

# kennissessie employer branding: de aantrekkingskracht van jouw bedrijf

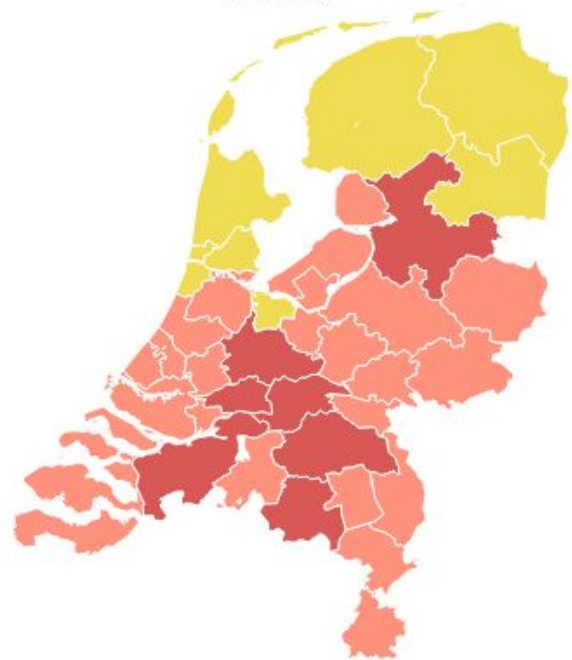
door Saskia Lambrechts  
employer brand lead/regiomanager sales  
25 januari 2022



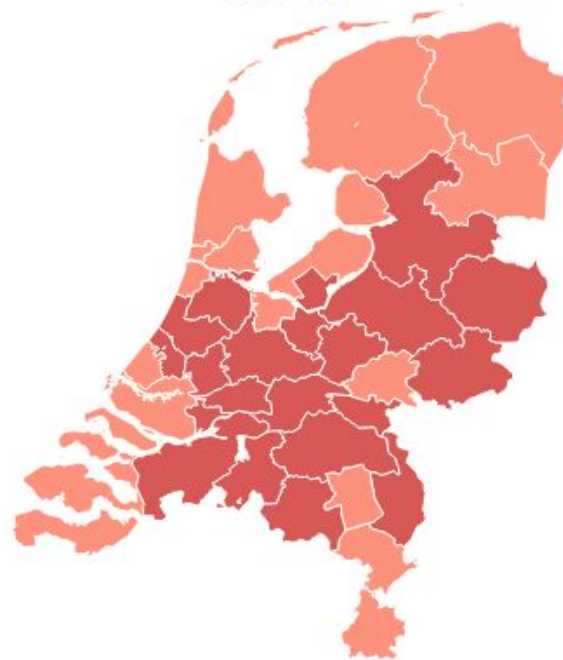
# waarom employer branding belangrijk is

