

## What Impact will a Crisis Have on Your Employer Brand?

There is a lot of uncertainty right now. Many organizations are trying to get their arms around the coronavirus. When the dust settles, where will your employer brand stand? Business as usual is not the course to take here. **Now is the time to start understanding the impact this crisis has had on your employer brand and what plans you can put in place to recover when this is all over.**

## How We Can Help

We get to know the organization's current state and existing employer brand strategy to move quickly in assessing challenges and priorities. Through research with leaders, employees, and candidates, we gain understanding of the perceptions of and sentiments towards the organization throughout the employment lifecycle.

From those insights, we provide strategic recommendations to deliver a best-case employment experience and prioritized ways to maintain/stabilize the employer brand as well as a long-term strategy to continually measure employer brand perception and proactively plan for any future crises.

### EMPLOYER BRAND ASSESSMENT

*An overall employer brand assessment on the effect of the crisis on the employer brand.*

#### OUR APPROACH

Foundation: Intake + Baseline Data	To understand the state of business, key audiences, and challenges. Includes review of current strategy and inventory of communications and channels.
Inputs: Leadership Interviews	To understand the leadership perspective of the organization, employment challenges, and what's important to leaders in a post-crisis employment experience.
Inputs: Internal Survey	To understand the current employment experience, uncover employee sentiment (values and concerns) around experience and company's handling of crisis.
Inputs: External Survey	To understand the current candidate experience, uncover sentiment (values and concerns) around brand and perception of the company's handling of the crisis.
Inputs: Employment Lifecycle Audit	To assess the full employment lifecycle as a mock candidate and employee, reviewing touch points and using research to provide an assessment.
Analysis: Research Findings	Deliver an in-depth findings report of the summarized research findings including assessment of employer brand strength and impact as a result of the crisis.
Strategy: Recommendations + Employment Lifecycle Map	Deliver a best-case employment experience map prioritizing recommendations based on research findings to maintain/stabilize employer brand.
Management: Proactive Planning	Deliver a management plan including initiatives, ideas, and recommendations to continually measure impact and proactively plan for any future crises.

## Don't just talk about it. Let's get started, together.

Every organization should have a true understanding of their employer brand reputation and a strategic plan to bring the best employment experience to life. We have the niche expertise to help you. Contact our CEO, **Susan LaMotte**, via [susan@exaqueo.com](mailto:susan@exaqueo.com) or (202) 276-1086 for immediate assistance.



[Crisis Response Resources](#)



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