

A photograph of three women in a meeting. One woman is seated at a table with a laptop, while two others stand behind her, looking at the screen. The scene is dimly lit with a warm, orange-red glow. The background features a framed abstract artwork and a wall with a grid of small dots.

Routê

Employer

BRANDING

What is Employer Branding?

It is a strategy that seeks to convey a positive brand image to be recognized as a good employer, both for the people who are part of our current teams and for future talent.

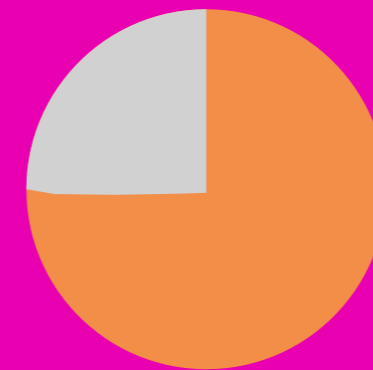
The good image generates, initially, a positive knowledge of the organization, and if it is cultivated, it becomes a focus of interest both for attracting talent and for improving the company's reputation.

97%

of employees prefer to work for a company that is recognized as an employer brand.

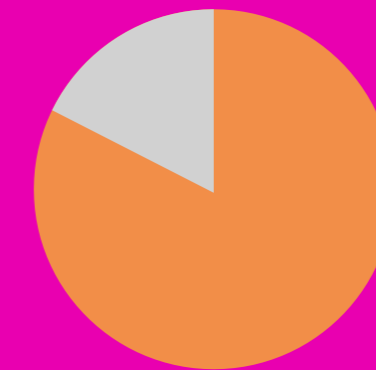
WHY SHOULD YOU INVEST IN EMPLOYER BRANDING?

In today's labor market, a positive, well-defined employer Brand is important for attracting and retaining top talent.



75%

Active job seekers are likely to apply to a job if the employer actively manages its employer Brand.



80%

Glassdoor users agree their perception of a Company improves after seeing an employer respond to a review.



86%

Employees/job seekers are likely to research Company reviews and ratings when deciding where to apply for a job.

What are the benefits?

Developing a value proposition that makes explicit what the organization offers makes employees consider it is the best place to work. The fact of having a strong employer brand will make the company grow, since the better its reputation, the better the talent that wants to join the company.

INTERN BENEFITS

3 advantages to investing in your employer brand

1

You will spend less on selection processes: costs per candidate are reduced by up to 50%.

2

You will encourage employee retention: the turnover rate is reduced by 28%.

3

You will strike up a conversation with candidates before others do.

EXTERNAL BENEFITS

4 advantages to invest in your employer brand

50%

Of the candidates state that they would not work for a company with a bad reputation, even if they were offered a salary increase (Linkedin).

90%

Of the candidates would apply to a job in a company if it has a strong and active employer brand (Career Builder).

92%

Of people would consider changing their job if it meant going to a company with an excellent reputation. (Corporate Responsibility Magazine).

51%

Of those who are looking for a job, they state that when looking for a job, their first search option is through an online job portal (Glassdoor).

**An effective
employer branding
strategy will
differentiate you
from the competition
and prioritize you
with your clients.**



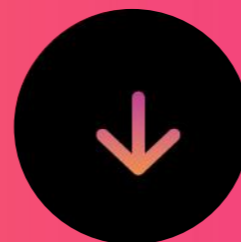


The key is to **hire talent** at a significantly faster rate as employees leave.

86% of the best companies to work today say that employer branding is one of their top priorities, up 15 points vs. 2021.