ontwikkeling arbeidsmarktspanning

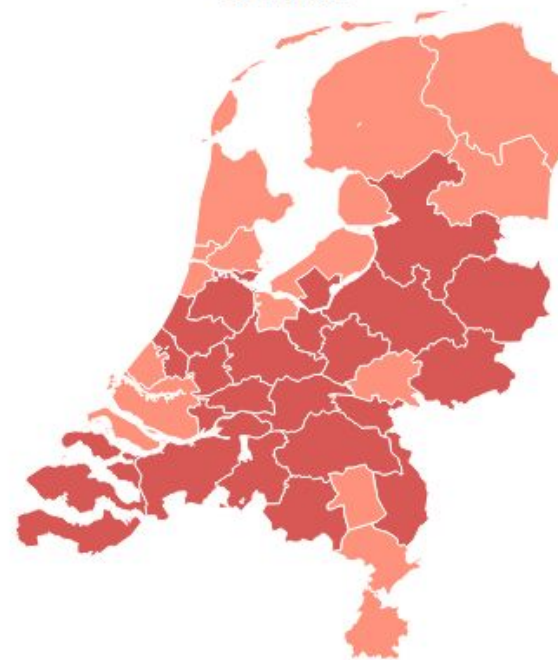
2021 Q1



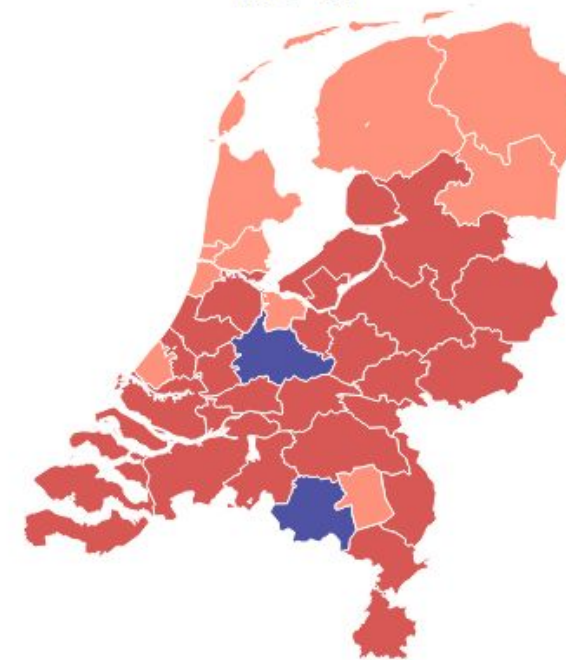
2021 Q2



