

What Impact will a Crisis Have on Your Employer Brand?

There is a lot of uncertainty right now. Especially if you're in the midst of a job search. As organizations raced to respond to the pandemic, candidates remained in a forgotten place. As the dust settles, organizations are looking up to realize candidates should probably get a response, an update, or at least an acknowledgement. But the organizations who actually care how they feel, ask what matters, and act on the results are the ones who will thrive.

How We Can Help

Now is the time to start understanding the impact this crisis has had on your employer brand. What you do now will affect how candidates perceive your brand forever. Taking the time to understand the hearts and minds of candidates will illuminate the most critical actions you need to take now.

CANDIDATE SURVEY <i>An external survey to get a pulse on candidate sentiment</i>	
OUR APPROACH	
Intake Call and Data Collection	Understand your current state and concerns so we can best formulate a question set.
Survey Development	Develop a survey of approximately 20-30 questions (~10 minute survey) to understand the sentiment of candidates. Topics may include sources of influence, sentiment around the economy, job searching, and expectations from employers.
Survey Deployment	Load and track survey using a panel of candidates based on identified requirements. Incentives included in cost and number of responses depend on scope. Less than 400 responses provide directional insight, while more than 400 responses provide statistical significance.
Learnings and Recommendations	Provide a report of survey learnings and insights as well as recommendations for proceeding with an action plan.
Project Management	Includes a rapid timeline and ongoing project management support.

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 or (202) 276-1086 to get started.



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