



***“Winning the War for
Talent: How to Stand Out
in a Competitive Market”***

EBcon 2023

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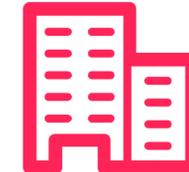
The No.1 Hub for employment in Greece.



4.000+
Ads/month



300.000+
candidates



18.000+
employers

● **kariera.gr: more than a job board**



**Hiring Solutions
Recruitment Agency**



**Executive Level
Talent Strategy**



**Employer Branding
Solutions
Audit and Services**



**Career Days
Developers & Retail Days,
Kariera Code Week**



**Surveys
Employers &
Candidates**



**HR Software
(Applicant Tracking,
HR Systems)**

● 6 facts about me...



6

I'VE BEEN A TRAINER AT EDUCATIONAL & CORPORATE ORGANIZATIONS

5

YEARS I STUDIED BUSINESS ADMINISTRATIONS

4

DIFFERENT CONTINENTS I'VE VISITED SO FAR (*#LOVE2TRAVEL*)

3

YEARS I'VE BEEN TO KARIERA.GR

2

ND TIME I AM IN ROMANIA (*LAST ONE WAS 12 YEARS AGO*)

1

ST INTERNATIONAL SPEECH ON EMPLOYER BRANDING

REPUTATION



MEASUREMENT





MINDSET

91

Actively recruited new employees in 2020, compared to only 57% in 2019.

77

Struggling to find highly qualified candidates!

75

Days to fill a position – an increase of almost 30 days compared to 2020.

slido



What would be the reason to leave your organization?

EBcon 2023

ⓘ Start presenting to display the poll results on this slide.

● Our recent **Candidates' Perspectives** from 2022...

**150+
companies**

**1200+
candidates**

**3 main
industries**

**12.000
data
points**



Reasons to leave the company:

- 78.2% - **Working Environment**
- 70.4% - **Compensation**
- 50.4% - **Work-life balance**



Reasons to feel satisfied with the current Employer:

- 70.1% - **Job Security**
- 67.6% - **Feel Appreciated**
- 54.8% - **Development Opportunities**



95.9% of the participants stated that even if they weren't looking for a new job position, they would seriously consider a proposal from a company with good reputation.