2021 Q3



2021 Q4



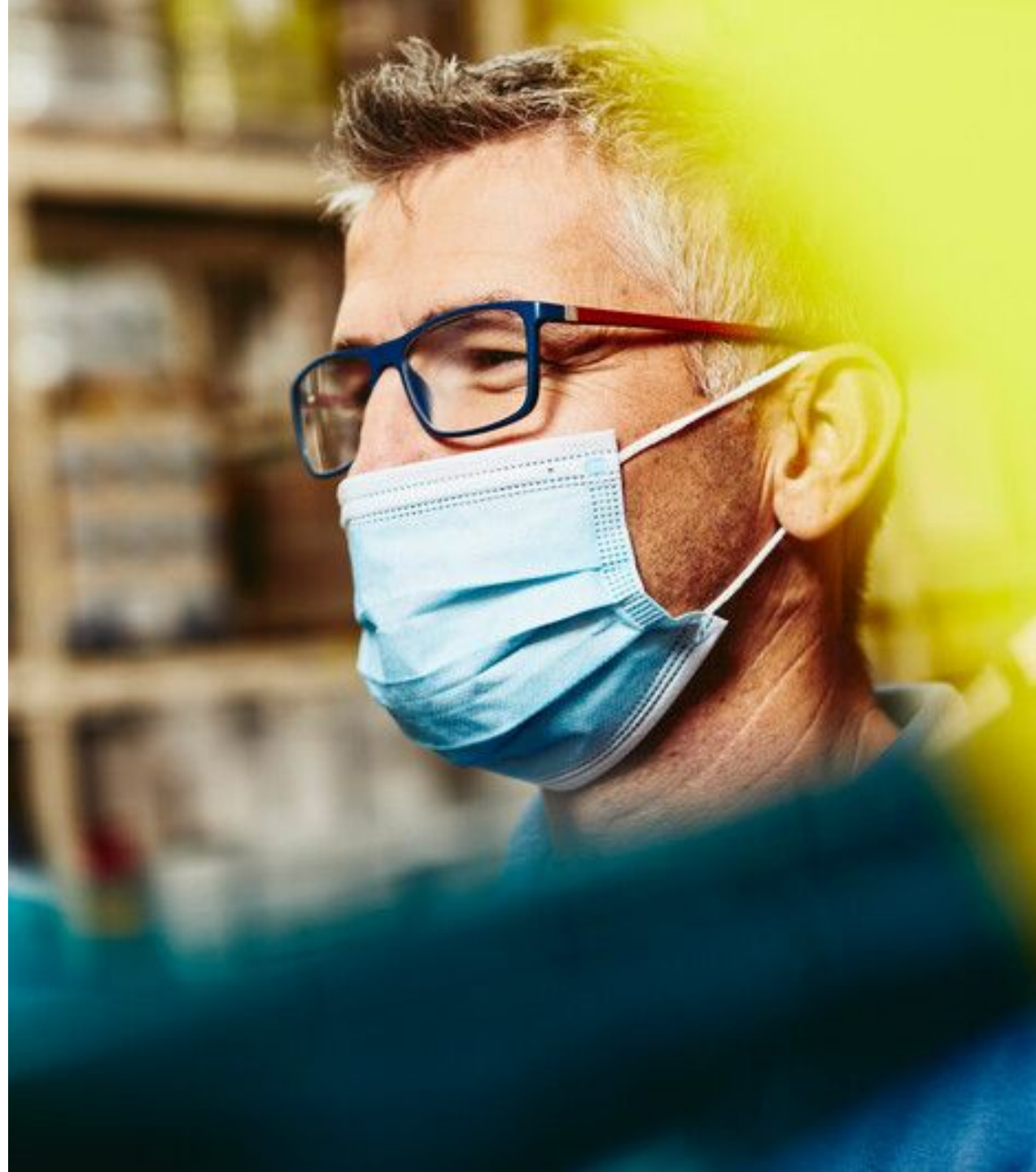
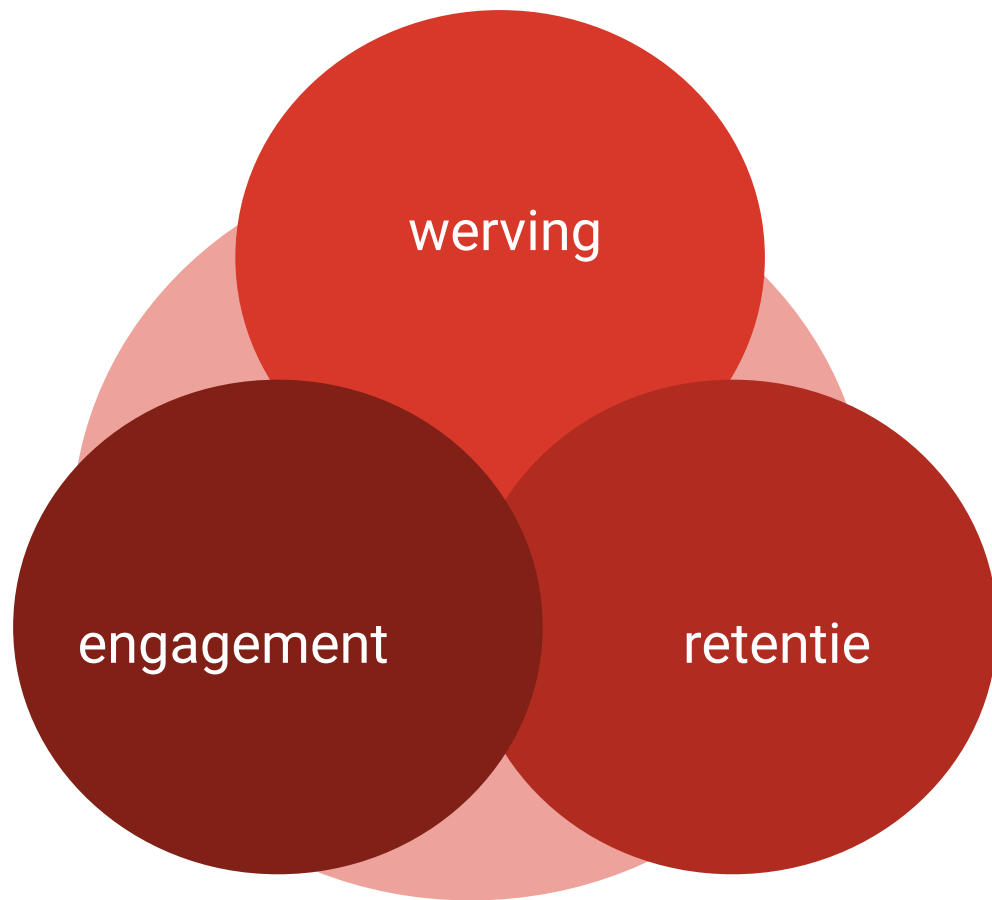
indicatie schaarste  
■ extreem krap

