Uncover and express your unique culture

With IBM Employment Branding

Discovering the true strengths of your organizational culture empowers you to build a bigger pipeline of better quality candidates. By deploying a creative expression of your authentic culture, you’re signaling who you are to the right kind of employees. This bolsters your entire recruitment cycle so that you can more easily find, target, attract, hire and retain best-fit candidates.

Why choose IBM Employment Branding

As a part of IBM Talent Acquisition Optimization, IBM Employment Branding offers a unique blend of expertise in recruitment, culture research and behavioral psychology. Our view of an organization’s culture consists of three overlapping components:

- **Rational Facts**: The objective and factual aspects of your organization.
- **EVP**: The Employee Value Proposition that communicates the unique aspects of your company culture.
- **Emotional Truths**: The subjective and emotional aspects of your organization.

- **Personality**: The blend of the Rational Facts, EVP and Emotional Truths that makes your organization unique.

Through our proprietary culture research process, IBM Employment Branding reveals the authentic culture of your company and your employees. Out of this research we develop an employee value proposition (EVP) to attract candidates who have what it takes to thrive in your culture and become your best brand ambassadors.

Cabela’s desired a re-energized, revitalized workforce to grow its business with the right mix of talent, skill and cultural fit. The retailer asked IBM Employment Branding to study the company’s culture and use the findings to engage employees.

We conducted a cultural assessment of Cabela’s, which enabled the company to pinpoint areas of strengths and opportunities.

Our creative team then developed an EVP to communicate the culture and direction of Cabela’s. Internal and external messages and recruitment campaigns were created to express organizational culture, attract candidates and engage employees.
What we offer

Once IBM Employment Branding has mapped out your culture profile, we help you deploy the findings by creating:

- Your EVP, a messaging springboard that serves as the base for all recruitment marketing, internal culture efforts, recruiter training and even hiring and performance review policy.

- Ideal candidate personas that describe the type of candidate who will be most successful in your organization.

- Best practices and consulting on how to manage cultural change and disseminate your EVP.

Expected outcomes

Clients use our culture research and their EVP to:

- Attract candidates
- Identify best-fit employees
- Reduce turnover rate
- Decrease cost per hire
- Make changes to the existing culture
- Train recruiters

For more information

To learn more about IBM Employment Branding, visit ibm.co/TAO

IBM Talent Acquisition Optimization

The results:

Overall engagement scores rose 5% in the first year.

Through mentoring, managers of stores with lower engagement scores saw an average increase of 21% over their previous year’s scores.

Stores in the top 50% of engagement experienced a sales-per-labor-hour figure that was 9.3% larger than stores in the bottom half.