



Employer Brand Toolkit

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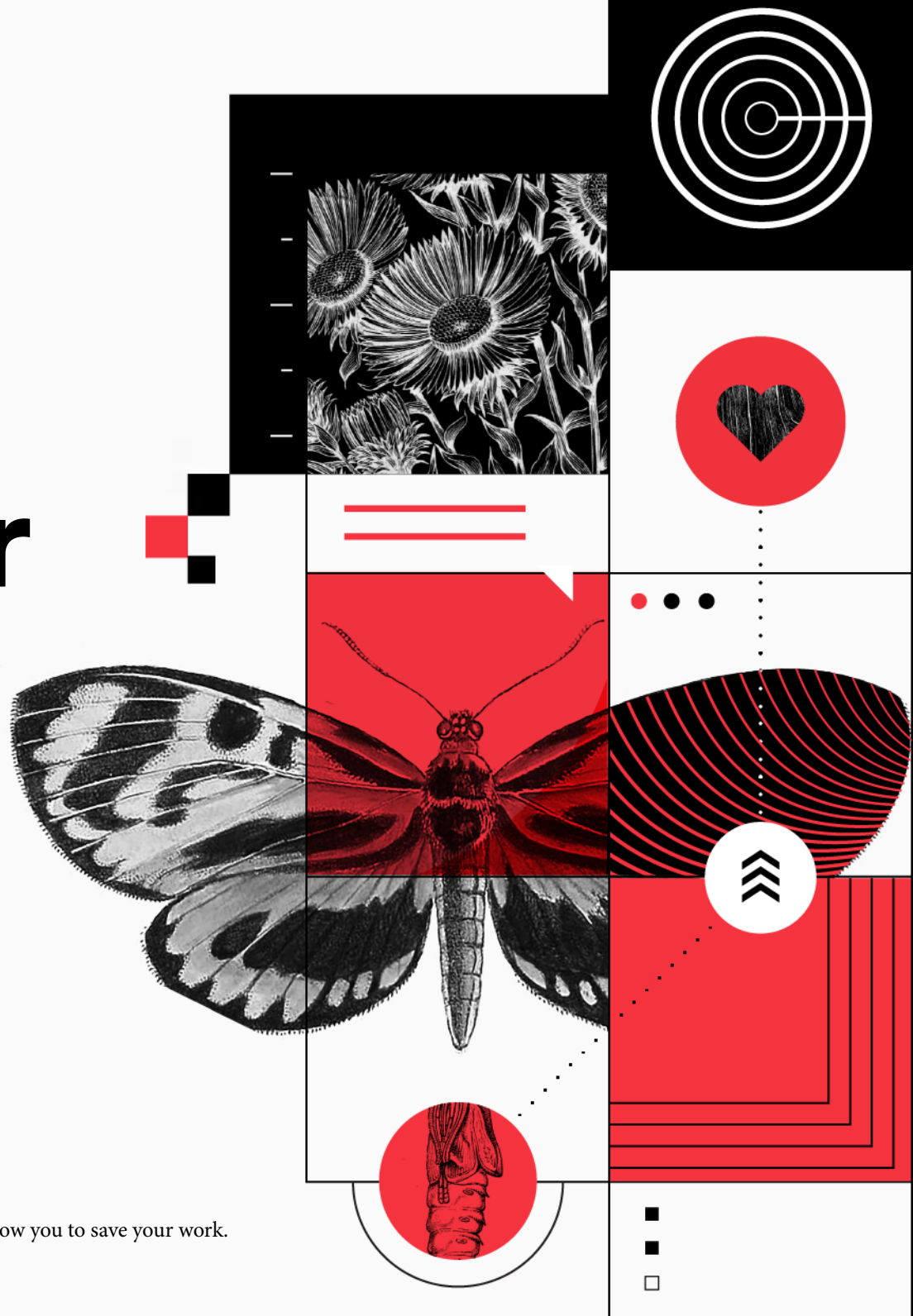


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This toolkit contains the templates you need to audit your employer brand, analyze your competition, map your employee experience, and tell the best stories to bring your employer brand to life.

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For more step-by-step guidance, see our [Guide to Build an Employer Brand.](#)

