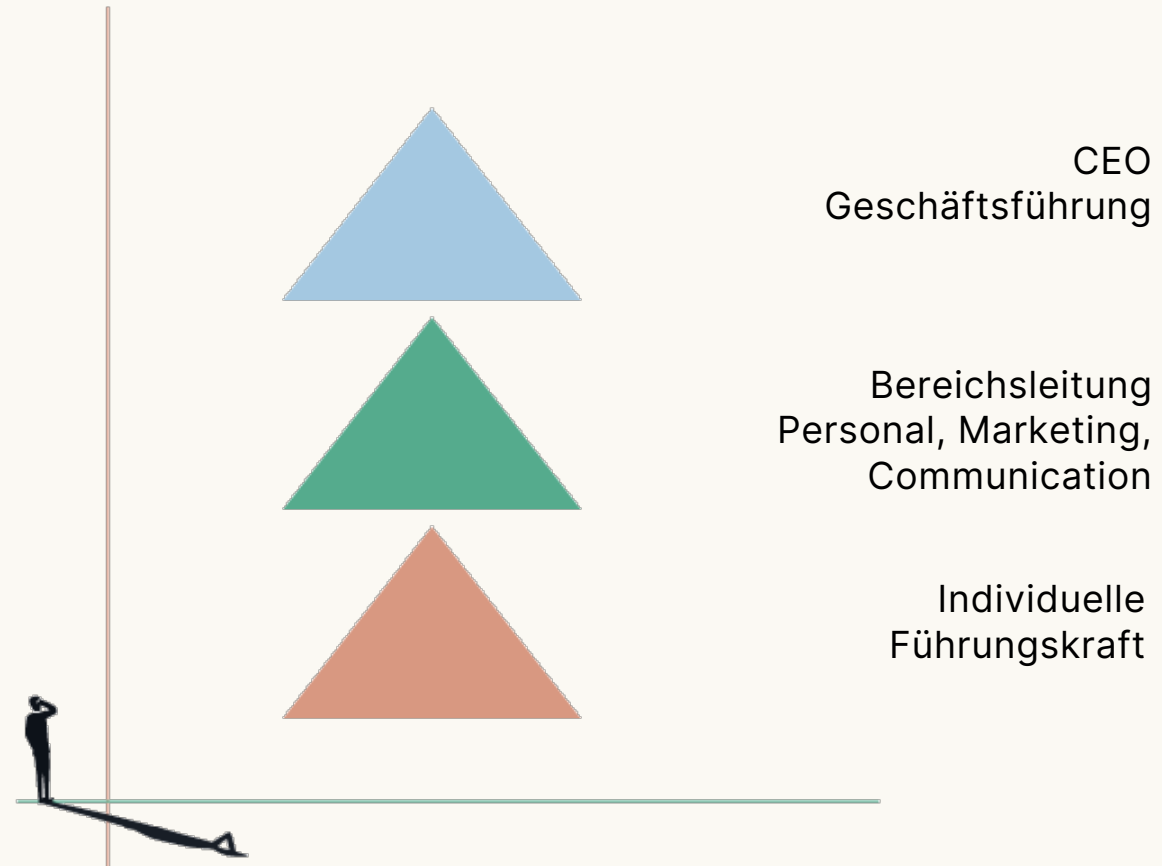
Companies with a strong employer brand have a 1-2x faster time to hire.⁸

76%

Employees who experience a strong alignment between what their employer says about itself and their experience working there are more likely to recommend their employer as a place to work.⁹



3 EBENEN



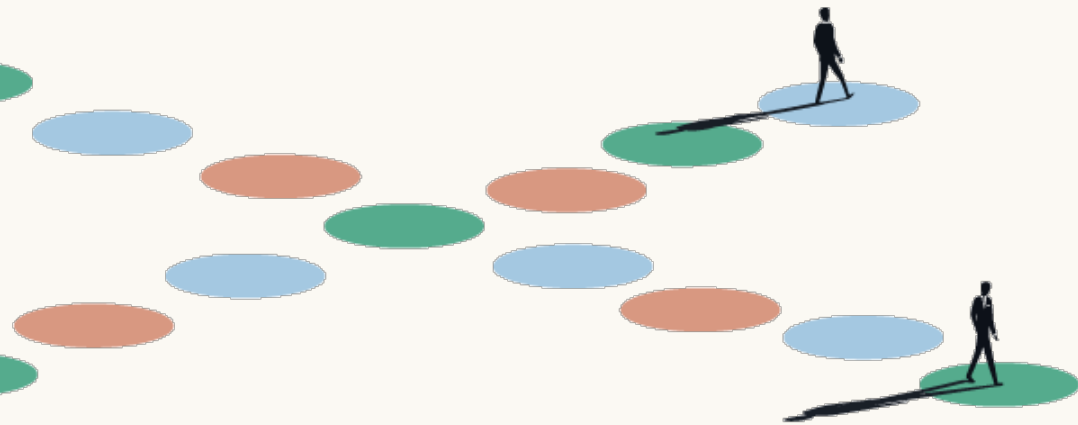
CEO . GESCHÄFTSFÜHRUNG STRATEGIE TRIFFT TAKTIK