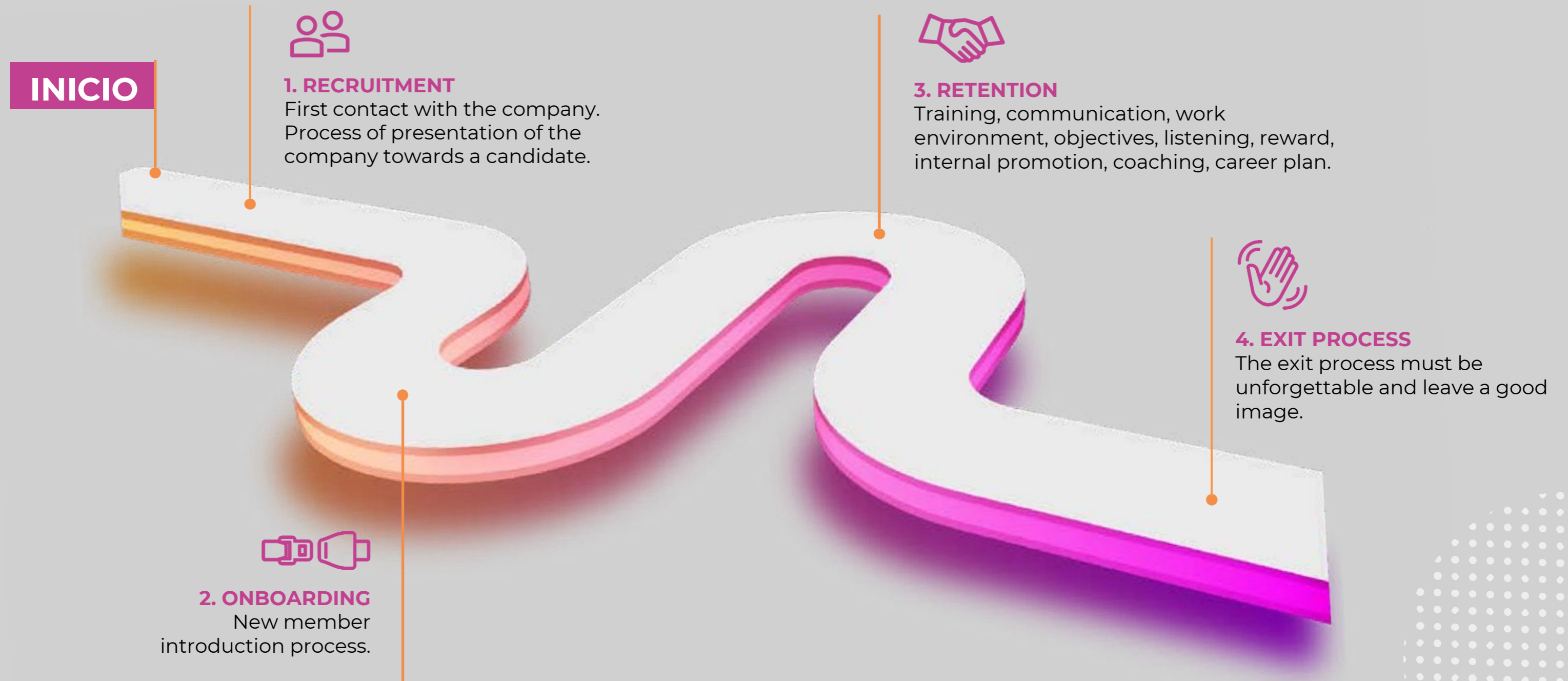
How to achieve it?

through the
Employee Journey



We accompany all EMPLOYEE'S JOURNEY!

The employee's Journey is the sum of the different stages through which he passes throughout his working life. **We can identify 4 main stages:**





1. RECRUITMENT

How to do it?

IMPROVING THE EXPERIENCE IN THE INTERVIEW PROCESS

An amazing selection process has unprecedented value. The candidate also tests if the employer brand fits their reality.

THROUGH COMMUNICATION BRANDING

Describes the employer brand in an attractive value proposition to the employee, in which it merges the image and reputation of the organization.

OPTIMIZING THE COMMUNICATION OF OFFERS IN THE TARGET MARKET

We apply three levels in the communication of the employer brand: attention, interaction and evidence. We create relevance for the target group and put it in motion on the main search platforms.

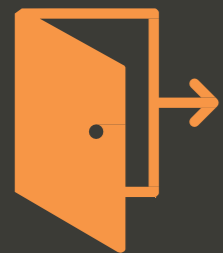
SETTING TRENDS

The recruiting or selection process has a great impact on those candidates interested in accessing a job. But the presence of a brand in the job market also has an impact. That is why the brand must position itself in different areas, and not only present job offers.

2. ONBOARDING

The relevance of the first 100 days.

The quick incorporation and adaptation of human capital to a company is essential. To do this, the company must look for channels through which can guide this integration so that it is fluid and as harmonious as possible. Some policies to implement must be based on closely monitoring this first stage of the incorporation of an employee.