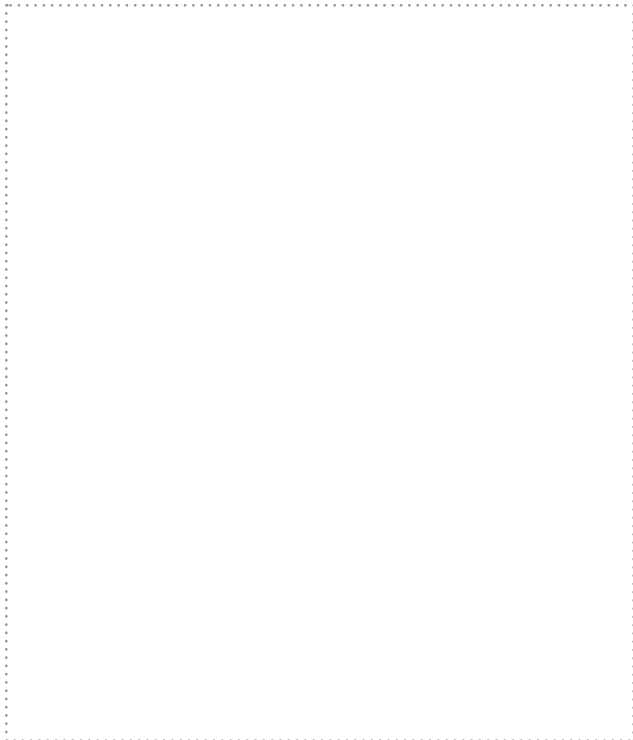
Brand Heart Workbook

Identify your purpose, vision, mission, and values to build a brand with a strong foundation.

For tips to use this workbook, follow our [Guide to Find Your Brand Heart](#).

Purpose

Why do we exist?



Examples

Column Five's Vision/Purpose

We exist to help build a future where everyone can live healthy and fulfilled lives.

Casper

We believe sleep is the superpower that charges everything people do.

Special Olympics

To transform communities by inspiring people throughout the world to open their minds, accept, and include people with intellectual disabilities and thereby anyone who is perceived as different.

Boy Scouts of America

To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

San Diego Zoo

To become a world leader at connecting people to wildlife and conservation.

Bulletproof

To help people perform better, think faster, and live better.

IKEA

To create a better everyday life for the many people.

Charles Schwab

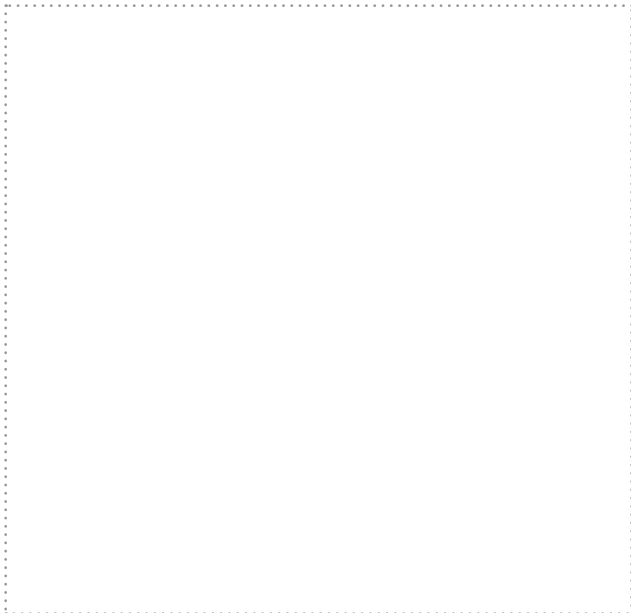
Helping investors help themselves.

Life is Good

To spread the power of optimism.

Vision

What future do we want to help create?
What does the future look like?



Examples

Casper

We're here to awaken the potential of a well-rested world.

Teach for America

One day, all children in this nation will have the opportunity to attain an excellent education.

Alzheimer's Association

A world without Alzheimer's disease.

Oxfam

A world without poverty.

Microsoft

Empower every person and every organization on the planet to achieve more.

Uber

Smarter transportation with fewer cars and greater access. Transportation that's safer, cheaper, and more reliable; transportation that creates more job opportunities and higher incomes for drivers.

Caterpillar

Our vision is a world in which all people's basic needs—such as shelter, clean water, sanitation, food, and reliable power—are fulfilled in an environmentally sustainable way and a company that improves the quality of the environment and the communities where we live and work.

Salesforce

We believe that the business of business is to improve the state of the world, and we work to make sure Salesforce is a platform for change through serving the interests of all our stakeholders—employees, customers, partners, communities, and the environment.

Mission

What are we here to do?
How do we create that future?



Examples

Column Five

We do good work with good people. We tell stories and create experiences that bring people together to help build the future we want to live in.

Casper

We're setting a new standard in sleep innovation.

Sweetgreen

To inspire healthier communities by connecting people to real food.

Tesla

To accelerate the world's transition to sustainable energy.

Nike

Do everything possible to expand human potential.

Ra Yoga

Create connection, opportunity, love, and space for the human condition.

Yeti

Build the cooler you'd use every day if it existed.

JetBlue

To inspire humanity—both in the air and on the ground. We are committed to giving back in meaningful ways in the communities we serve and to inspire others to do the same.

Dropbox

We're here to unleash the world's creative energy by designing a more enlightened way of working.

Values

How will we conduct ourselves in support and pursuit of our mission, vision, and purpose?

You can include as many values as you like, but 3-5 is a healthy start.

Examples

Column Five

1. Do Good Work

We achieve success with our partners by working together to creatively solve complex challenges within any parameters.

2. Value Our Partners

We thrive in an environment built on transparency and mutual respect, constructively challenging each other to grow.