- Employer Brand
Teil der Corporate Brand
- HR, Marketing & Communication
- Employer Brand Attraktivität als
strategische TOP Priorität



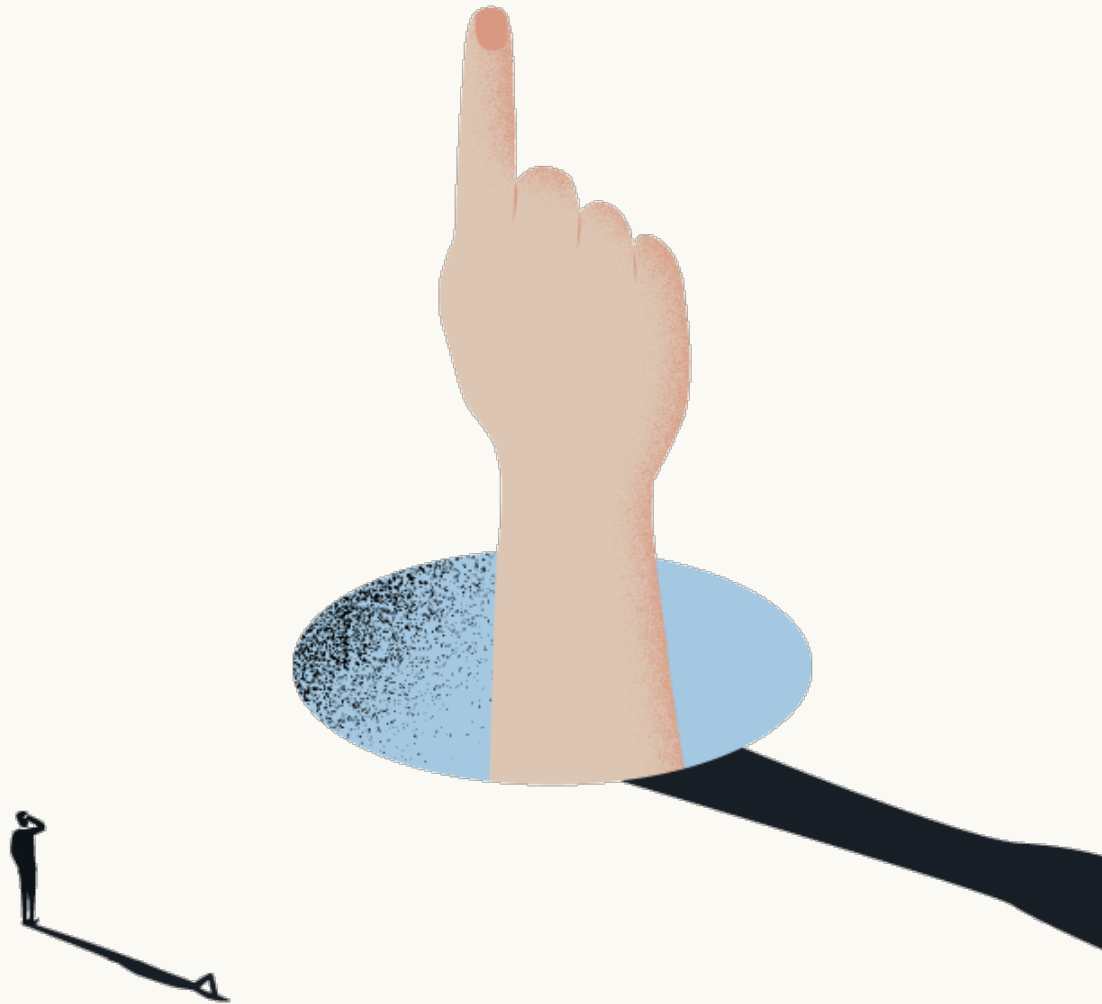
BEREICHSLEITUNG . X-FUNCTIONAL MIT STRUKTUR ZUM ERFOLG



- Employer Branding Ziele und Strategie
- Employer Branding Standards, Tools, Maßnahmen & Budget
- Employer Branding Expert*innen



JEDE FÜHRUNGSKRAFT ZENTRALER ERFOLGSFAKTOR



- Klare Ziele und Verantwortung
- High Performing Team-Kultur
- Individuelle Förderung und Forderung



„WORK ON THE SYSTEM,
NOT IN THE SYSTEM“

JUDITH KASTNER

Vielen Dank und viel Spaß beim Gestalten



CONNECT TO CREATE TOGETHER

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QUELLEN



QUELLEN

Randstad Employer Brand research

- <https://info.randstad.at/randstad-employer-brand-research-2020>
- am 13.12.2023

Additional inspirations and sources

- Harvard Business Review
- Graphiken: AdobeStock

