



**HR Leaders Employer Branding Project Toolkit -**

# **Employer Branding Buy-in Meeting Agendas**

## Getting Started:

As the HR Leader/influencer you are convinced that an effective employer brand can help lower recruitment costs, improve the quality of hires, and encourage employee engagement. It's a big project and is going to take involvement and buy-in across the organization, starting at the top.

One effective way to build support and energy around a project like this is to meet one-on-one with key stakeholders to align on their goals and how labor improvements could positively impact them. In the article "[Employer Brand: Top 4 HR Director Responsibilities](#)" the red call-outs help you understand and prepare for these meetings, but here are some concise agendas to prepare everyone for productive meetings. Your culture is unique and what is important nuanced, these agendas have language options in [brackets] to help you tailor your approach.

**You are ready to start the buy-in process...**

### Steps:

1. Choose an [Employer Branding Consultant](#) to help guide you through the process.
2. Do the prep
3. Schedule the meetings
4. Build support
5. Fund the project

## The Agendas...

## COO Buy-in Meeting Agenda

**The ask:** I'm wanting to meet to discuss the ways you assess labor needs and efficiencies. I want to make sure that I'm doing everything I can to help you reach your objectives.

**Meeting Title:** Improving [employee engagement/labor efficiency/company culture] discussion

**Description:** Aligning [labor/culture/employee engagement] initiatives with core [corporate/organizational] brand and goals.

### The Agenda:

- Purpose of the meeting\*
- Current HR performance metrics
- What are your biggest labor concerns right now?
- What do you wish more employees cared about?
- What are you not able to get done given your labor challenges?
- Describe potential employer brand project as solution
- Describe desired outcomes and potential ROI
- Restate biggest potential gains from [labor/culture/employee engagement] improvements
- Ask for support
- Next Steps

**\*Purpose of the Meeting:** Discover ways to improve alignment between our Employer Brand and core brand to drive [corporate/organizational] initiatives forward.

### Meeting Prep:

- Prepare to paint a data picture of the current state of HR drivers: cost to acquire employee, turnover levels, employee engagement survey scores, Labor Efficiency Ratio (from the P&L), time to hire, open positions, etc.
- This meeting likely is a lot of listening and gathering opportunities to improve operational efficiencies through an improved employer brand.
- Define what support you need from them.
- Be prepared to answer how they would be involved and what the employer branding process is like.

## CMO Buy-in Meeting Agenda

**The ask:** I'm wanting to meet to discuss how our employer brand aligns with our core brand and ways we could improve it together.

**Meeting Title:** Improving [employee engagement/labor efficiency/company culture] discussion

**Description:** Aligning [labor/culture/employee engagement] initiatives with core [corporate/organizational] brand and goals.

### The Agenda:

- Purpose of the meeting\*
- Statement of potential opportunities
- Current HR performance metrics
- What metrics do you rely on most to measure success?
- Describe potential employer brand project
- Describe desired outcomes and potential ROI
- How would you prefer working together on an employer brand project?
- What resources can you provide and where do you think the biggest resource gaps are?
- Ask for support
- Next Steps

**\*Purpose of the Meeting:** Discover ways to improve alignment between our Employer Brand and core brand to drive [corporate/organizational] initiatives forward.

### Meeting Prep:

- Prepare to paint a data picture of the current state of HR drivers: cost to acquire employee, turnover levels, employee engagement survey scores, Labor Efficiency Ratio (from the P&L), time to hire, open positions, etc.
- Prepare to show visually where the employee communications and marketing are misaligned with the core brand communication.
- Have in hand a potential scope for the project.
- Prepare to ask questions about how they might approach a project like this.
- Define what support you need from them. Could you pitch this together?
- Be prepared to answer how they might need to be involved in the project.
- Come with some potential resources to fill gaps like Employer Brand Strategy and Brand Identity Systems creation.

## CFO Buy-in Meeting Agenda

**The ask:** I'm wanting to meet to discuss ways to assess labor efficiencies and discuss evaluating the return on investment for improving the employee experience.

**Meeting Title:** Improving [employee engagement/labor efficiency/company culture] discussion

**Description:** Aligning [labor/culture/employee engagement] initiatives with core [corporate/organizational] brand and goals.

### The Agenda:

- Purpose of the meeting\*
- Current HR performance metrics
- Labor Efficiency Ratio, other financial metrics?
- Describe potential employer brand project
- Describe desired outcomes and potential ROI
- Assessment of ROI calculation? Improvements?
- How to approach funding
- Ask for support
- Next Steps

**\*Purpose of the Meeting:** Discover ways to improve alignment between our Employer Brand and core brand to drive [corporate/organizational] initiatives forward.

### Meeting Prep:

- Prepare the ROI calculation and ask for help refining.
- Find as much funding as possible in existing budgets. Maybe some from HR, Marketing, and Operations?
- Prepare to paint a data picture of the current state of HR drivers: cost to acquire employee, turnover levels, employee engagement survey scores, Labor Efficiency Ratio (from the P&L), time to hire, open positions, etc.
- Prepare to share the input from the COO.
- Have in hand a potential scope for the project.
- Define what support you need from them.

## CEO Buy-in Meeting Agenda

**The ask:** I'm wanting to meet to discuss the effectiveness of our workforce culture to meet our long range goals and catch you up on potential ways the rest of the [Leadership Team/Executive Team/Management Team] sees for making improvements.

**Meeting Title:** Improving [employee engagement/labor efficiency/company culture] discussion

**Description:**

Aligning [labor/culture/employee engagement] initiatives with core [corporate/organizational] brand and goals.

**The Agenda:**

- Purpose of the meeting\*
- Restatement of relevant corporate and HR goals
- Current HR performance metrics
- Recap of [Leadership Team/Executive Team/Management Team] input
- Describe potential employer brand project
- Describe desired outcomes and potential ROI
- Resourcing Proposal
- Next Steps

**\*Purpose of the Meeting:** Statement of the opportunity to use Employer Brand improvements to drive corporate initiatives forward.

**Meeting Prep:**

- Prepare to paint a data picture of the current state of HR drivers: cost to acquire employee, turnover levels, employee engagement survey scores, Labor Efficiency Ratio (from the P&L), time to hire, open positions, etc.
- Prepare top two to three bullets from each stakeholder's input.
- Have in hand a potential cost and timeline for the project.
- Define what support you need from them. Does the Board need to be involved?
- Be prepared to answer how they might need to be involved in the project. Endorse and cast vision casting? Be involved in the public launch?
- Come with some potential funding sources.
- Define clear next steps.