

Employer Branding

Your company brand is reflected in your business operation and your workplace environment. Consistency and focus enhance your ability to attract customers and candidates for your company.

Your Brand Ambassadors

By Deb Walker

It used to be that a company message was conveyed to the "outside" world through marketing and public relations initiatives and campaigns. Now - each one of your staff plays the role of Brand Ambassador and this is both a challenge and an opportunity.



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Using Business Awards Programs to Attract Job Seekers

By Chemistry Consulting

Low unemployment rates are great for job seekers but are creating significant recruitment challenges for many employers. Business award programs may help.



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Use a Strong Employer Brand to Stand Out in a Tight Labour Market

By Go2HR

An industry-wide shortage of skilled workers makes a recruitment strategy more important than ever...



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Unemployment Stats

	18-Mar	19-Feb	19-Mar
VICTORIA	4.5%	3.2%	3.0%
VANCOUVER	4.0%	4.9%	4.8%
BC	4.8%	4.5%	4.6%
CALGARY	8.2%	7.6%	7.7%
ALBERTA	6.7%	6.8%	7.0%
CANADA	5.8%	5.7%	5.8%

*Source: Statistics Canada, CANSIM

Quotes

"If people believe they share values with a company, they will stay loyal to the brand".

- Howard Schultz, CEO of Starbucks

"Your brand is what other people say about you when you're not in the room".

- Jeff Bezos, Founder of Amazon

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

- Warren Buffett, CEO of Berkshire Hathaway

Branding Tips

Your company brand plays a vital role in your ability to attract candidates.

[Check here for some useful tips.](#)

Employer Review Websites: How to Manage Your Reputation Online

By Fasken

This bulletin provides some practical tips to assist employers in better managing their reputation online.

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