



Everything you Need to Know About **Becoming an Employer of Choice**

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What is an “Employer of Choice”?

An Employer of Choice is a company that has a strong brand in the job market and can attract and retain the best talent as it has a very desirable culture, environment, and a top-notch leadership style. Employees who work for an Employer of Choice are highly engaged and productive and fully aligned with their vision and values. Companies that are consistently attracting the best talent get one thing right: **Employer branding**

Employer Branding is the process that companies follow to manage and influence their reputation in the job market. Job seekers, employees, and key stakeholders would perceive them as an “Employer of Choice.”

Why Do Companies Aim to Become “Employers of Choice”?

Being an Employer of Choice means that you have built a reputation as a great place to work, which means you can attract more qualified applicants resulting in more skilled employees.

The importance of being an Employer of Choice unveils when the job market is not exactly bursting at the seams with talent.




Where do I start as an employer?

An excellent place to start your journey towards becoming an Employer of Choice is to think about the main reasons why your best employees might leave your company. *Most probably, it will come down to one or more of the following reasons:*

- Lack of development opportunities with the company
- Unsatisfactory work conditions, bad corporate culture, or toxic coworkers
- Non-competitive salary, benefits, or perks
- Lack of confidence in leadership or lack of empowerment to successfully do the job

To become an Employer of Choice, you must adjust your attitude towards receiving feedback while ensuring that you resolve these issues as soon as they get reported. Identifying issues doesn't mean that you can find a quick fix, but you need to create a sustainable plan that allows you to tackle any problems that arise promptly.



HUMAN-
oriented
Company

business
&
people
UNDIVIDED

PEOPLE
FIRST

We start
from **WHY**

Characteristics of Employers of Choice

JOB SECURITY

Job security is all about keeping your employees free from the stresses related to the sudden loss of their jobs. When employees feel secure, they can focus on the company goals and core roles without worrying about losing their current positions.

EMPOWERMENT AND AUTONOMY

Empowered employees can make decisions about and design how they want to perform their jobs. Empowerment starts by giving your employees a general framework (mission, vision, core values, objectives and key results, feedback), but they get to decide how they perform their daily task.

RESPECT

Employees will make mistakes. An Employer of Choice will always respect them regardless of the mistakes they made.

GROWTH OPPORTUNITIES

We are all familiar with how competition in the market is growing year after year. Investing in your employees' development will cultivate and nurture the best talent internally and help you attract the best candidates. When you work on retaining and improving your top talent, you will begin to create and sustain a competitive advantage.

TRANSPARENCY AND OPENNESS

Employers of choice strive to create a transparent work culture that encourages openness between the employees and management. When employees feel comfortable providing their ideas and input, and when the whole company is open and honest with its customers, this will bring many exceptional results and advantages to your company.

WORK-LIFE BALANCE

Your ability to give your employees more work-life balance is a selling point for your company regarding recruitment and retention. There are plenty of ways to encourage a healthy work-life balance without sacrificing productivity, such as offering flexible work schedules, allowing remote work, and providing childcare services.

PERFORMANCE CULTURE

An Employer of Choice is always seeking ways to tie the performance with the interests of employees. One of the best ways to do so is to invest in an automated performance and evaluation tool, which allows you to monitor your employees' progress on an ongoing basis while offering any kind of help that they might need along the way. Remember, any type of feedback (whether good or bad) should never come as a surprise.

FAIRNESS

Unfair treatment or favoring individual employees over others for no specific reason makes it hard for you to achieve the Employer of Choice status. Employers need to develop and apply policies on everyone equally, and they need to treat their people with the same courtesy and consideration.



Employer Branding Strategy

Here's a 5-step employer branding strategy to help you achieve you "Employer of Choice" status.

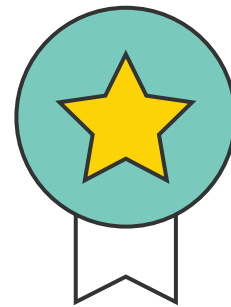
DEFINE YOUR GOALS

- Attract the best candidates
- Reduce time-to-hire
- Reduce Turnover
- Increase applicant pool



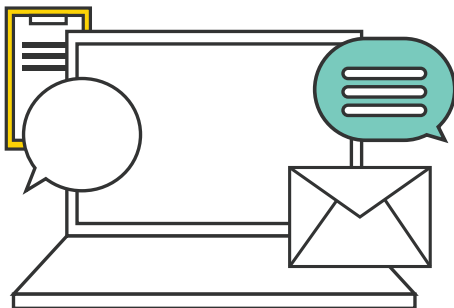
SPECIFY YOUR IDEAL CANDIDATE PERSONA

What do your best employees have in common?



DEFINE YOUR EMPLOYEE VALUE PROPOSITION (EVP)

- What do your current employees love about their company?
- What benefits do you offer?
- What perks do you offer?
- Why should the best talent work for you?



DEFINE YOUR CANDIDATE EXPERIENCE

Identify all touchpoints that your candidates have with your company from the "sourcing" stage to the "Offboarding" stage.

MEASURE RESULTS & PROGRESS

- Administer "Employee Net Promoter Score" eNPS surveys regularly
- Fix what needs fixing throughout your HR process





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sales@zenhr.com

KSA +966 54 259 6566

UAE +971 50 804 0218

Jordan +962 6 577 7500

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