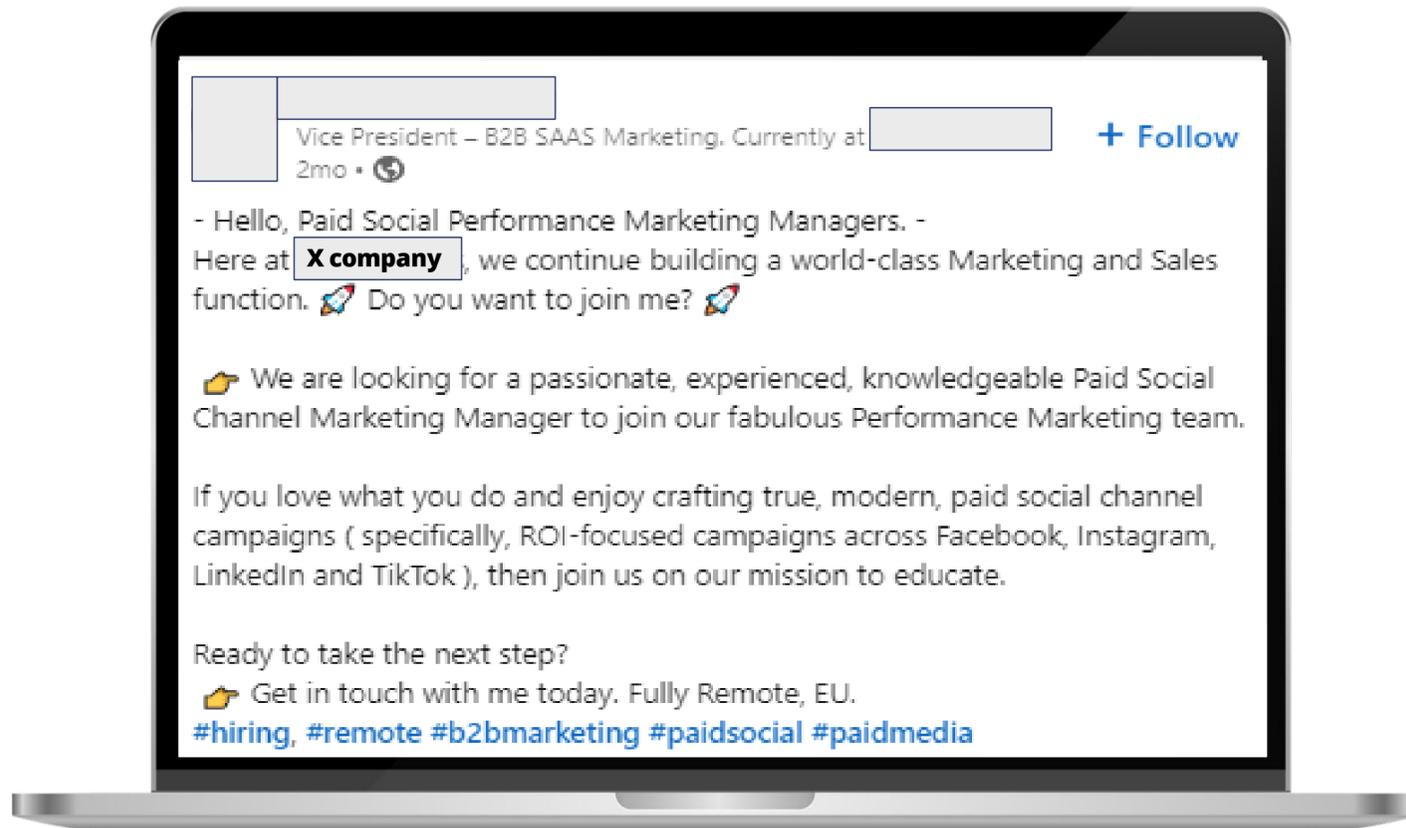


The majority (**66.4%**) stated that it is very unlikely to choose an employer with bad reviews from previous employees.

● How about... **We're Hiring?**



● Recruiters on LinkedIn... **we're hiring!**



- A **nonexistent** employer brand says “we’re like X company.”
- A **weak** employer brand says, “we’re like X, but different.”
- A **strong** employer brand says, “we’re like X, but different, which allows us to do Y.”

- The difference between a **nonexistent brand** and a **weak brand** is understanding what makes the company different (*and the willingness to highlight that difference*).
- The difference between a **weak brand** and a **strong brand** is that it connects what makes you unique to what the prospect cares about.