■ gemiddeld

■ krap

■ zeer krap

# waarom employer branding belangrijk is



wat is jouw belofte

missie (HR) Organisatie

employer Brand

=

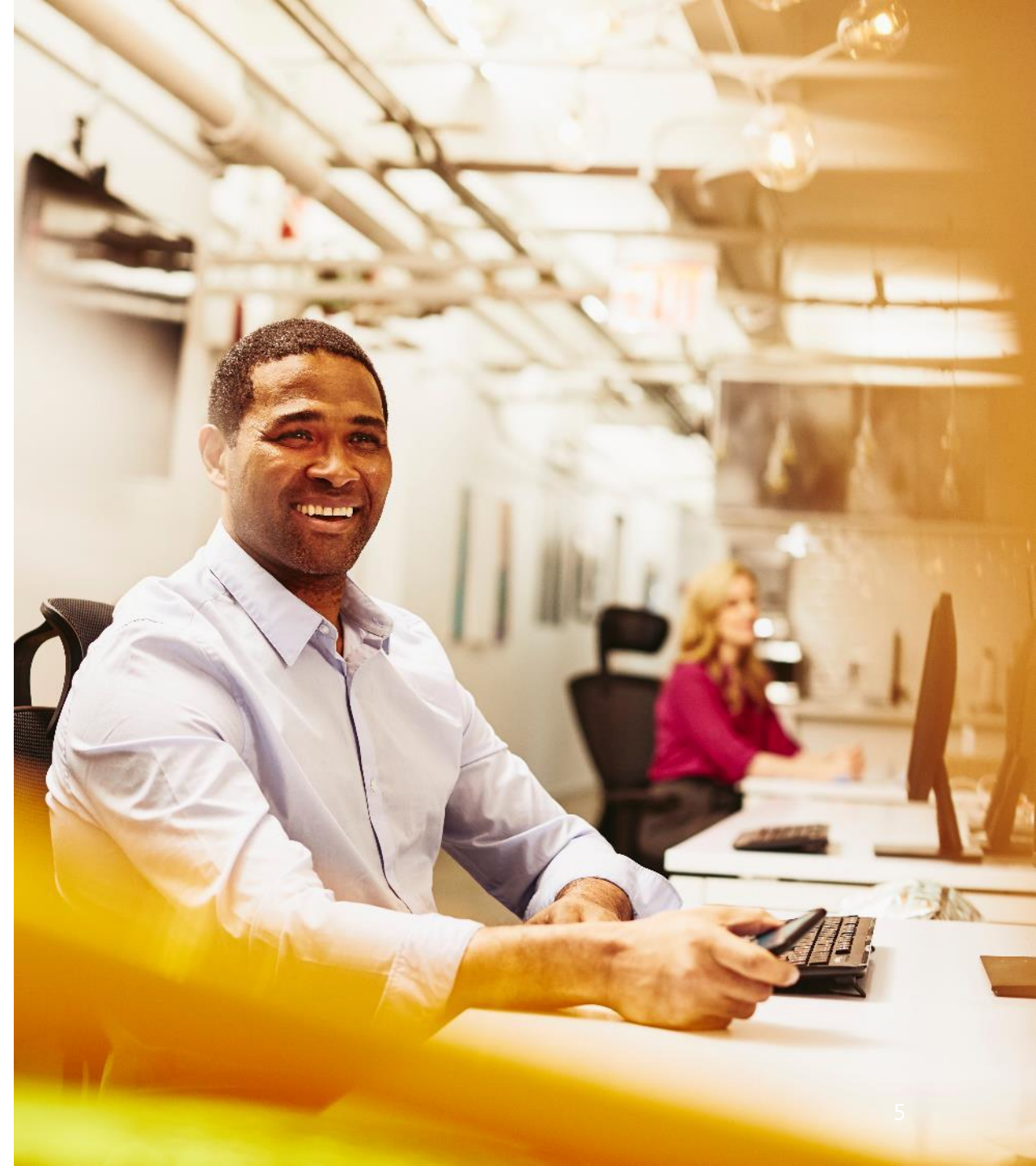
EVP  
(belofte)

