

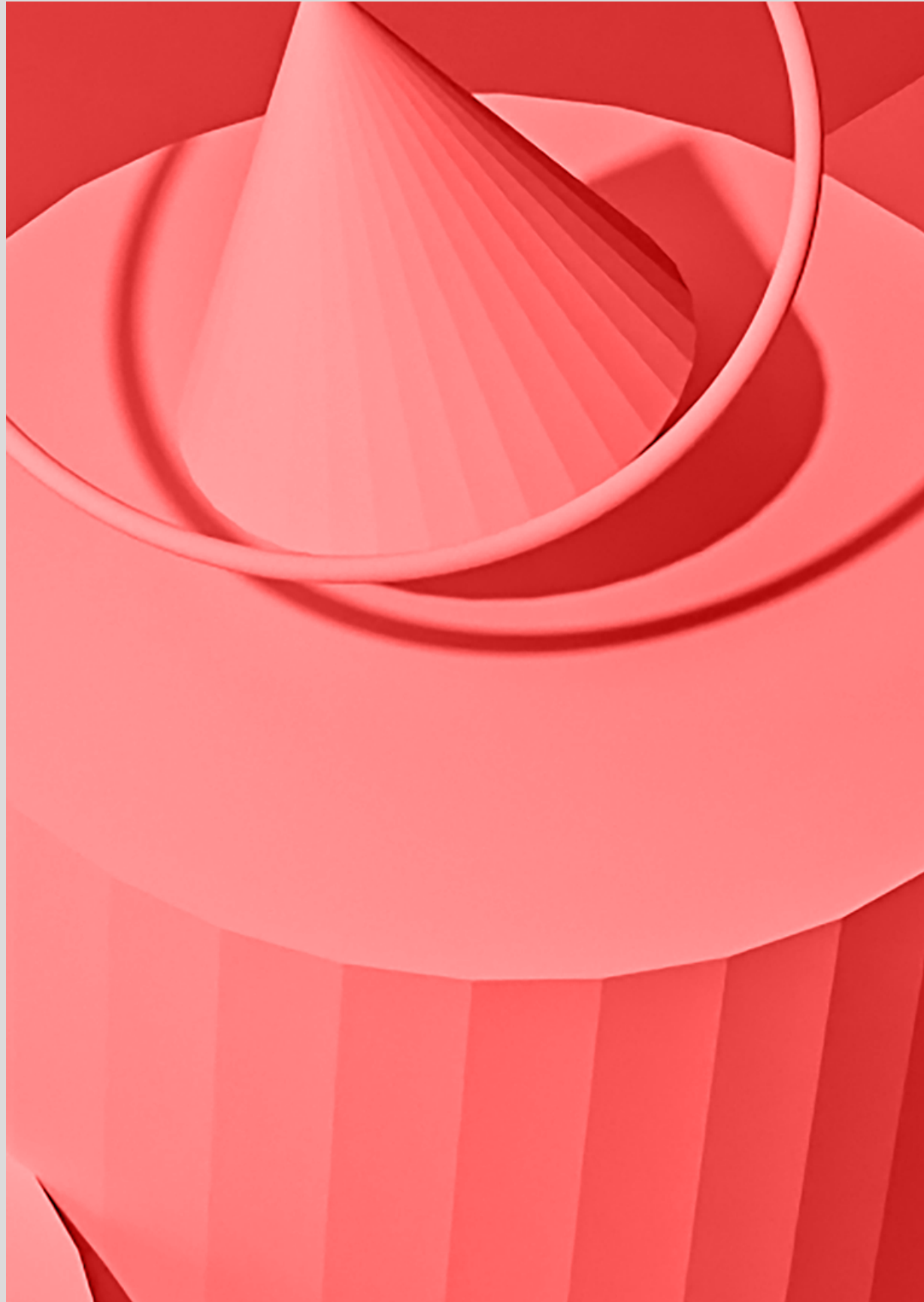


EMPLOYER BRAND MONITOR

Providing board-level decision-makers with a view of how their reputation and brand as an employer is performing among the talent.



Gracechurch



Employer Brand Monitor Background

The Employer Brand Monitor provides critical input into insurer's corporate strategy focusing on professionalisation and modernisation.



What's the purpose of the
Employer Brand Monitor?

**To provide targeted
evidence linked to
commercial metrics
allowing you to assess
the bottom-line impact
of investing in your
employer brand.**

How does it work?



Gracechurch has the largest independent database of Underwriters, Brokers, Claims and IT talent – many of whom provide individualized feedback on our clients, and other market leaders, to provide a first-hand account of how brand can be improved.

**Why is it important
to monitor your
employer brand?**



In a people-centric market, attracting the right talent is one of the biggest challenges facing insurance businesses. The Employer Brand Monitor provides a universally applicable set of employer brand and reputation measurers and attributes, measuring the external perceptions of an organisation's social and cultural environment – enabling you to adapt your offerings to attract the right talent.

At a glance

The evidence presented in the Employer Brand Monitor is unbiased and independent so you can trust our recommendations. We report regularly and in detail so you can monitor your performance in realtime.

The stats for the Employer Brand Monitor per year:



675

Respondents



1200

Interviews



2

Reports per annum

Key Measures & Data Evidence

for the Employer Brand Monitor:



Brand Leaders

Cross-company comparisons of brand performance



Choice Analysis

What is driving the brand forward and what is holding it back



Distinctiveness

Identifies what makes your company stand out to talent



CEO Ranking

Ranking of your CEO(s) and analysis of received messages



Gracechurch Employer Quality Award Background

The Employer Quality Award is awarded to businesses that are identified as best employers in the insurance market based on evidence from the Employer Brand Monitor.

What is the benefit of the award?

The award gives leading employer brands the opportunity to independently evidence their market standing.



With the Employer Brand Monitor you receive:

- Market benchmarks
 - Brand reputation
 - Employee satisfaction
 - Detailed performance
 - Key drivers of employer selection
 - Service ratings
 - In depth bespoke analysis of performance and recommendations
-

Earning the Employer Quality Award

If your brand strength attains the outstanding grade nominated by the market, you will have the option to license the Employer Quality Award badge to share your success publicly.

What happens if you don't qualify for the Employer Quality Award?

Using the data and our expert advice, we will support you to improve your employer brand ensuring your strategies are in line with the needs of the desired talent.

Companies with strong employer brands reduce the cost of hire and have better staff retention

Interested?

Speak to a member of the Gracechurch team to discuss your requirements. We can tailor research and advisory packages that will get the measurable results you need.

Contact us



Ben Bolton
Managing Director
Gracechurch

E: bbolton@gracechurchconsulting.co.uk
T: +44 (0)203 865 1578

Rebecca Yuska
Research Director
Gracechurch

E: ryuska@gracechurchconsulting.co.uk
W: www.gracechurchconsulting.co.uk