3. Be Good to Each Other

We always work in their best interest because they enable us to do what we love each day.

4. Be Humble

We can always improve.

5. Experiment Often

Try new things. Test, fail, tweak, learn.

Whole Foods

1. We Satisfy and Delight Our Customers

Our customers are the lifeblood of our business and our most important stakeholder. We strive to meet or exceed their expectations on every shopping experience.

2. We Promote Team Member Growth and Happiness

Our success is dependent upon the collective energy, intelligence, and contributions of all of our Team Members.

3. We Care About Our Communities and the Environment

We serve and support a local experience. The unique character of each store is a direct reflection of a community's people, culture, and cuisine.

4. We Practice Win-Win Partnerships with Our Suppliers

We view our trade partners as allies in serving our stakeholders. We treat them with respect, fairness, and integrity—expecting the same in return.

Patagonia

1. Build the Best Product

Our criteria for the best product rests on function, repairability, and, foremost, durability. Among the most direct ways we can limit ecological impacts is with goods that last for generations or can be recycled so the materials in them remain in use. Making the best product matters for saving the planet.

2. Cause No Unnecessary Harm

We know that our business activity—from lighting stores to dyeing shirts—is part of the problem. We work steadily to change our business practices and share what we've learned. We seek not only to do less harm, but more good.

3. Use Business to Protect Nature

The challenges we face as a society require leadership. Once we identify a problem, we act. We embrace risk and act to protect and restore the stability, integrity, and beauty of the web of life.

4. Not Bound by Convention

Our success—and much of the fun—lies in developing new ways to do things.

Employer Brand Audit Template

Get a holistic look at your employer brand to understand your greatest strengths, weaknesses, and differentiators.

For tips to use this template, follow our [Guide to Conduct an Employer Brand Audit](#).

How to use these public Google Form templates:

- 1. Make a copy of each template by clicking the three dots in the upper right corner.**

NOTE: You must be signed into a Google account.

- 2. Personalize the questions and answers on your copy. You can add, subtract, and tweak according to your needs.**

- 3. Share each form with it's intended audience.**

NOTE: Deselect "Collect Email Addresses" to keep answers anonymous.

Employer Competitive Analysis Template

Audit your brand's competitors to find out how they're presenting themselves to potential employees—and how you can do it better.

For tips to use this template, follow our [Guide to Complete an Employer Competitive Analysis.](#)

	Competitor 1	Competitor 2	Competitor 3
Brand Name			
Employer Value Proposition			
Brand Heart (Purpose, Vision, Mission, Values)			
Website (About Us, Careers, Etc.)			
Brand Positioning			
Content and Messaging			
Content Formats (Video, Articles, Etc.)			
Benefits			
.....			

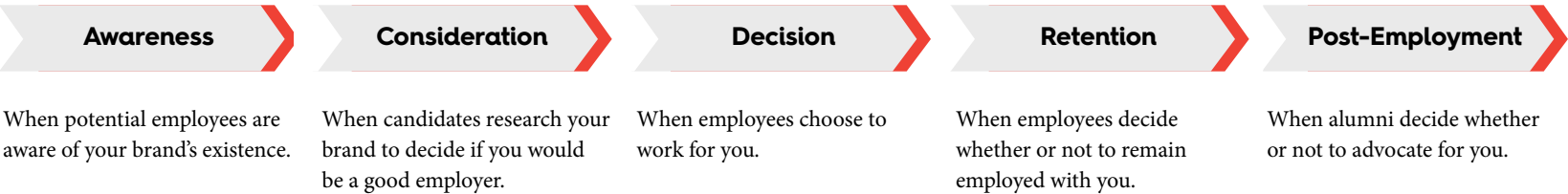
	Competitor 1	Competitor 2	Competitor 3
Locations			
Social Media Platforms			
Career Site Platforms			
Recruiting Channels			
Review Site Ratings (e.g., Glassdoor)			
Job Descriptions			
Job Ads			
Application Technology/User Experience			
Additional Observations			

Employee Experience Template

Use this template to examine each stage of your employer journey—and design the best employee experience possible.

For tips to use this template, follow our [Guide to Map Your Employee Experience](#).

Employee
Experience
Stages



What questions are they asking at this stage?				
What are your touchpoints?				
What content will motivate or educate them?				
How will you measure success?				

Employer Brand Messaging Template

Use this messaging framework to tell a consistent, cohesive employer branding story.

For tips to use this template, follow our [Guide to Build Your Employer Branding Content Strategy](#).

Employer Value Prop ---

Messaging Pillars ---

Pillar
1

Campaign Goal

Campaign Concept

Key Messaging/Story

Pillar
2

Campaign Goal

Campaign Concept

Key Messaging/Story

Pillar
3

Campaign Goal

Campaign Concept

Key Messaging/Story



Column Five is a B2B-focused creative agency
that helps ambitious brands find and tell their
best stories to drive real results.

Learn more at columnfivemedia.com.

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