



# **Transform Your Talent Attraction Strategy: The Purpose-Driven Employer Branding Guide**



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# Introduction

*A new generation of talent is driving dramatic change in the recruitment industry. This generation is not swayed by attractive salaries or enticing perks. Instead, they seek something deeper – a profound sense of purpose and alignment with the values of the organisations they consider. As a result, purpose-driven employer branding has become a central element in successful talent acquisition strategies.*

Why is this shift so important? In today's competitive landscape, job seekers are faced with a multitude of options. An employer brand rooted in a clear purpose becomes a distinguishing factor for job applicants, offering a genuine connection that aligns with their personal values. But how can organisations effectively integrate their purpose into their employer brand? And how can they use HR technology to create a personalised and meaningful candidate experience?

In the following pages, we'll explore innovative ways to enhance the candidate experience through purpose-driven employer branding. With real-life examples from industry leaders and insights on how to use HR tools, this e-book is your guide to transforming recruitment in the modern era.



## OUR FEATURED INDUSTRY EXPERTS:



### **Ellen Jorunn Bergem -**

*Leader of Employer Branding  
& Recruiting, OBOS*

Ellen is the Head of Employer Branding and Recruitment at OBOS. In 2022, she was named Employer Branding Professional of the Year at the Magnet Awards in Norway. She has strategically positioned employer branding as a top priority at OBOS, engaging the entire organisation in this effort.



### **Karin Erjeby -**

*Talent Acquisition Manager,  
Lyko*

Karin is the visionary behind Lyko's innovative recruitment processes, which don't require traditional CVs or cover letters. She's at the forefront of the transformation of the recruitment landscape by focusing on a candidate's potential and skills, rather than just their past experience.



### **Dorotea Gawek -**

*Head of Employer Branding  
Nordics, Capgemini*

Dorotea is the Head of Employer Branding at Capgemini in the Nordics, responsible for crafting a compelling employer branding strategy. With an extensive career dedicated to employer branding, she provides valuable expertise in helping companies align with their purpose to attract and retain talent.



# What You Will Learn

This e-book will guide you through the journey of purpose-driven employer branding, providing actionable insights and strategies from three companies who have succeeded with their employer branding work.

## WE WILL EXPLORE FOUR MAJOR AREAS:

### 1. Identifying and Integrating Purpose:

Uncover your organisation's purpose and seamlessly integrate it into your employer brand to create a compelling narrative that resonates with prospective talent.

### 2. Crafting Purposeful Communication:

Master the art of purposeful communication. Learn how to tailor your employee value proposition (EVP) and infuse purpose into all aspects of your branding.

### 3. Leveraging HR Tech for Engagement:

Explore the power of HR tech solutions to communicate your purpose-driven employer brand, foster trust, and deliver a personalised candidate experience.

### 4. Measuring Impact:

Develop relevant metrics and KPIs to evaluate the impact of your employer branding initiatives, linking your efforts to tangible business outcomes, such as increased customer satisfaction and revenue growth.

By implementing the strategies outlined here, you can create a compelling employer brand, enhance the candidate experience, and drive business performance. Let's dive into the possibilities of purpose-driven initiatives and how they can transform and enhance your employer brand.



# Crafting a First-Class Candidate Experience Through a Purpose-Driven Employer Brand

Creating a strong employer brand offers a distinct advantage – it increases the chances of catching the interest of potential candidates. Studies show that [86% of job seekers assess a company's reputation](#) as an employer before applying. What sets an effective employer brand apart is its seamless integration throughout the entirety of the candidate journey, going beyond the initial point of contact with your brand.

Achieving success in employer branding requires a sustained focus, spanning the application process, interview stages, onboarding, and ultimately throughout the entirety of the employee experience.

## UNCOVERING AUTHENTIC PURPOSE

To delve deeper into this, we connected with Ellen Jorunn Bergem, Leader of Employer Branding & Recruiting at [OBOS](#), a leading Nordic cooperative building association. Ellen compares uncovering a company's authentic purpose to a journey of self-discovery. It's not just about identifying the organisation's mission or core values, but also about understanding what sets it apart from competitors.

Ellen elaborates, stating, "The process starts by identifying what the organisation

stands for, what values it has, its mission, and the goals it has in its business strategy. What are its strengths and what sets the organisation apart from competitors? What does it do well and what makes it unique in the industry?"

Ellen's insights shed light on the intricate process of discovering authentic purpose, one that goes beyond the surface to define what truly sets an organisation apart.

## BRIDGING POTENTIAL GAPS

Ellen highlights the significance of transparency and trust at every stage of the candidate's journey. She sees immense potential in harmonising the narrative used in employer branding with real-life workplace experience. According to her, "It's highly ineffective to have a gap between the narrative used in employer branding and the actual workplace experience. If that's the case, it's a good place to start."

Ellen believes in the power of introspection and constant improvement. She advises organisations to maintain a balanced view of their workplace, recognising both its strengths and areas for improvement.

