



In times of uncertainty and change, your employees need you to be there for them more than ever. Here are:

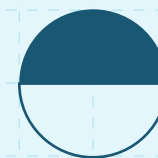
10 WAYS

**To Show You Truly Care
& Strengthen Your Employer Brand**





1



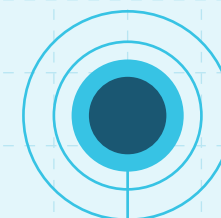
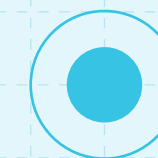
REEVALUATE YOUR COMPANY VALUES

Do your values still hold in the “new normal”?
Perhaps it’s time to realign them and
re-energize your team for the next chapter.

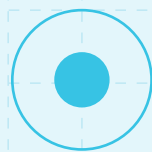


IDEA

Consider employee-centric values like “Personal health matters” or “We give back” supporting charities and social movements.



2



MESSAGE FROM YOUR CEO

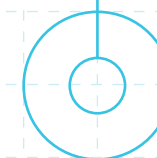


For an employer brand to fully work, your leadership team must get on board! There's nothing like a reassurance from the leader.



IDEA

An email from your CEO letting people know **how the company is moving forward** and **how core values come into play**. Take it even a step further: let your leadership team **offer one-on-one meetings** where people can express concerns or provide input.



3



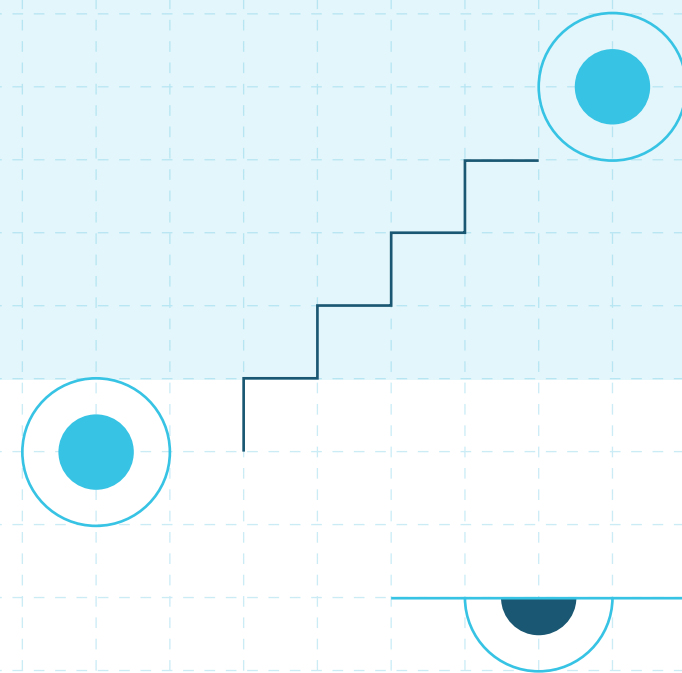
CREATE A RE-ONBOARDING PROGRAM

Immersed in remote work, many of us have forgotten what it is like to be in an office. Have any aspects of your culture changed? Or perhaps job roles are different now?



IDEA

Create an infographic with the main points and set aside time to on-board your employees as if they were new to the company. If there are new policies, this is the perfect time to communicate them.



4

POST-COVID EMPLOYEE STORIES

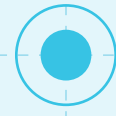
The pandemic has brought fear and tragedy, no doubt. But it has also forced us to take a step back and reconsider what's important. Nothing can bring your employees closer than shared reflections and learnings.



IDEA

Find employees in your company who have inspiring stories to tell and share their experiences internally or on social media. You can create videos or simply write a blog post.

5



INTRODUCE NEW EMPLOYEE BENEFITS AND POLICIES

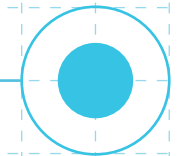


Employee perks and benefits are an important part of your employer brand. They are what make your employee value proposition a reality.

