

Slide 1

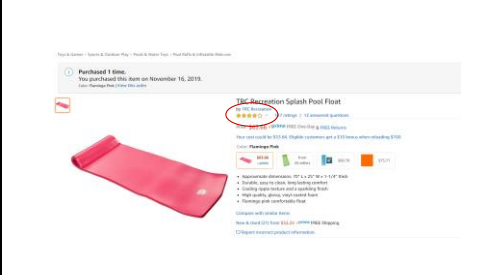
MAKING EMPLOYER REPUTATION WORK FOR YOUR COMPANY



PRESENTED BY
ANTHONY JULIANO

In partnership with
people2.0
GLOBAL WORKFORCE DEPLOYMENT

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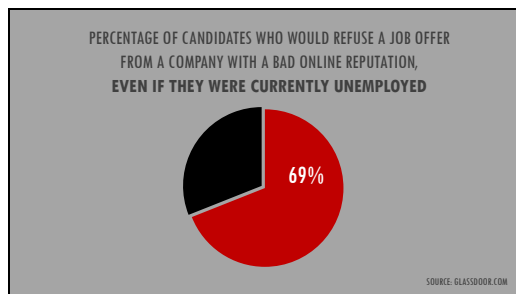


TBC Reputation Splash Pool Float

FREE Prime

- Inflatable advertisement, 10' x 20' x 11" thick
- Durable splash pool float, long-lasting material
- Comfortable splash pool float, perfect for family
- Inflatable pool float, perfect for family
- Inflatable pool float, perfect for family

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Slide 4

**TODAY'S
AGENDA**

- REVIEW SITES THAT IMPACT YOUR RECRUITING AND RETENTION EFFORTS
- RESPONSE STRATEGIES
- DEVELOPING A PROACTIVE EMPLOYER REPUTATION MANAGEMENT STRATEGY

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**REVIEW
SITES
WORTH KNOWING ABOUT**

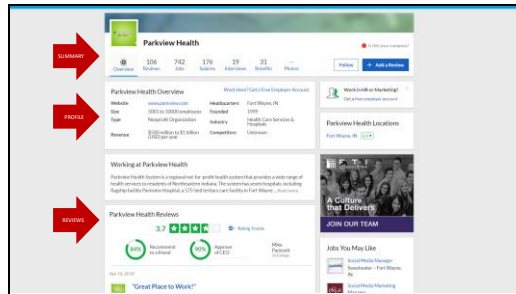
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glassdoor **indeed**
kununu **PayScale**
HUMAN CAPITAL
INHERSIGHT

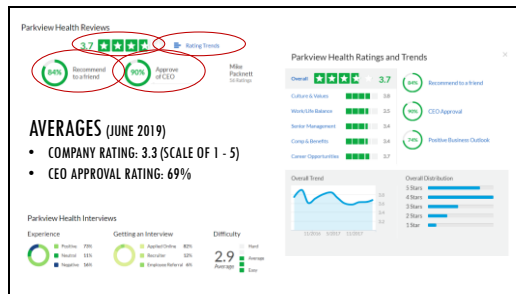
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Slide 9



Slide 10

Employees can only write one review per company per year

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Slide 12

Headquarters	Boston, MA
Industry	Health Care
Website	http://www.pah.com
Employee size	10,001+
Revenue	more than \$10B (USD)

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Slide 17

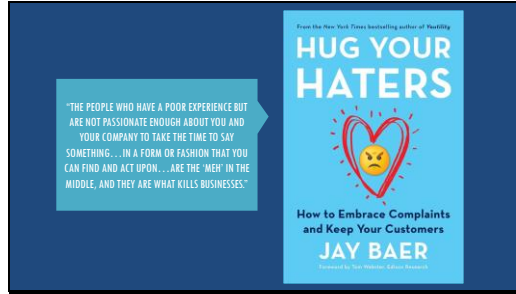
A FEW TIPS ABOUT CONSUMER REVIEW SITES

- CAN INFLUENCE APPLICANTS AS MUCH AS EMPLOYER REVIEW SITES
- KNOW WHERE YOU STAND. WHAT TRENDS ARE IDENTIFIED IN YOUR REVIEWS?
- WORK WITH YOUR MARKETING/PR TEAM

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RESPONSE STRATEGIES

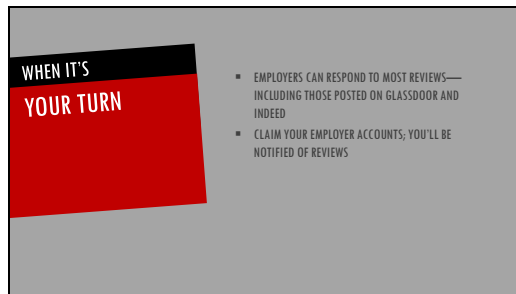
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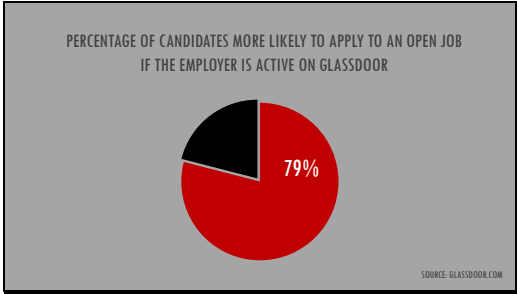
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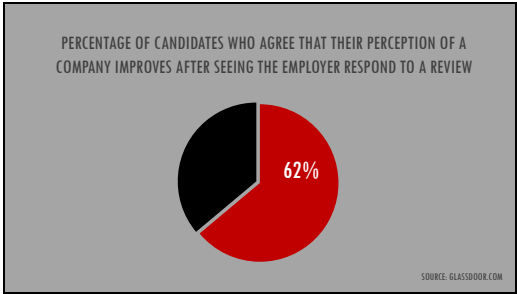
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Slide 23