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*All workplaces have both positive and negative aspects, but it's important to determine what aspects are considered attractive about the workplace, what employees are proud of, and the potential/opportunities for the future. It's a crucial assessment that needs to be done.*

**Ellen Jorunn Bergem -**

*Leader of Employer Branding  
& Recruiting, OBOS*

## STRENGTHENING MARKET POSITION AND EMPLOYER ATTRACTIVENESS

OBOS doesn't just talk the talk; they walk the walk. They complement their purpose-driven narrative with strategic initiatives that underscore their commitment to their purpose and enhance their appeal as an employer.

Here's how they do it:

### 1. Student engagement:

OBOS has a long-term approach towards students, including a summer internship program that saw applicants increase from 300 to an average of 1,500. They also participate in career fairs and academic collaborations.

### 2. Employer branding strategy:

In collaboration with their marketing team, OBOS has a clear employer branding strategy that consistently reflects their purpose and values.

### 3. Candidate-friendly recruitment:

OBOS focuses on fair and efficient recruitment processes, using the [Jobylon recruitment system](#) to ensure a smooth candidate journey.

### 4. Social media and internal ambassadors:

OBOS uses social media, career pages, and LinkedIn to communicate their purpose. They also have an internal ambassador program, encouraging employees to share content and amplify their employer brand.



## ENHANCING THE ONBOARDING JOURNEY

OBOS recognised the pivotal role of the onboarding process in shaping the transition from candidate to employee. They embarked on a journey to overhaul their onboarding procedures to create a more comprehensive and enriching employee experience.

“We began by enhancing and developing what we already had in place, from routines to improving the content of meetings and training sessions,” Ellen said. “The progress gained momentum when we acquired more system support, enabling us to automate and digitise several parts of the process.”

Studies show that as many as [69% of new employees are more likely to stay with the company](#) for at least three years if they have had a good onboarding experience. The revamped onboarding process has had a similar positive impact on employee engagement and retention at OBOS.

# 69%

*Of new employees are more likely to stay at a company for at least three years if they have had a good onboarding experience*

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Ellen shares, “We have seen an increase in our eNPS [Employee Net Promoter Score], and, in general, we have received very good scores on our onboarding surveys. We’ve also received a lot of positive feedback from new employees stating that they are extremely satisfied with the onboarding process. So, we are very pleased and proud of that.”

Creating an exceptional candidate experience and cultivating a purpose-driven employer brand requires a well-thought-out strategic approach. This approach should strike a delicate balance between authenticity and transparency while considering the practical aspects of sustaining business profitability.

Drawing inspiration from OBOS’s successful practices, organisations can elevate their employer branding initiatives and establish a candidate experience that is both impactful and fulfilling.

## OBOS AT A GLANCE

- **Industry:** Construction
- **Headquarters:** Oslo, Norway
- **Employees:** 2,500+
- **Region:** Nordics

OBOS is involved in developing and selling homes and properties, providing banking and financial services, managing properties, offering real estate brokerage, and other related housing and property services.

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# Creating Purposeful Candidate Communication and Engagement

In the dynamic world of recruitment, communication is all about creating a narrative that resonates with the right audience. This is also where the employee value proposition (EVP) comes into play. [A well-crafted, personalised EVP](#) can be a game-changer in attracting and retaining top talent.

However, there's no universal approach that fits all scenarios. Given that different candidates value different facets of your organisation, catering to various candidate personas is key. Some may be drawn by your dedication to innovation, while others might lean towards your emphasis on work-life balance or social responsibility. [By personalising your EVP](#) to several candidate personas, you can ensure that you're speaking directly to the values and aspirations of your target candidates for a specific role or type of work.

But this process is not without its challenges. One of the most significant is managing the potential tension

between profitability and purpose-driven initiatives. While purpose-driven employer branding can undoubtedly enhance your organisation's attractiveness to candidates, it's essential to balance this with the need to maintain profitability. This requires a strategic approach, one that aligns your purpose-driven initiatives with your broader business objectives.

To delve deeper into these intricacies, we turned to Karin Erjeby, Talent Acquisition Manager at [Lyko](#), a leading beauty retailer. Lyko has made significant strides in aligning its purpose with its employer brand and has adopted innovative approaches to candidate communication and engagement.

## COMMUNICATING PURPOSE WITH TRANSPARENCY AND AUTHENTICITY

Karin's journey at Lyko began with introspection. She underscores the value of gauging the internal perception of the organisation's purpose. "Start by finding out how it is perceived internally today. Is the image aligned internally? Is there a strong and clear purpose?"

You can use the following steps to start uncovering your purpose:

- 1. Analyse values:** Delve into which core principles actually guide your actions.
- 2. Examine the culture:** Take a hard look at the shared beliefs, behaviours, and practices within the organisation.
- 3. Review the business model:** Dissect how the organisation creates, delivers, and captures value.
- 4. Involve the entire organisation:** Ensure that different perspectives are considered and that everyone is on board with the purpose.

