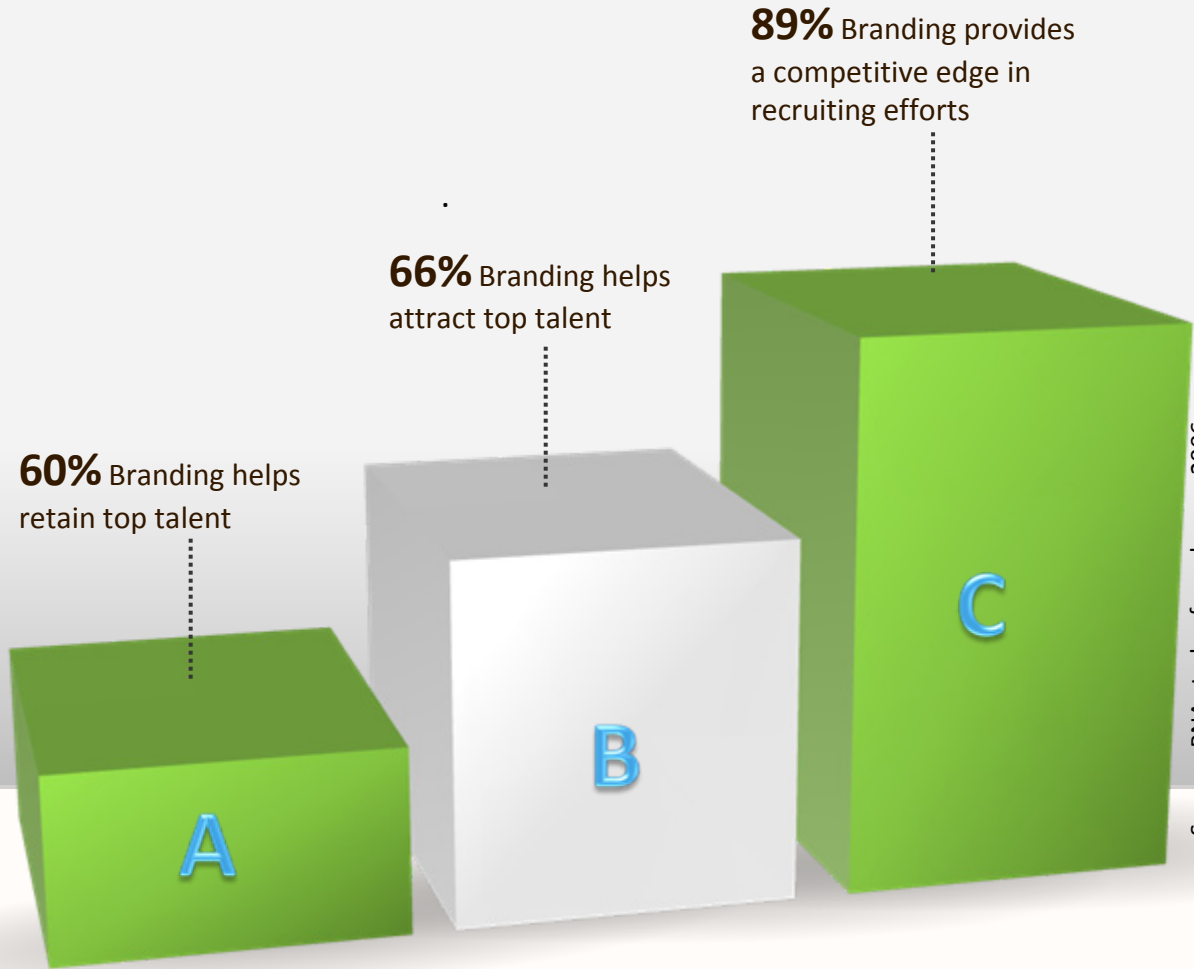


# TALENT ACQUISITION

## THE POWER OF BRANDING




Source: BNA study of employers, 2006

# TALENT ACQUISITION

BRANDING WINS EMPLOYEES AND CUSTOMERS

**Good employment brands** can help you attract top recruits, but a branding failure means the best talent may not even know your company's name. **Worst case scenario:** What job seekers know about your organisation makes them not want to work there.