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WHEN IT'S YOUR TURN

- ASSIGN THIS TASK TO A SPECIFIC PERSON IN HR/LEADERSHIP. IF EVERYONE'S IN CHARGE, NO ONE'S IN CHARGE.
- REMEMBER, YOUR AUDIENCE FOR YOUR RESPONSE INCLUDES YOUR CURRENT AND PROSPECTIVE EMPLOYEES, NOT JUST THE PERSON WHO POSTED THE REVIEW
- EVALUATE WHETHER THE PERSON IS OFFERING VAGUE OPINIONS OR SPECIFIC CLAIMS

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<p>VAGUE OPINIONS LIKE THIS...</p> <p>"Working here sucks!"</p> <p>NEED NOT BE ADDRESSED DIRECTLY</p>	<p>SPECIFIC CLAIMS LIKE THIS...</p> <p>"Management never gives bonuses"</p> <p>SHOULD BE ADDRESSED DIRECTLY</p>
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WHEN IT'S YOUR TURN

- KEEP IN MIND THAT WHEN PEOPLE FEEL WRONGED, THEY WANT THREE THINGS...

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COMPASSION: THEY WANT TO KNOW YOU CARE

AN EXPLANATION: THEY WANT TO KNOW WHY IT HAPPENED

REPARATION: THEY WANT TO BE MADE WHOLE

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YOUR EMPLOYER
REPUTATION
MANAGEMENT
STRATEGY

- RESPOND TO ALL REVIEWS—EVEN OLD ONES
- CONSIDER USING AN AGGREGATOR

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The slide contains two logos. On the left is the 'talentegy' logo, which features a blue lightbulb icon with a white 'Y' inside, followed by the word 'talentegy' in a grey sans-serif font. On the right is the 'Ratedly' logo, which consists of a teal square containing a white stylized cat face with large eyes, and the word 'Ratedly' in white text below it.

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YOUR EMPLOYER
REPUTATION
MANAGEMENT
STRATEGY

- GET AHEAD OF THE PROBLEM BY SOLICITING ONGOING FEEDBACK
 - EMPLOYEE SATISFACTION SURVEYS
 - SUPERVISOR 1-ON-1 MEETINGS
 - SUGGESTION BOXES

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**YOUR EMPLOYER
REPUTATION
MANAGEMENT
STRATEGY**

- DEVELOP CONTENT THAT AMPLIFIES THE POSITIVE EMPLOYEE TESTIMONIALS
- PURSUE EMPLOYER AWARDS
- PURSUE "LOW-HANGING-FRUIT" REVIEWS FROM YOUR LEADERSHIP TEAM

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**THE BEST WAY TO
OFFSET NEGATIVE
REVIEWS...**

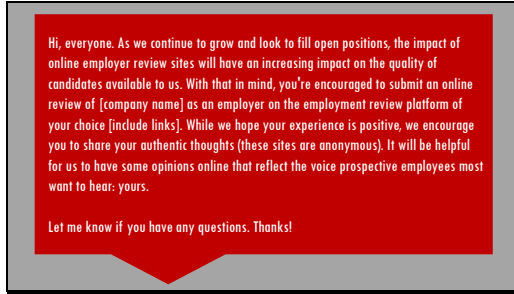
**IS WITH POSITIVE
REVIEWS**

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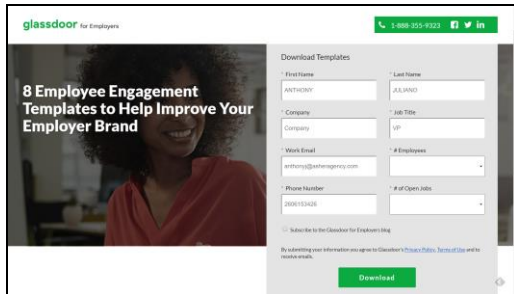
**YOUR EMPLOYER
REPUTATION
MANAGEMENT
STRATEGY**

- BEFORE YOU ENCOURAGE MORE REVIEWS, TAKE THE TEMPERATURE
- THEN, WHEN THE TIMING IS RIGHT, ACTIVELY ENCOURAGE EMPLOYEES TO POST REVIEWS
 - AFTER EMPLOYEES RECEIVE POSITIVE PERFORMANCE REVIEWS
 - AFTER YOU SHARE GOOD NEWS WITH EMPLOYEES
 - AFTER EMPLOYEE RECOGNITION EVENTS

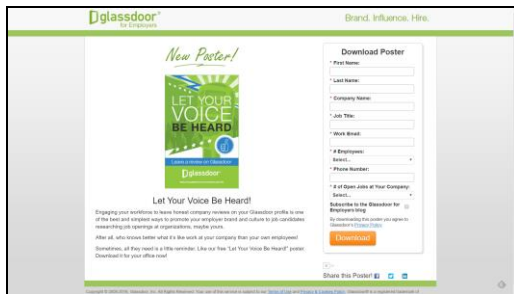
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**MOST IMPORTANTLY,
LOOK FOR TRENDS AND
FIX WHAT'S BROKEN**

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THANKS!



POINT
SIX
FOUR

ANTHONYJULIANO.COM
AJJULIANO@GMAIL.COM
(260) 615.3426