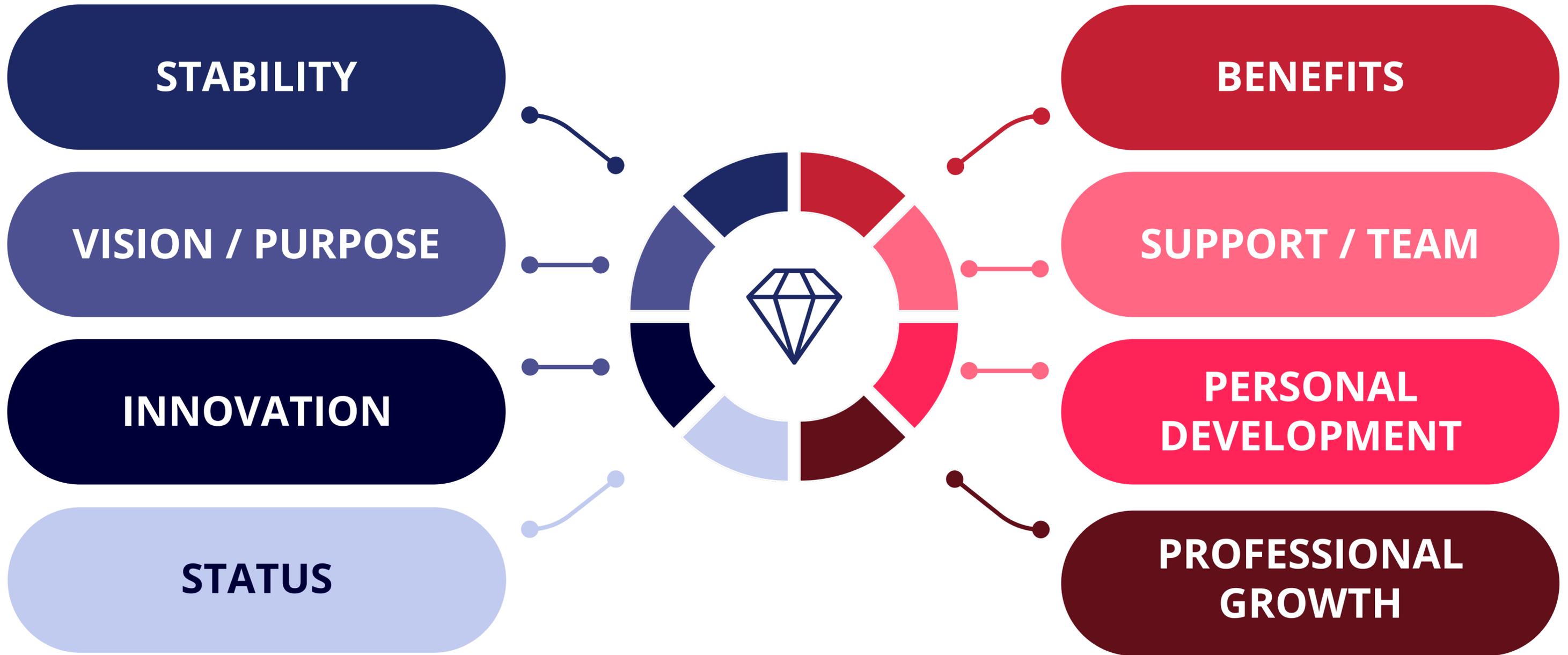
REPUTATION

So, what is Employer Branding?