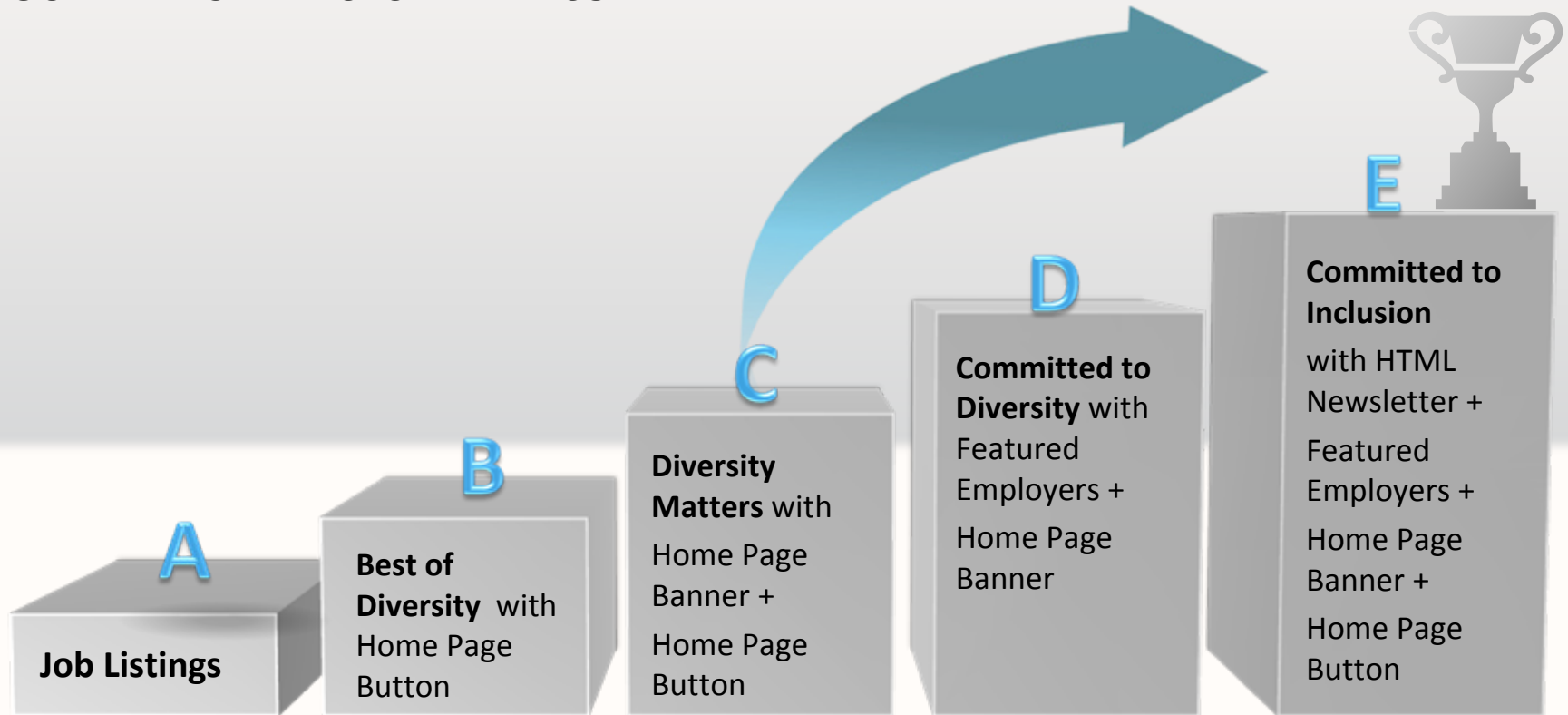


"Brand power" impacts at least 5% of stock prices, while "financial strength" only accounts for 6%

Source: Dun & Bradstreet

# TALENT ACQUISITION

5 EASY WAYS TO STRENGTHEN  
YOUR DIVERSITY RECRUITMENT COMMITMENT



The emphasis in hiring this group needs to move away from philanthropy and must be on the business benefits it brings. That's the critical way to convince senior leaders of the value of these employees. For more information please call: **0845 257 0334** or **support@diversityjobsite.co.uk**