4% of new hires leave after a disastrous first day.



22% of turnover occurs during the first 45 days.



The costs to the company are at least three times the former employee's salary.



3. RETENTION

How to do it?



IDENTIFYING THE ORGANIZATIONAL PURPOSE

Ambitious employees want to help build and have meaning. Therefore, a well-formulated inspirational goal is the engine to realize the strategy and daily goals.



DEFINING CHALLENGING OBJECTIVES

We make sure your organization stimulates and challenges so employees can shine.



PROVIDING RECOGNITION: COMPENSATION, BENEFITS, INTERNAL MOBILITY (ACHIEVEMENTS, VALUES, SPECIAL PROJECTS)

Awards, tangible and intangible recognition, internal rotation, movements and promotions. Responsibilities in specific projects with different roles to explore



GENERATING A GOOD WORK CLIMATE

Talent retention is also achieved by creating a good working climate and good cooperation within and between teams. We ensure a positive development of the team that contributes unconditionally to the achievement of personal and team objectives.



CREATING A REFERRAL PROGRAM

Enthusiastic employees ensure even more enthusiastic employees. This is a circle that, with the correct use of reference, is unbreakable and invaluable.



PROVIDING TRAINING / FORMATION - EXTERNAL AND INTERNAL (PEERS) - DEVELOPMENT

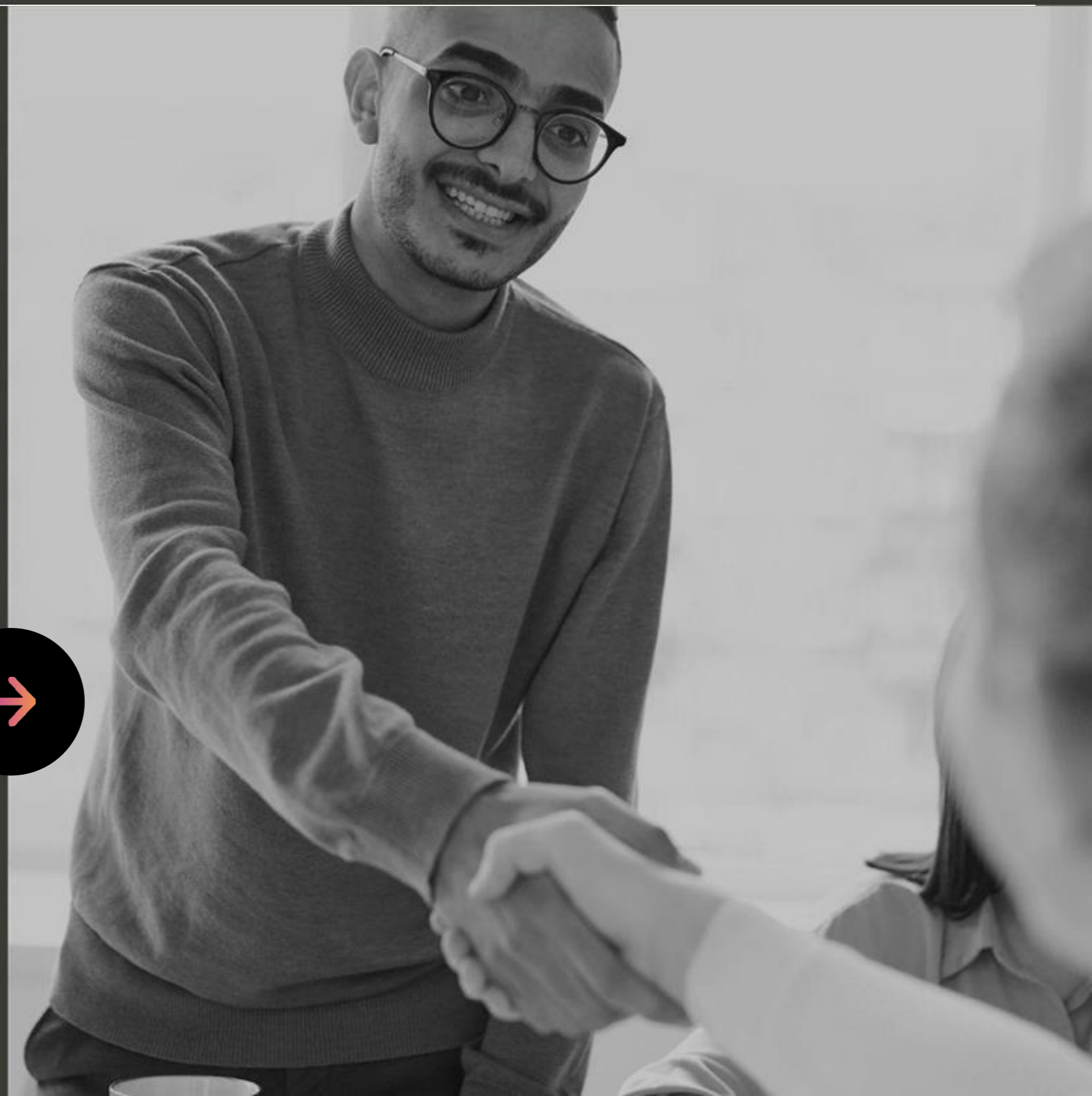
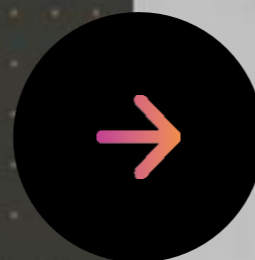
Training plans, career plan, horizontal and vertical movements within the organization

