



# EMPLOYER BRAND PROMISES

## Discovery Document

If your employees were out recruiting on your behalf among people who trusted them, and you could not hear what they were telling those prospects, what would your employees be saying?

Now imagine you have the lowest turnover in the marketplace, the most engaged employees, and people are lining up to work for your company. What would employees be saying now?

Based on above, what do you want your Employer Brand Promises to be?

1.
2.
3.

What work needs to be done with the executive team to improve your employer brand?