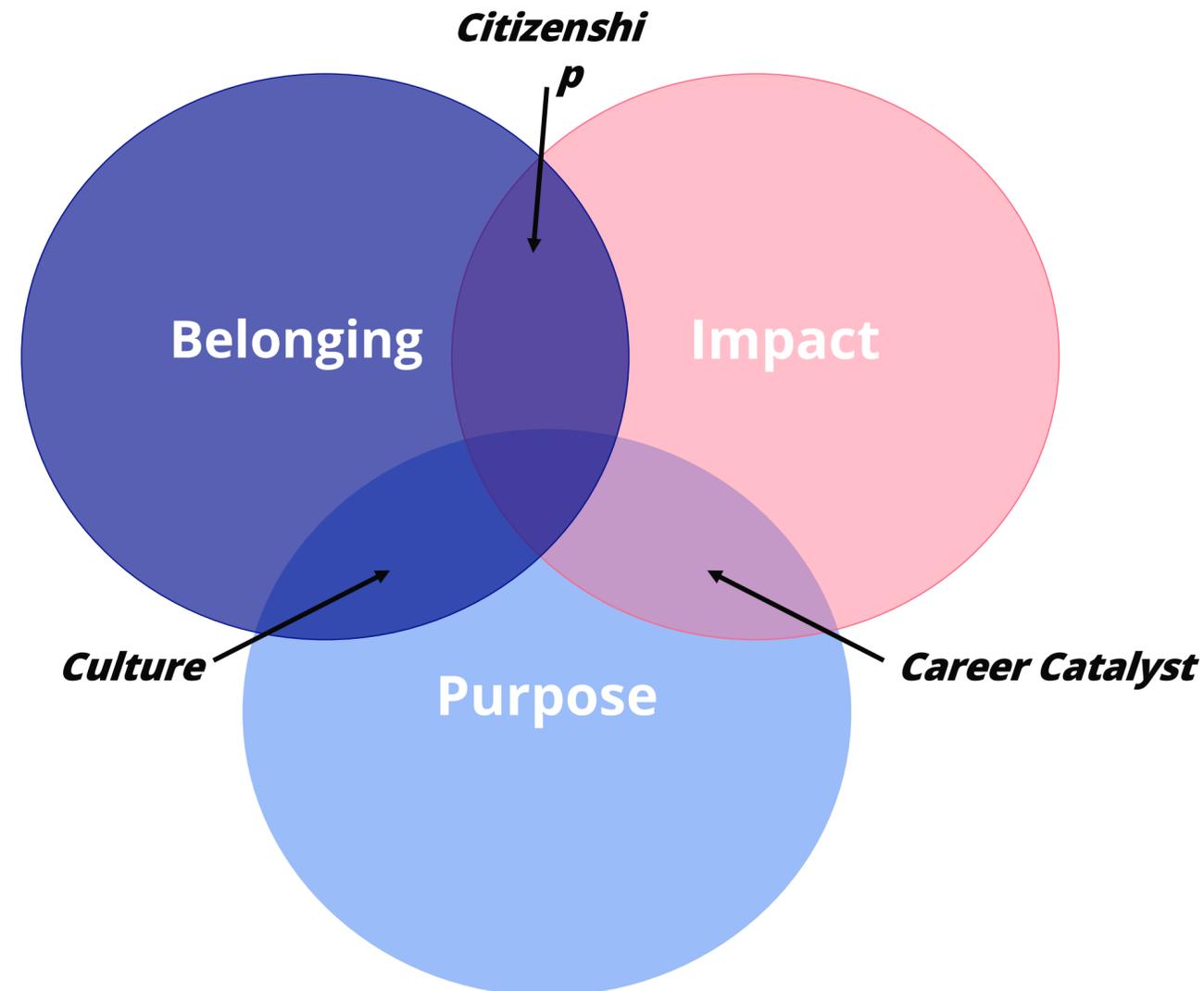
“The individual perception of what it must be like to work somewhere based on all previous touchpoints and experiences.”

- James Ellis

● What is the **DRAS EVP** of your Company?



● The 3 Cs of Reputation



Citizenship

- Political Voice
- Diversity
- Integrity of Leadership
- Environmentally responsible
- Socially Responsibility
- Supply Chain Management
- Philanthropy

Culture

- Flexibility & Agility
- Manager Support
- Equity & Inclusion
- Environment
- Benefits
- Data Transparency

Career Catalyst

- Proof of Career Advancement
- Access to Development
- Challenging work
- External Reputation
- Diversity
- Compensation