4. EXIT PROCESS

How to approach the exit in the best way?

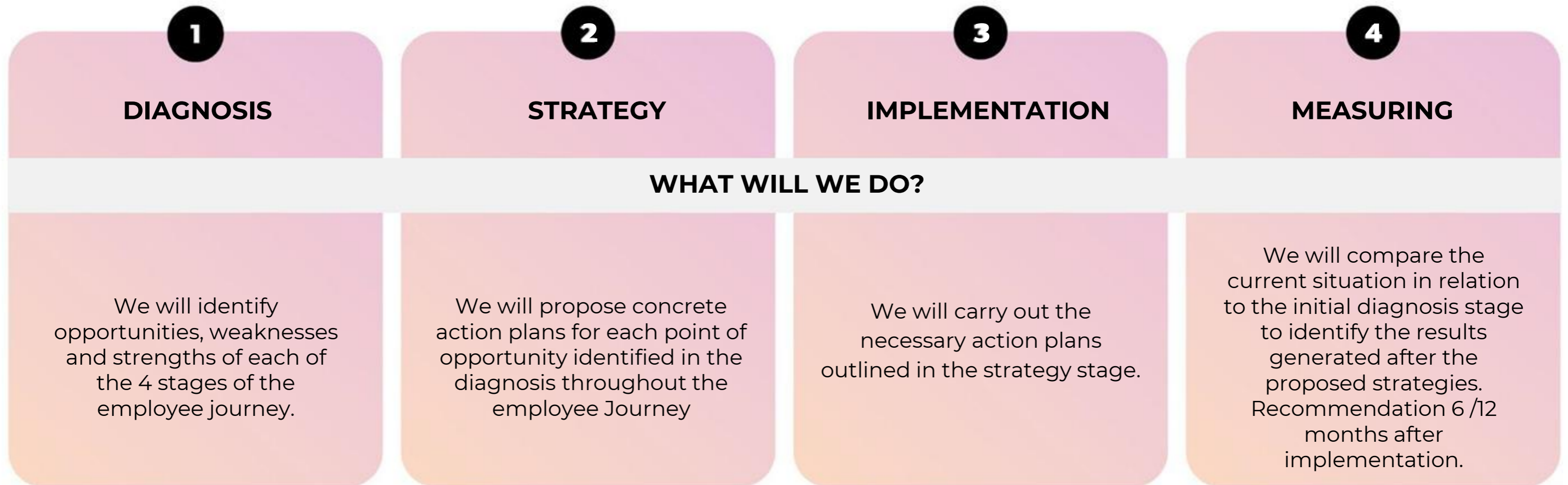
THE CONTINUITY OF THE RELATIONSHIP

The reputation of a company defines the interest of a talent to work or not in it. But the moment of the separation of a talent is also important. A harmonious disassociation, a recognition of the trajectory, or an accompaniment in new decisions, are part of a human **offboarding** that will reflect the values of the brand and the human quality that represents it. The employee who leaves a company will always have a formed opinion of it that will be communicated through word of mouth.



