Employer Engagement Workbook

Purpose of this workbook

This course is designed to help you make a real and measurable difference to your business. The is workbook accompanies the course and is your place to capture specific outcomes and information relating to your business as you work through the course. The information you record will shape specific actions you will take to enhance your business. At the end of the course this workbook will be an extremely useful resource to help you and your colleagues develop your approach employee engagement in your business.

Wherever you see this symbol (insert symbol) in the course it will direct you to complete an activity or record the outcome of an activity in this workbook.

Company Name

Your Name

Date started

Date Completed

Building employee satisfaction and therefore engagement is not simple task and is not one which can ever be completed. The changing nature of your workplace, the environment you work within and your team members themselves will mean that nothing can ever be taken for granted.

Therefore, we recommend that have completed the course you conduct quarterly reviews of your action plan and a more formal annual review. (if the course is successful you could offer a shorter annual review course)

First Quarterly Review date:

Second Quarterly Review date:

Third Quarterly Review date:

Annual Review date:

Workbook Contents

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What is a Brand – Insights and Reflections

Think about your review of the alternate business, what brand lessons can you take to your business. Capture these below. As you will build up a full picture of your business and thoughts and ideas which will form the basis of your action plan.

What positive reflections and examples did you observe?
What elements were less favourable or should be avoided?
What are the key lessons which can be directly applied to your business?

Key Stakeholder Map

Use the Grid Below to capture the details of each of your key stakeholders. Understanding who your stakeholders are will allow you to ensure you have a good range of perspectives when you plan and carry out the stakeholder engagement exercise.

Leadership/Management Team		Your Team/Business	
Name	Position	Name	Position

Existing Clients		
Name	Position	Business/Organisation

Past or Prospective Clients		
Name	Position	Business/Organisation

Partners and Suppliers		
Name	Position	Business/Organisation

Stakeholder Contact Plan

Use the template below to plan who from your stakeholder map you will engage with and how. Some examples have been provided

Name	Position	Business/Organisation	Category	How	When	Status
Raj Singh	*CEO*	*DataTrix*	*Client*	*Client review meeting - Zoom*	*13/11*	
Charlie Harper	*HR Consultant*	*Happy HR*	*Partner*	*Face to Face meeting*	*27/9*	*Complete*

Brand Position – Stakeholder Engagement Summary

Use the template below to capture your reflections and findings from your stakeholder engagement meetings and conversations.

What were the common themes?	
What other insights were shared?	
What feedback was expected?	
What was unexpected?	
Are you happy with what your heard?	**Yes/No**
What would you like to change or what enhancements would you like to make?	
What actions will you take?	

The Employment Challenges my Business Faces

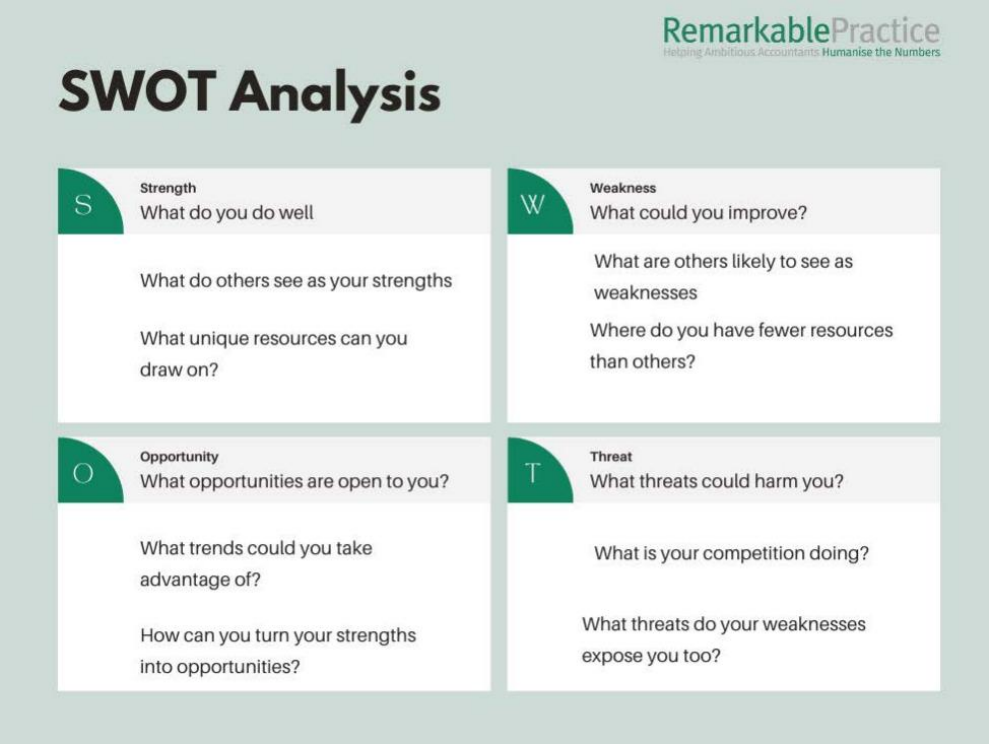
Capture below which of the challenges you have identified in your business. Use the notes sections to record specific detail. This could be factual information, anecdotal information or details of factors such as regional variations.