LOCALIZATION

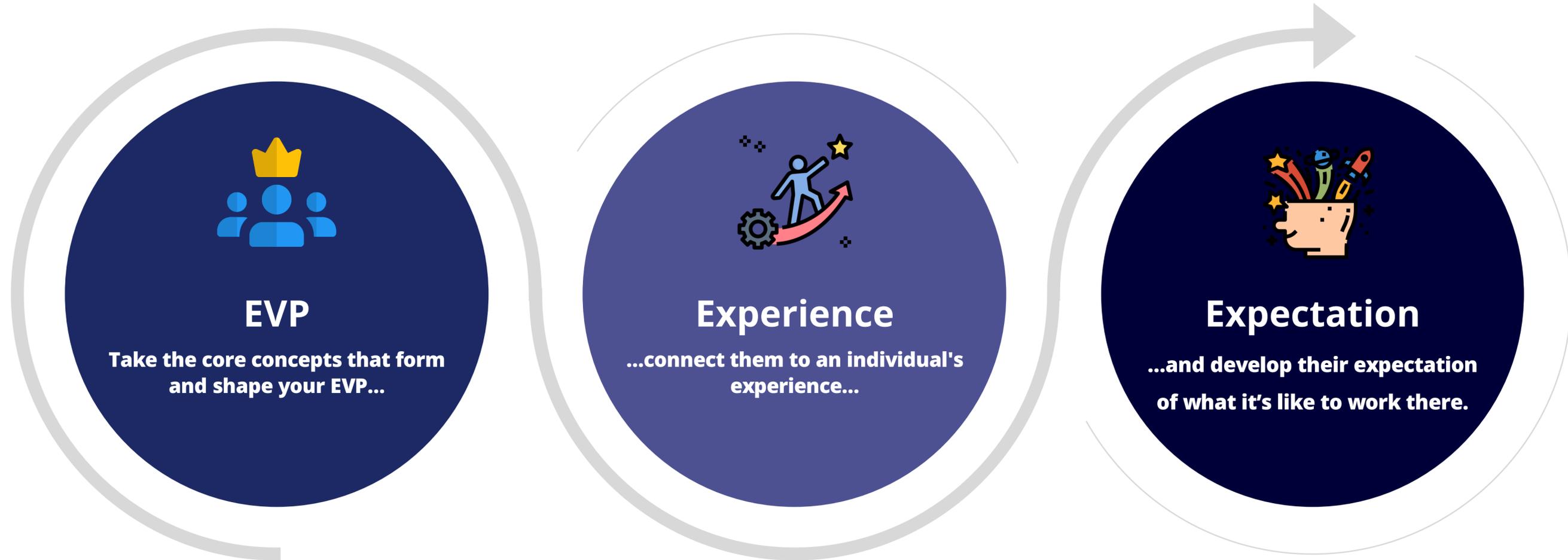
- **EVP is ready! Is that all?**

Your **leadership** might think the creation and delivery of your EVP is Employer Branding.

The **real work** (*and the real fun*) comes in the next phase: **localizing the brand** so that the EVP connects more directly to your core audiences.



● So, what is **Localization**?



That process of creating something big and connecting it to an individual is called "Localization".

● Let's share an example...



Core element of your EVP

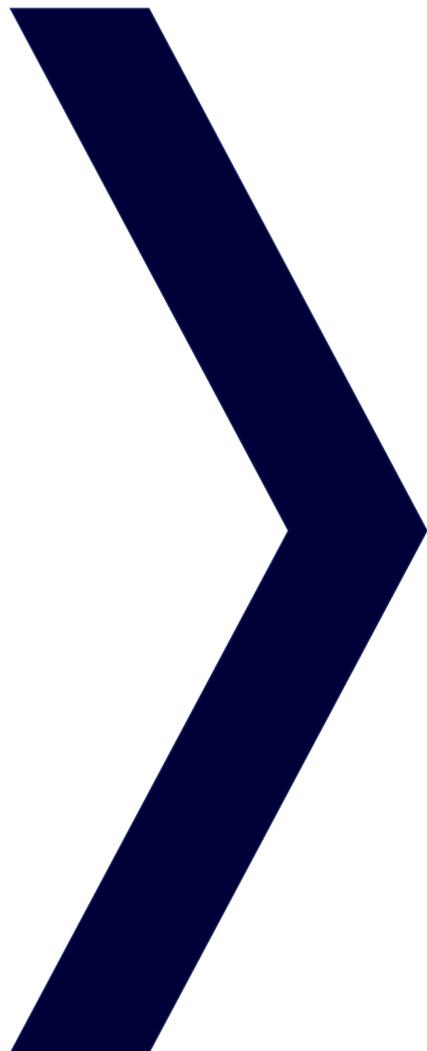
Applies to Developers & Data Analysts

What about Economists?

