

The Secret Sauce of Employee Recruiting and Engagement: Part 2

By Guest Blogger, Denise Lee Yohn

Don't try to sell your employees internal marketing or "invertising" campaigns, like an annoying pop-up ad, they'll quickly disengage. And while making your employees feel good about the organization and have a positive outlook on its future, it's not the secret sauce to successful employee brand engagement. Gaining attention from internal candidates and external potential candidates organically grows when employees feel their personal needs are met, values are aligned and their rewarded for their contributions.

When employees are truly engaged with the company or brand they work for they are involved in the development and delivery of brand value to customers. They are informed, inspired, and well instructed on how to support the brand in their daily decision-making. Employees who are engaged with the brand play a critical role in the way the brand is experienced by all stakeholders. They see themselves as "brand operators" who develop, maintain, and activate the brand across all of their activities — and this serves as a point of pride and reason for increased commitment to the organization.

When prospective employees are engaged with the brand, they learn what makes the company different and better than other options and how they can contribute to its success. Companies that embrace and celebrate what they stand for and convey that brand essence to recruits attract employees who are more likely to be serious candidates and more likely to succeed once they're hired. Plus, prospects find enormous appeal in brands that insistently communicate their strongly forged brand identities. Without a strong sense of self, a brand doesn't inspire respect from recruits.

*Denise Lee Yohn is a leading authority on building and positioning exceptional brands. 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>.*