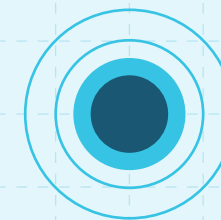


IDEA

Add new programs designed to help people in this new environment. Offer meditation apps, flexible schedules, or other healthy options such as [online or offline wellness classes](#).



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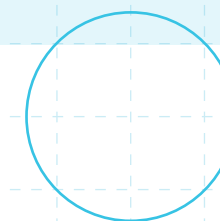
CHANGE THE OFFICE VIBE

As people come back to the office, it's your chance to start with a clean slate. Why not spruce things up by changing something about the office environment?



IDEA

Add a new coffee machine with high-quality beans or offer free healthy snacks. If you want to go larger, look into new ergonomic workspaces or renovated conference rooms to make remote work more accessible for everyone.



GET EMPLOYEES INVOLVED IN THE NEXT CHAPTER

Who says all of the new ideas must come from a small group within the company?
Get everyone involved and ask for feedback on what your employees want or need to succeed.



IDEA

Create a simple NPS survey or an AMA (Ask Us Anything) session where people can be part of shaping new policies, products, culture, etc.



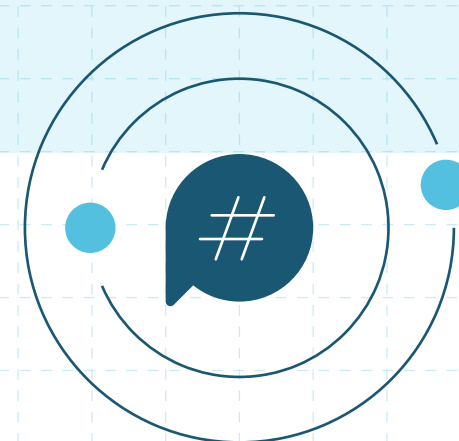
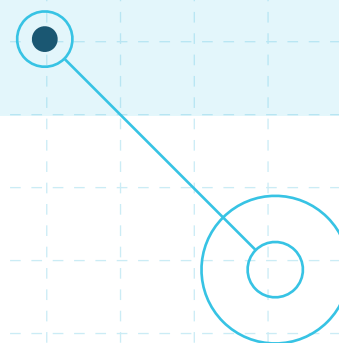
INCORPORATE USING SLACK IN THE OFFICE

For many people, working from home was the first time they were exposed to new communication channels like Slack and Zoom. Why not make them a regular part of your day-to-day at the office?

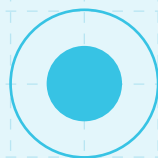


IDEA

Introduce Slack with its new channels to keep teams connected, discussions documented, and community thriving.



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COMMUNICATE YOUR EMPLOYER BRAND UPDATES

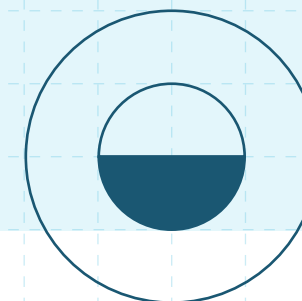


As you implement new policies, programs, or benefits, don't forget to talk about them externally!

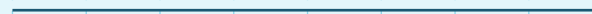


IDEA

Post your news on social media, your website, blog, or anywhere else potential new employees are looking.



10



SHARE YOUR CASE STUDY



Over the past months, you probably had to make big decisions and change the entire workflow of the company with literally just a few days notice. Some might have been a success, while others failed. How did you make it through the storm?



IDEA

Your leaders can create a case study to tell the story. Make a video or write a blog post about it and share it with other businesses, candidates and your employees.





AND THAT'S A WRAP!

Now, over to you. What other employer brand strategies are you currently using to reassure your employees and attract new talent? We're excited to learn about them!

P.S. If you're looking to add new health benefits to your employee "welcome back to the office" package, [take a look here](#).