# 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:

Personality

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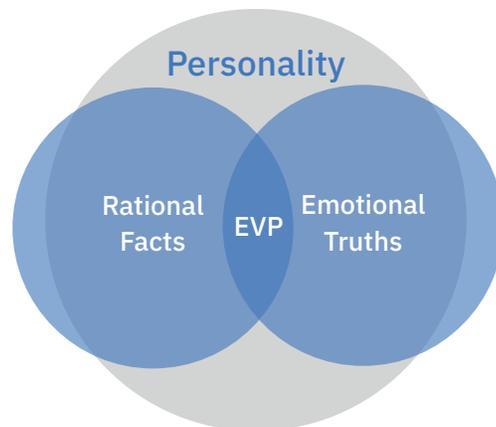
Through our proprietary culture research process, IBM Employment Branding reveals the authentic culture of your company and your employees. Out of this research we develop an employee value proposition (EVP) to attract candidates who have what it takes to thrive in your culture and become your best brand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

IBM Talent Acquisition Optimization

Client spotlight: Cabela's

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.

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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:
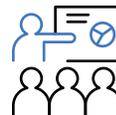
Attract candidates

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.

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