

The Secret Sauce of Employee Recruiting and Engagement: Part 1

Blending a fresh perspective, twenty-five years of experience, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands.

Denise is a well-known speaker and the author of [What Great Brands Do](#).

We've asked Denise to write a series of 3 posts defining "The Secret Sauce of Employee Recruiting and Engagement". Why does this relate to you? You are the talent that these employers are looking for and these are the employers that you want to work for. By knowing where organizations are moving in their hiring efforts and the building of their brand, you can spot the type of work environment that will keep you engaged and ultimately, happy.

The Secret Sauce of Employee Recruiting and Engagement: Part 1 *By Denise Lee Yohn*

Only 13% of employees worldwide are engaged at work, according to a new study from Gallup. (That's depressing!) That means that many companies are dealing with employees who are unhappy and unproductive, spreading negativity like a cancer throughout their organizations.

On the recruiting side, another challenge exists. According to LinkedIn Talent Solutions research, hiring volume is outpacing hiring budgets, so leaders must figure out how to be more strategic with their resources.

The solution to both of these issues is to make employee brand engagement a priority. Employee brand engagement is the positive, multidimensional connection between employees and the company's brand. This is more than employment branding, which usually involves applying marketing tools and tactics like slogans and slick communications to attract potential candidates. Creativity is required when competing for top talent, but today's savvy recruits can see through the veneer of a campaign and are looking for a substantive candidate experience.

Denise is the author of [What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest](#). Learn more at <http://deniseleeyohn.com>.