TALENT  
VALUE  
PERCEPTION

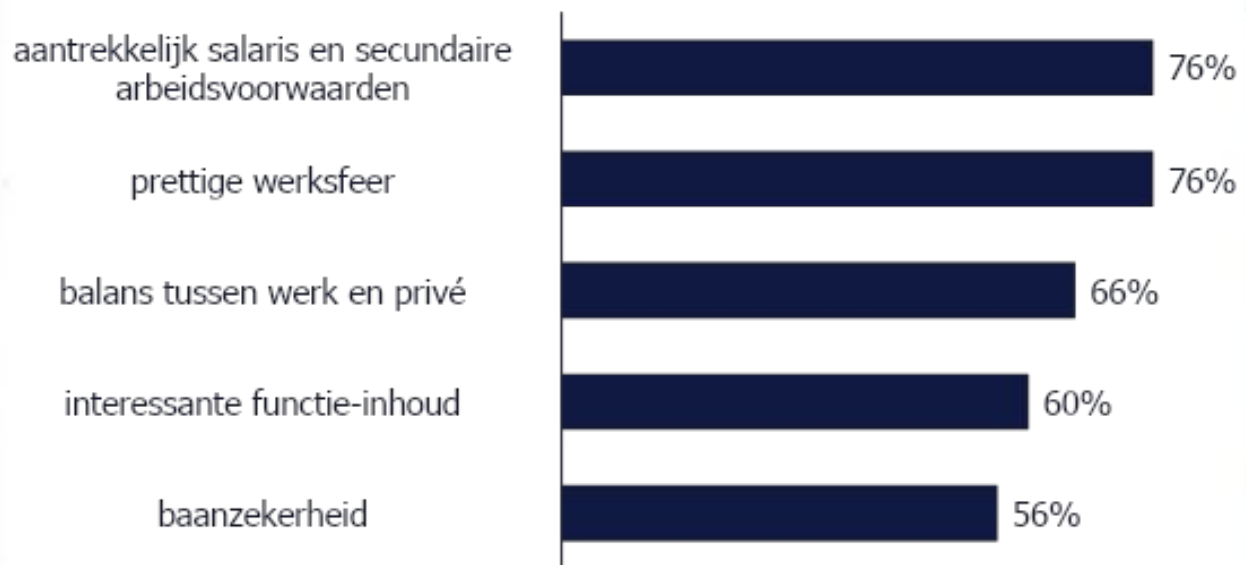
CANDIDATE  
VALUE  
PERCEPTION



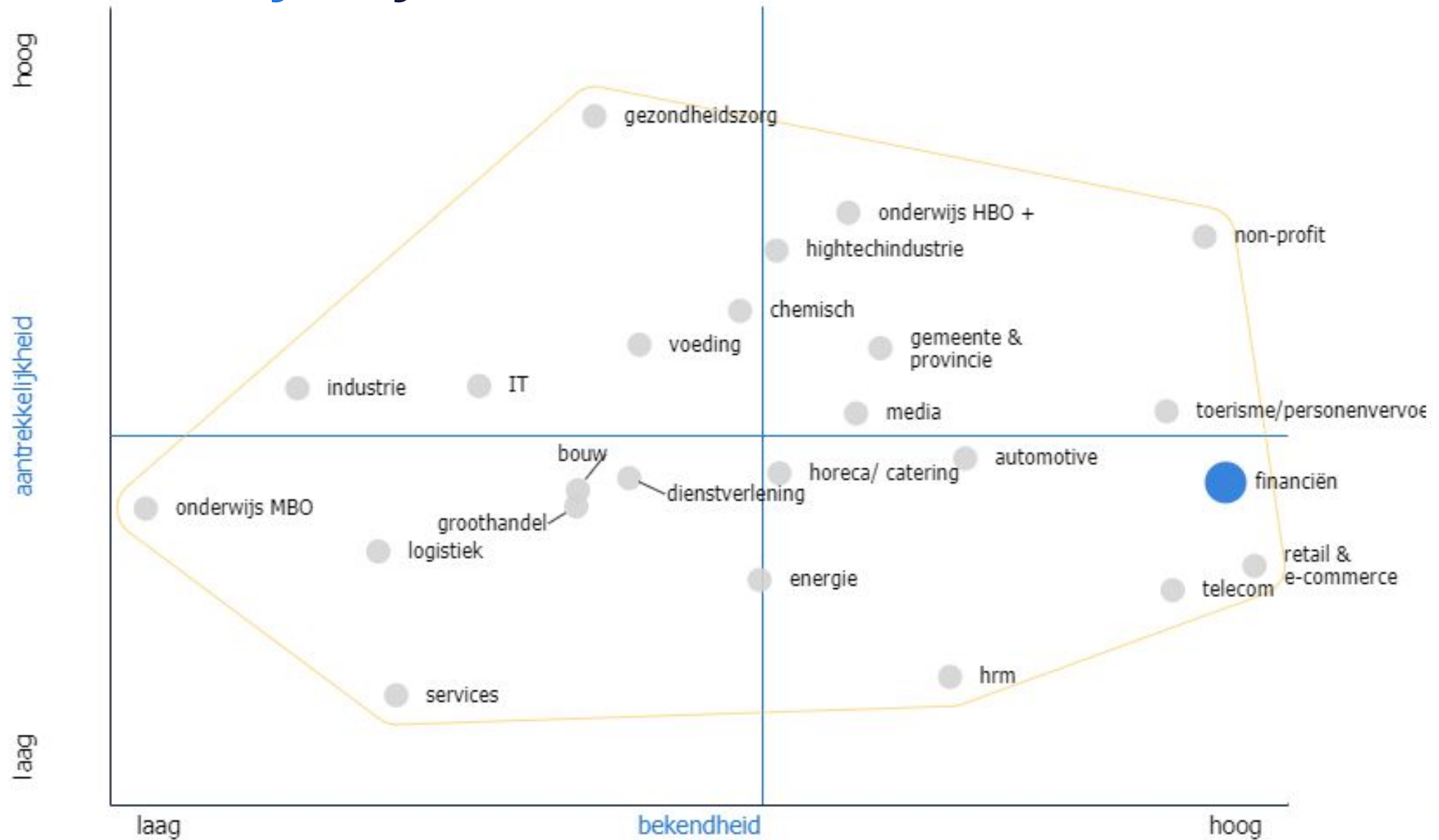
wat is het employer brand research van randstad?



