

A strategic foundation based on five pillars

Working to change people's attitudes takes time. And influencing a company's employer brand takes strategic insight and action. We base our work on the strategy model's five steps: goals, target groups, messages, media and plan of action. Target groups, messages and media are really areas in their own right.

From goal to action

Maybe your object is to attract 100 employees now? Maybe you need to strengthen your image in relation to a difficult target group over time? Or maybe you need to strengthen existing employees' perception of their workplace? In any case, it's important to start by defining the purpose and desired effect. Secondly, we identify the critical target groups to understand their criteria and create the corresponding messages and concepts. To get it right, we also need to find or invent the right media channels and formats. Lastly, we ensure that budgets and deadlines are met through a detailed action plan.

Goals: where are you going?

To create an understanding of the efforts and budgets needed, it's important to agree on the goals for the company's employer branding activities. What needs do we have for recruiting and developing new competencies in relation to the overall business plan? What's the situation on the job market as regards these critical competencies? What will it take to move these people? And how do we measure our efforts? These things and more need to be considered. To make the process as simple as possible, we agree on both purpose, primary and secondary goals in writing. This, of course, includes measuring the effect of our work.

Target groups: an engineer is not just an engineer

To create effect, you need to know who to target and understand their priorities. This process takes knowledge about different job types, position levels, educational backgrounds, characters as well as age, gender and cultural differences.

Spend time on job and employee analysis

In other words, employees are so much more than one segment. The task at hand is therefore to analyse and communicate in such a way as to hit a bull's eye rather than the whole target. Find out how you can differentiate yourself when finding and retaining your target groups.

Messages: tell the truth and the good story

Choosing a new job or deciding to hold on to the old one is a big decision. An employee makes the decision based on attitude or knowledge about the

company's products, mission and vision as well as the professional standard and communality and the possibilities for making a good and fulfilling career. These company characteristics - also known as employer value propositions - are central messages when working with attracting and retaining employees.

Communication carried by ideas

One of the cornerstones in core:workers' work is to develop original concepts to carry messages about the company and the workplace. Communication is not what is being said, it's what is being heard. Therefore, we are not satisfied until the next or existing employee fully understands the company's mission and has a good feeling for the work environment. They also need to know the concrete job tasks and the organisation of the company as well as be attracted to the career possibilities and benefits lying ahead. Find out what matters when deciding on which messages to communicate.

Channels: if it can carry a message - it's a channel

To make the most of a good idea, it needs to be exposed through the right channels. And the vast supply of modern media provides great possibilities for mixing the right cocktail. core:workers works across the board, from printed ads to viral films, and typically create solutions within the areas printed and digital communication, management and network communication as well as PR and events.

Tailored media choice

Our days are filled with job and image ads, employee magazines, fair stands, home pages, analyses, kick-off events, strategy presentations, lectures, press releases, seminars and lots more media solutions and choices. Find out what matters when deciding on the channels to promote your messages.

Plan of action: make it happen

A long-term plan is crucial when realising ideas. It's important to maintain an overview of advertising, activities and priorities through a professional management tool, which all interested parties may access quickly and easily. And in this connection, it's a great advantage to integrate HR's annual activity plan with the plan of action.