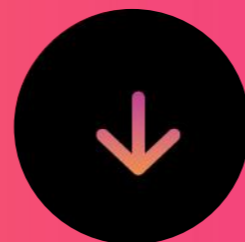
HOW WILL WE DO IT?

Promoting the Employee Journey through 4 process:



In each of them, we get involved in the 4 stages of the employee journey:
RECRUITMENT - ONBOARDING - RETENTION - EXIT

what is our value
proposition?



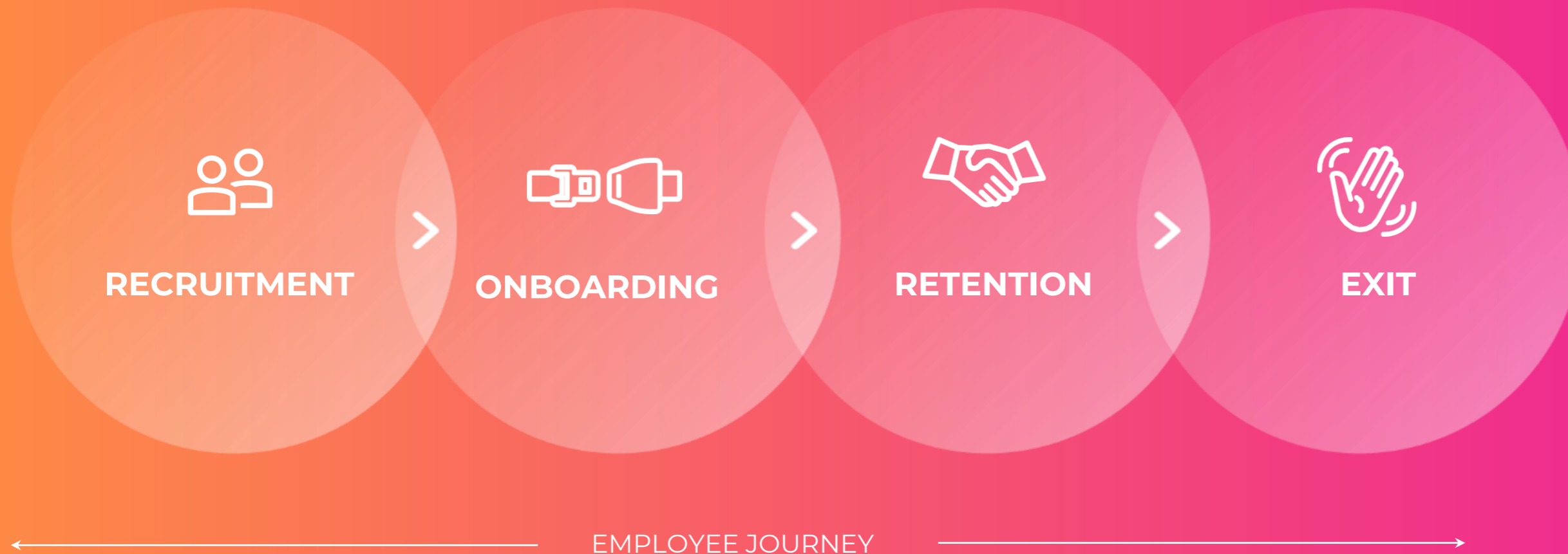
what is our value proposition?

We will make sure that your employee's Journey is satisfactory in all its stages. From the recruitment, onboarding and permanence until departure.

Because with satisfied employees you can achieve sustainable results over time.

By showing that you care about your employees, you become an organization that people want to work for.

VALUE PROPOSAL TO THE EMPLOYEE



What is our differential?

