

## CULTURE AND EMPLOYEE ENGAGEMENT

The 'war for talent' requires a new HR approach. The candidate has become the boss. They choose an employer and not the other way around. An employer brand will help them make their choice. A company's image grows spontaneously with the people in your organisation and their engagement. When your staff is happy, they will present their employer as a decent and people-oriented employer to the outside world (i.e. competitors, customers, stakeholders, candidates, ex-employees, etc.).

An ideal employer brand attracts better and higher quality candidates. This leads to staff who are more deeply committed and happy and passionate when they come to work. Select experts always start from the people perspective. And that is why they are the best people to evaluate your staff's engagement and job satisfaction. The goal is to reinforce your employer brand.

### YOUR CHALLENGES

- You are looking for a way to attract the best talent given the current tight labour market.
- You want to utilise the potential of the people in your company to the full.
- To do so, you decide to retain your talent as long as possible.
- You want to empower and engage your staff.
- You focus people on their talents, values, and purpose so that they can work 'full speed ahead' in your company.

### OUR SOLUTION

Job satisfaction is the key to successful employer branding. Satisfied staff are more productive, more active, and more engaged. This engagement evolves your staff into real ambassadors for your organisation.

Respect and admiration for your staff are rooted in the heart of every successful employer brand. Candidates seek out a company that fully aligns with their personality, their values, and where they believe their talent can be optimally used. Thus, good employer branding is the ideal weapon in the 'war for talent'. It also keeps your current staff motivated.

### OUR APPROACH

First, Select tabulates current employee engagement by collecting data. Once the data is interpreted, a tailored approach will be drawn up that aligns with your organisation's strategy, vision, and mission. In addition, we will increase job satisfaction in your organisation by tackling current bottlenecks using: group workshops, individual coaching, stress awareness prevention, individual stress awareness programme, etc.

Once we have outlined an employer brand, our Recruitment and Selection division will draw up a high-quality onboarding procedure for candidates that will fit into your company culture. We will then be well acquainted with your organisation and fully apprised of your unique selling points. We use assessments to further optimise the quality and the match with your company and its culture. When an employer is building up its employer branding, Select is also able to provide advice on communicating job vacancies, presenting the company during interviews, or drawing up the onboarding procedure for newcomers.

### WHAT YOU WILL ACHIEVE

Your staff will receive the necessary grounding in your organisation. The more an employee feels 'grounded' in their organisation, the more loyal they will be. This makes a long-term engagement possible. Your investment in your staff will then be optimally profitable and continue to yield a return in the future, for example, by attracting new candidates.

