

# Employer Branding

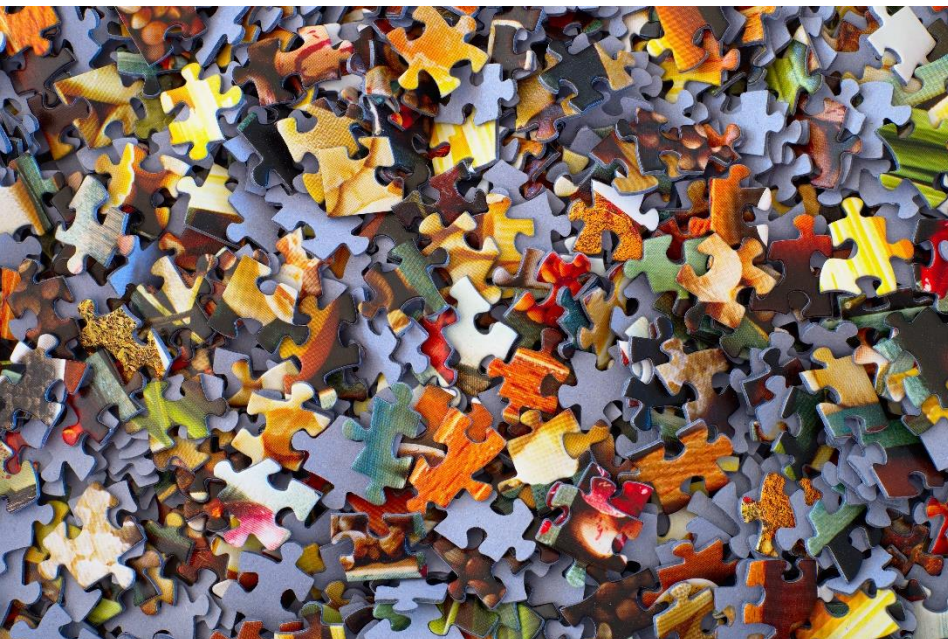
*How is your company viewed in the marketplace?*

## Program Details

Many companies don't think about their corporate brand when it comes to company culture. We all understand what branding is when it comes to a product; "I'm lovin' it" says it all for McDonald's. But what type of employer brand does your organization have?

- Great career opportunities
- Excellent training available
- Values work-life balance
- Strong leadership team & practices
- Pays very well

To attract talent to your organization, you have to maximize and market the positive aspects of working for your company. When someone comes for an interview, they are assessing your company, just as much as your are assessing them for potential employment.



**Training Length**

**1 – 1.5 Hours**