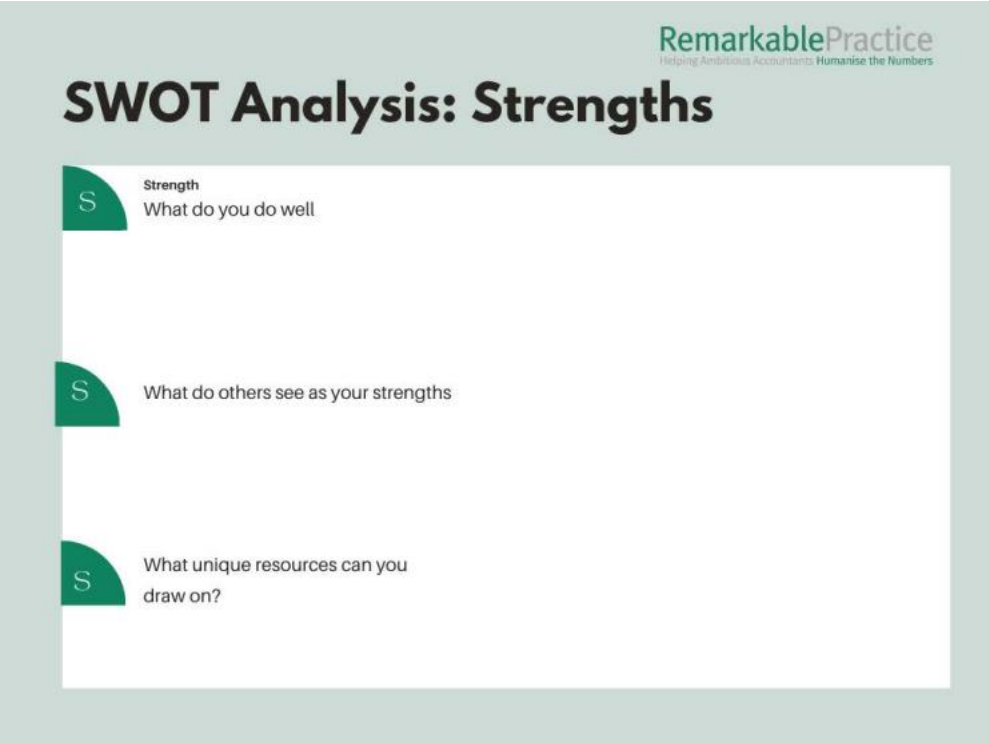
Difficulty in recruiting	☐
Notes:	
Fewer applicants when you recruit for roles	☐
Notes:	
A reduction in skill levels of potential candidates	☐
Notes:	
Higher wage expectations	☐
Notes:	
Differing employee views and expectations of work	☐
Notes:	
An increasing focus on issues such as equality and sustainability	☐
Notes:	
Expectation of differing working patterns	☐
Notes:	

Overall Thoughts:

Your Employer Brand SWOT

Use the SWOT template below to capture your thoughts and reflections. The questions in the template should prompt further thinking.





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SWOT Analysis: Weaknesses

W

Weaknesses
What could you improve?

W

Where do you have fewer resources than others?

W

Where do you have fewer resources than others?

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SWOT Analysis: Opportunities

O

Opportunities
What opportunities are open to you?