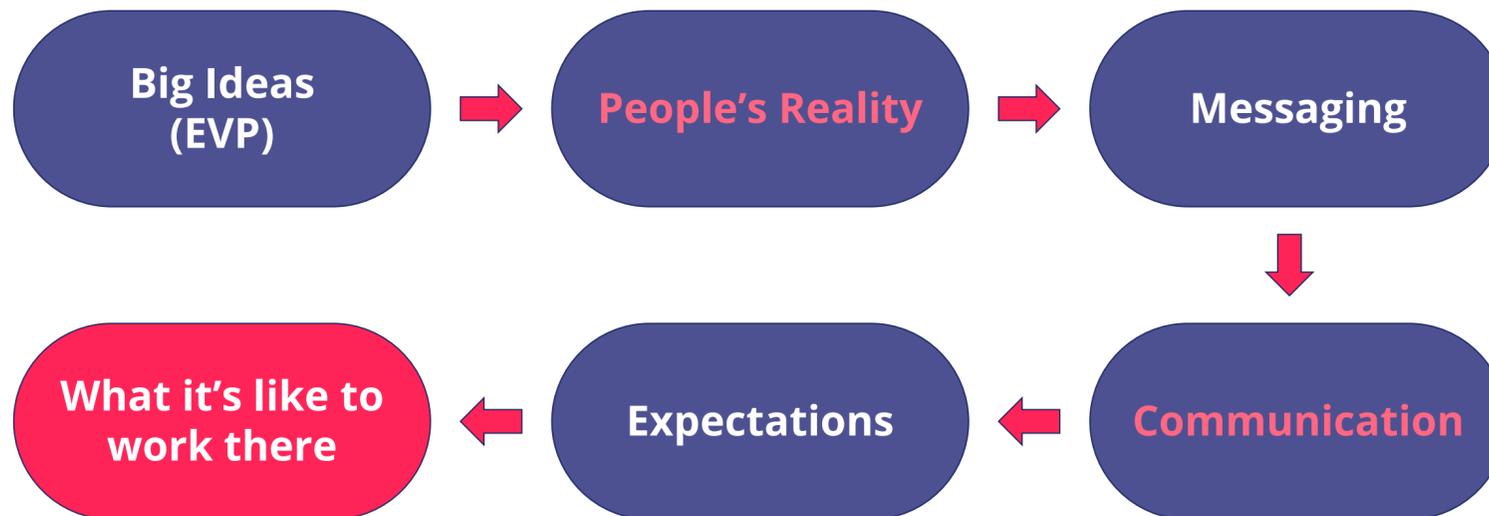
What about Recruiters?

What about Marketeers?

etc.



Helping create those connections makes your EVP more powerful because it's credible!





MEASUREMENT

● Employer Branding **Measurement** Dashboard



HR METRICS



Retention / Attrition rates



Cost per Hire



Employee Opinion



Number of Applicants



Quality of Hire



Predictive Analytics

OTHER METRICS



Employer Review Rankings



Social Listening



Employee Referrals



Employee Net Promoter Score

AWARENESS



Basic Awareness



Recall Awareness

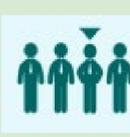


Top of Mind Awareness



Brand Familiarity

DIFFERENTIATION



Brand Value



Brand Personality



Recruiter Promote Score

● How do I **prioritize** them?



I'd like to leave you with 3 things:



1 Develop an Employer Brand strategy.

*Define the roadmap that will take your company to your wanted future state. Change **DRASTICALLY** your Mindset!*

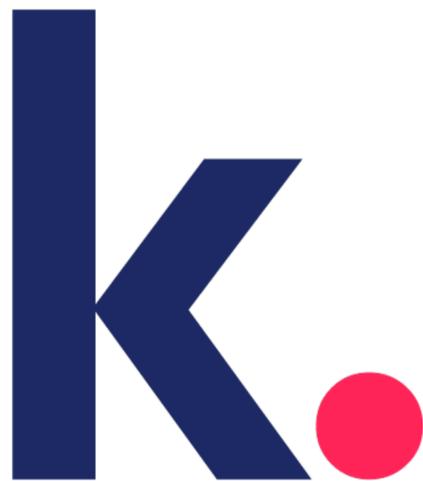
2 “Knowing yourself is the beginning of all wisdom.”— Aristotle.

*Know your DNA (**EVP**) and define what makes your company unique as an Employer.*

3 Create **alignment**.

Align your employee & candidate experience to your DNA and build a reputation that will make a statement!

Thank you!



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