Andie Gebert: ADGebert@bestworkplacesolutions.com

Laura Fischer: Laura.Fischer@sikich.com

EMPLOYMENT BRANDING & MARKETING SELF-ASSESSMENT WORKSHEET

1	Assess your reputation-building tactics:	How & where are you telling your own story? ☐ Do you have a dedicated career website? ☐ Do you show your "EVP" on your site? *Mission, values, etc.?* ☐ (2pts) Have you identified unique benefits and perks of working for your company? And, are they visible? ☐ Are you transparent about pay and benefits; whether on your website, or within your job postings? ☐ Do you have employee testimonials? ☐ (2pts) Do you leverage both FB and LinkedIn Pages? If yes, analyze engagement: what do you post, who are your followers, and what is 'liked' or 'shared' on your pages?	Score: _____/8pts *Enter Notes:*
2	Assess your differentiators:	How are you different than your top talent competitors? ☐ Do you know who your top three, local "talent competitors" are? ☐ Do you know what differentiates you from them, as an employer, and from an employee's perspective? ☐ (2pts) Do you have a "30-second elevator pitch" about your company culture and EVP's? What about your hiring managers? ☐ Do you highlight your differences and EVP's on all candidate-facing sites or platforms?	Score: _____/5pts *Enter Notes:*
3	Assess your job ads:	How do they attract your target talent? ☐ Are your Job Ads different than the job descriptions? *Are they true "ads" that speak to your target candidates?* ☐ Have your "minimum requirements" for roles been re-assessed within the last 12 months? ☐ Are you researching SEO "titles" for your postings? ☐ Have you measured your results in verbiage changes between ads?	Score: _____/4pts *Enter Notes:*
4	Assess your posting sources:	Where are your applicants coming from? ☐ Which sites do you post job ads on? *Which are paid, which are free?* ☐ (2pts) Do you know how many candidates came from each source in the last 12 months? And, how many of these candidates were qualified, and how many were hired from each source? ☐ Have you attempted to renegotiate your rates on "paid sites" in the last 12 months? ☐ Have you researched and evaluated new job posting or advertising sites in the last 12 months?	Score: _____/5pts *Enter Notes:*

5	Assess your application process:	How difficult is it to apply? ☐ Has the application content been reviewed and updated/revised in the last 12 months? ☐ (2pts) Is your application online? Is it mobile-responsive, and have you tested it? ☐ Do you know your application drop-out rate? ☐ Are you asking only necessary questions? ☐ Can you complete your application in under 5-7 minutes? ☐ Have you compared it to the apps of your talent-competitors? ☐ Do you have multiple submission processes to be considered for a position? (App, emailed resume, LinkedIn Apply, etc.)	Score: _____/8pts *Enter Notes:*
6	Assess the candidate experience:	Are you "selling" your candidates on your company through the screening/selection process? ☐ Do you know your average time from Application to Initial Disposition? ☐ (2pts) Do you have a "recruitment" process map? If yes, are all current performance and goal metrics outlined? ☐ Have your ATS "auto-messages" (or form emails) been assessed and updated in the last 12 months? ☐ Are you flexible with scheduling and communication? ☐ Do you add unique, personal touches during your selection process? ☐ Do you know your offer acceptance rate?	Score: _____/7pts *Enter Notes:*
7	Assess your screening and/or contingency practices:	Are your practices effective and providing ROI? ☐ (3pts) Have your screening and contingency items been analyzed on the last 12 months? Are the practices: legally-defensible, effective, and "truly" necessary? Did you analyze the costs and shop for alternatives? ☐ Are you up-front (transparent) about your screening and contingency items? ☐ Are your practices "convenient" for the candidate? *How validated?*	Score: _____/5pts *Enter Notes:*
8	Assess your "passive and pipeline" practices:	Are you being proactive? ☐ (2pts) Do you have access to succession plans or future-state org charts with KSA gaps identified? *If yes, do you use them to source?* ☐ Do you have "evergreen" requisitions posted? ☐ How and where do you source passive candidates? ☐ (2pts) How many "pre-views" are you conducting each week? On average, what percentage are for currently-open roles, what percentage are for "evergreens", and what percentage are for future needs? ☐ What are your practices around school and community partnerships?	Score: _____/7pts *Enter Notes:*

9	Assess your employee referral program:	Is this program effective? ☐ Do you know your "ER" program; what are the incentives, and who do they benefit? ☐ Has the ER program been reviewed in the last year? ☐ Do you know how many referrals have you received in the last 12 months? *From who?* ☐ Do you know your metrics? How many of these referrals were hired? Do you know what percentage were turned-down, and what percentage dropped-out? ☐ Do you know how many referral bonuses or incentives were actually paid out? ☐ Have top-employee interviews been included in the program review process? ☐ Have you compared your program against those of your top-three talent competitors? ☐ When is the last time your employees 'formally' heard about the Referral Program? Is there an internal marketing plan for it? ☐ Do you train your employees on the process, and how to "recruit"?	Score: _____/9pts *Enter Notes:*
10	Assess how others are telling your story:	What are employees, former employees, and interview candidates saying about you? ☐ (2pts) Do you have a Glassdoor account? If yes, is someone internally assigned to 'manage' the account interaction on a regular basis? ☐ Do you know your current ratings? What percentage of reviews are from current (vs past or non-) employees? And, what percentage of headcount do the number of reviews represent? ☐ (2pts) Do you have an internal marketing plan for your Glassdoor account? Have you compiled, and communicated internally, the current themes? ☐ Do you conduct Exit Interviews? ☐ Do you conduct "Stay" or "Get Back" interviews?	Score: _____/7pts *Enter Notes:*
		Total Score:	**_____ / 65pts**

General Scoring Guide:

Doing a pretty great job! Keep it up.	=	56-65 Points
Probably 2-3 categories that require your focus, but overall positive effort.	=	46-55 Points
Some cause for concern... Recommend that a Professional HR Audit be done soon.	=	36-45 Points
Requires immediate attention! In addition to inefficiencies, you may have legal compliance issues.	=	<35 Points