O

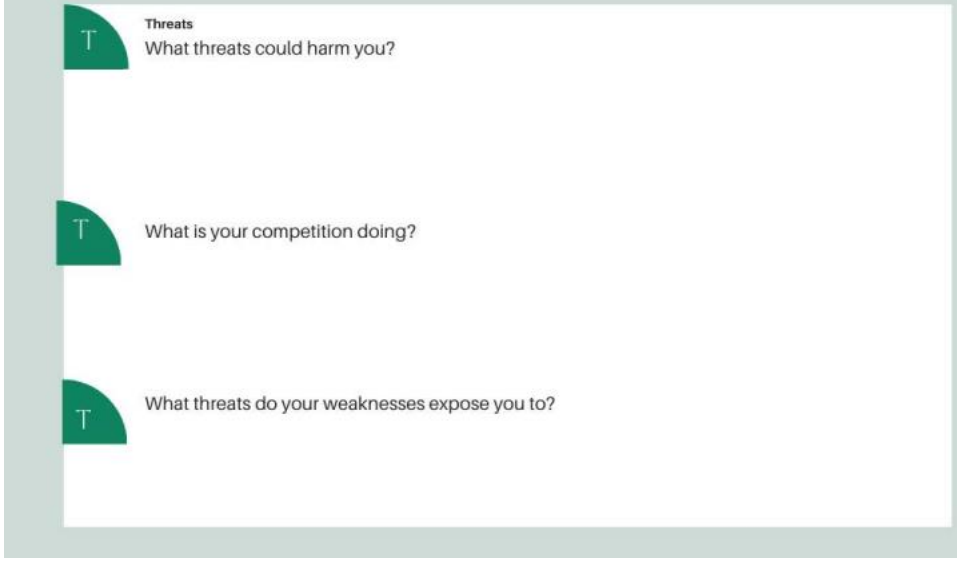
What trends could you take advantage of?

O

How can you turn your strengths into opportunities?

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SWOT Analysis: Threats



Business Brand Positioning Reflections

How does your business brand positively impact your employer brand?
How does your business brand adversely impact your employer brand?
Other notes or reflections on your business brand.

Assessing Your Employer Brand Position

Consider each of the Attributes which contribute to your employer brand. For each one capture notes around them. For example around salaries what salaries are paid, how often are these reviewed where do they sit in the market.

Then for each of these factors rate whether this attribute is having a positive, negative of neutral impact on your employer brand. Consider these factors against the wider employment market. Consider where else your employees or potential employees could work and whether for example your Benefits package stands out from the crowd, is on par or behind what others offer and might be expected.

Compensation				
Attribute	Notes	Positive	Negative	Neutral
Salaries				
Bonuses				
Share Option Schemes				
Raises and Promotions				
Fairness				
Evaluation system				

Benefits				
Attribute	Notes	Positive	Negative	Neutral
Pension Plan				
Health Insurance				
Paid Leave				
Company sponsored holidays				

Career Development Opportunities				
Attribute	Notes	Positive	Negative	Neutral
Training Programmes				

Promotion Paths and Opportunities				
Opportunities to Work in Other Locations				
Opportunities to Work in Other Departments				
Opportunities to Learn in a University/Structure				
Develop New Qualifications				
Evaluation and Feedback to Develop				

Work Environment				
Attribute	Notes	Positive	Negative	Neutral
Office Design				
Office Location and Commuting				
Work-Life Balance				
Wellbeing				
Management Interaction				
Autonomy				
Personal Achievements				
Recognition for their Work				

Company Culture				
Attribute	Notes	Positive	Negative	Neutral
Company Values				
Diversity				
Existing Staff				

Socialising Opportunities				
Collaboration and Team Spirit				
Trust				

Now you have reviewed your employee benefits you can think about what actions you can take. As you work through the course we will revisit this exercise to look at where you should focus first.

Gauging your Stakeholder Perspectives

Use the template to below to structure the process by which you will gain an understanding of how your firm is perceived as an employer.

First consider which approach formal e.g. NPS, informal or a blend you will use.

Then capture your findings and reflections.

Finally Capture which areas you want to take action around.

How will I gather stakeholder feedback?
What are the key findings and reflections from this feedback?
Where do I wish to focus or take action?

Mystery Shop Exercise

Use the form below to capture outputs from your mystery shop exercise.

Your Company's Web Presence			
Positive Aspects		Negative Aspects	
Your Company's Website			
Strengths		Weaknesses	
Social Platforms			
	Used	Active	Level of Engagement
LinkedIn			
Twitter			
Instagram			
Facebook			
YouTube			
TikTok			
Other			
Teams Online Presence			
Strengths		Weaknesses	
Third Party Sites			
Glassdoor			
Strengths		Weaknesses	

Indeed	
Strengths	Weaknesses
Other Sites	
Strengths	Weaknesses
The Office/Firm	
Office – In Person Visit	
Strengths	Weaknesses
Phone Contact	
Strengths	Weaknesses
Email/Contact Form	
Strengths	Weaknesses
Other	
Strengths	Weaknesses

Conclusions – Summarise your conclusions into the SWOT below	
Strengths	Weaknesses
Opportunities	Threats