# wat potentiële werknemers willen bij het kiezen van een werkgever.

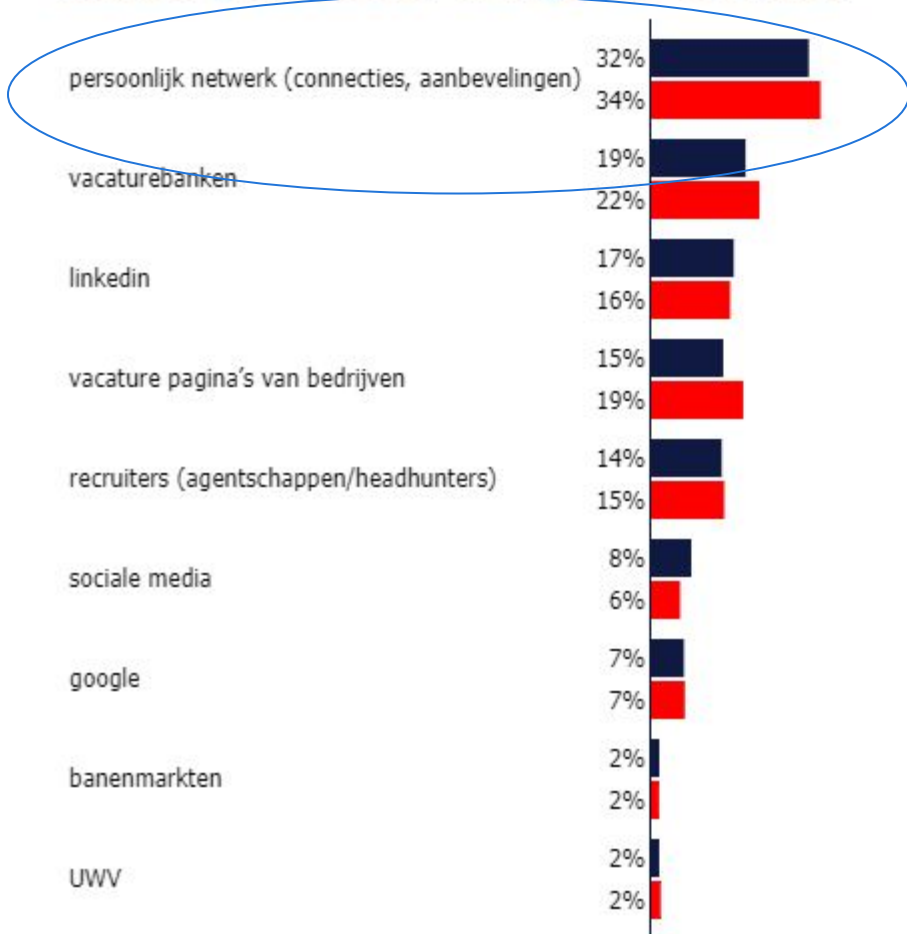


# hoe aantrekkelijk is jouw sector



# hoe vinden werknemers een nieuwe baan

## kanalen gebruikt om werkgevers te vinden



## onder vacaturebanken

Indeed.com  
Monsterboard  
Jobs.com  
Recruit.net



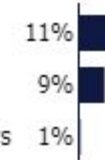
## onder sociale media

Facebook  
Instagram  
Twitter  
Snapchat



## lokale kanalen

School/studie  
Uitzendbureaus (interim)  
Netwerkbijeenkomsten, vakbeurzen en seminars



2021

2020



# verandering van werkgever verschillende banen onder de aandacht.

Likelihood that employees will leave their current job in next 3–6 months, % of respondents



# de employer brand roadmap.