We are a **multidisciplinary** team of human resources, marketing and communications specialized in **Employer branding**



GRAPHIC
DESIGN

STRATEGIC
MARKETING

HUMAN
RESOURCES



DIGITAL
MARKETING

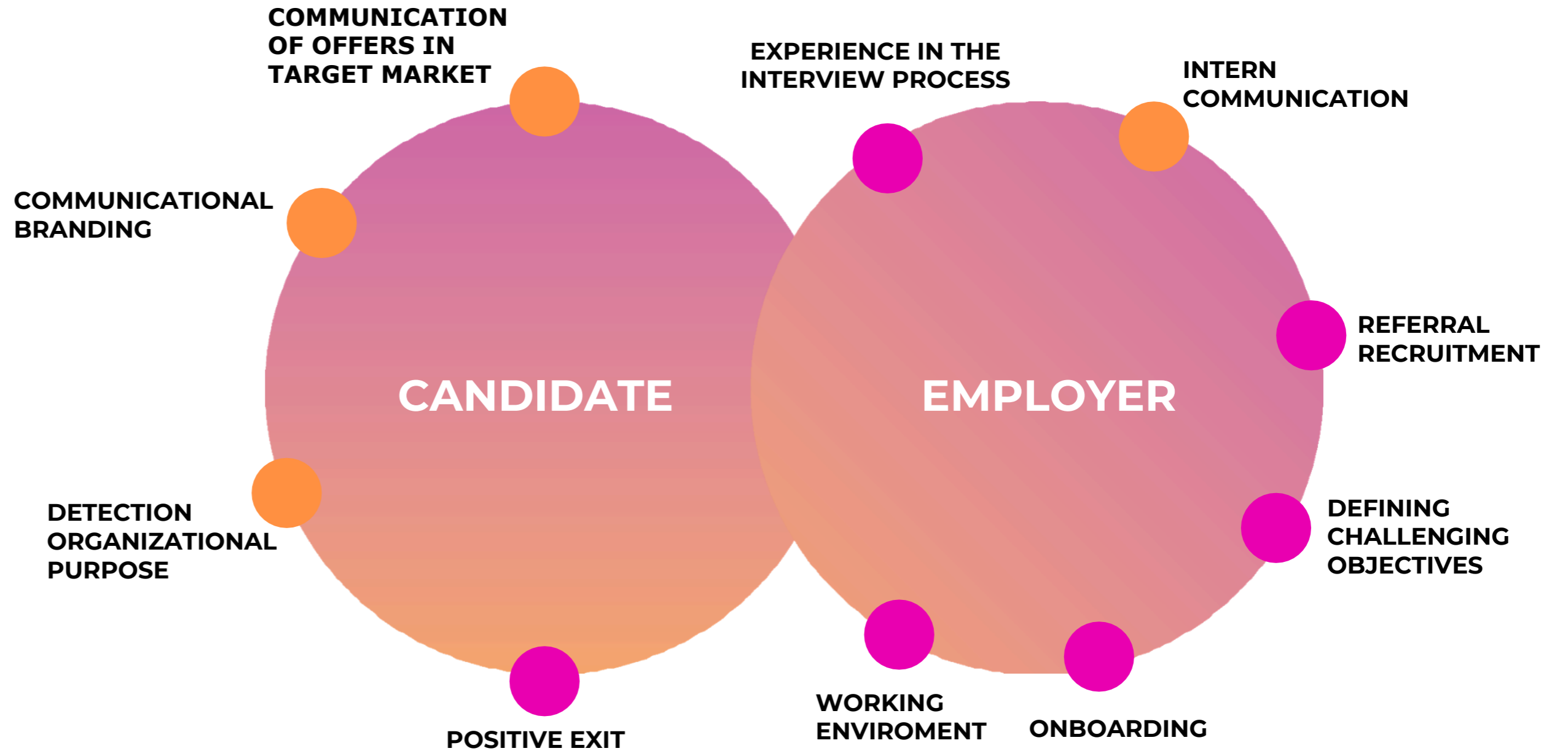
CORPORATE
COACHING

We offer you a solution where human resources and communication strategies are integrated.

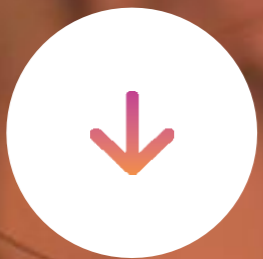
THEY CAN BE INDEPENDENT OR COMPLEMENT EACH OTHER



-  **COMMUNICATION ESTRATEGIES**
-  **HUMAN RESOURCES AND COACHING**



**Contact us to create
an employer branding
strategy based on
your needs.**



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