Karin believes that authenticity and transparency are crucial. "I strongly believe in transparency and authenticity; anything else will be revealed by candidates and will backfire as wrong hires and a bad reputation," she warned.

This belief is a constant guide for Lyko's communication and is reflected throughout the recruitment process.

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*When it comes to identifying your employer brand, it's completely okay not to be fully there on all points as long as you communicate what you are, what you are not, where you're striving, and what is missing to get there. We want to bring along individuals on the journey who have the right expectations and appreciate our strengths but are also fit to take us where we are heading.*

**Karin Erjeby -**

*Talent Acquisition Manager, Lyko*

When it comes to communication, Lyko has also managed to find the sweet spot where they leverage automation and pre-written messaging, but in a way that engages their candidates.

They use a lot of video material as well as fun language in their communication, which truly stands out amongst their competitors, as well as continuous updates and nudges to candidates throughout all stages of the recruitment process.



## CV-FREE RECRUITING

Lyko has revolutionised its recruitment process by adopting a CV-free approach, focusing on a candidate's potential rather than their past experiences. This approach has streamlined their recruitment process, allowed for quicker feedback to candidates and made it easier for individuals to apply who might have been overlooked in a traditional process.

By focusing on a candidate's potential rather than their past experiences, Lyko ensures a recruitment process that embodies fairness, objectivity, and transparency. This method not only personalises the experience for each candidate but also aligns with Lyko's core values, generating a positive impression of the organisation.

"We had a strong conviction that the number of years of experience or the education you have does not determine how successful you will be in a position," Karin explained.

She outlines the benefits of this approach:

- **Time-saving:** "Our CV-free approach allows us to implement more structure which has led to increased time efficiency."
- **Early screening:** "By using screening questions already in the application stage, we can get answers to questions that would otherwise be asked later in the interview process."
- **Fairness:** "Giving more candidates the opportunity to answer these questions allows the possibility of advancing the right candidates, who, in a traditional process, would have been eliminated because their past job title or employer was 'wrong,' even if the competence was there."

### LYKO AT A GLANCE

- **Industry:** Retail
- **Headquarters:** Vansbro, Sweden
- **Employees:** 900
- **Countries active:** 8

Lyko is one of the Nordics' largest retailers in professional hair care and beauty. In total, they offer over 55,000 products from more than 1,000 brands, including their own private label. They have 30+ stores across Norway and Sweden.

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Lyko's innovative, CV-free approach to recruitment has been met with very positive feedback from candidates. Karin shared, "We asked all our candidates about their experience with our application process. Out of approximately 300 companies using the same measurement tool, we are currently ranked number one by candidates."

In conclusion, crafting purposeful candidate communication and engagement requires a strategic approach, one that balances the need for authenticity and transparency with the realities of business objectives and profitability. By taking a page from Lyko's playbook, organisations can enhance their employer branding efforts and create a more meaningful and engaging candidate experience.

## LYKO'S RECRUITMENT PROCESS:



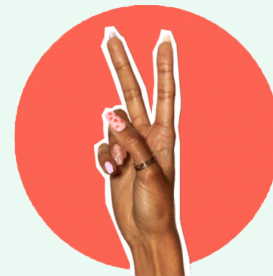
### Quick and easy

Tired of writing pages filled with cliché just to upload yet another cover letter? Say no more! We feel you. We believe that who you are and the qualities you have matter more than previous experience. So we decided to scratch the traditional CV and cover letter and use screening questions and tests as part of the recruitment instead. So nice?!



### Transparent

We want to give all candidates the same opportunity, so we say "thanks, but no thanks" to all spontaneous applications. By advertising ALL open positions, we give everyone the same shot at their dream job at Lyko. That's the only way to do it according to us. And why would we want anything other than that, right?!



### Competency based

We use screening questions and tests early in the process. Why? We want to minimise any discrimination, and through research, we know that it's the most objective way to evaluate candidates. It enables us to see beyond your experience "on paper" and gives your personal qualities, skills and potential the chance to shine through!



# Leveraging the Power of HR Tech to Enhance the Candidate Experience

The integration of HR tech has become essential in streamlining and improving HR practices. When strategically implemented, HR tech serves as a powerful tool that not only strengthens your purpose-driven employer brand but also fosters candidate engagement at every stage of the recruitment process.

Let's explore how HR tech can be used to achieve these objectives and provide a competitive edge in the dynamic recruitment landscape.

## CREATING A POSITIVE PERCEPTION OF THE ORGANISATION

In the digital age, the online experience is such a big part of the recruitment process. So much of the hiring process is online – from the initial application, to evaluation tests and setting up interview dates – the tech you choose and how you choose to use it can affect the candidate experience.

Dorotea Gawek, Head of Employer Branding at [Capgemini Nordics](#), underscores this by emphasising the critical role of online interactions in shaping candidates' perception and evaluation of an organisation.

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*The experience with the organisation's technology is translated and incorporated into the perception and evaluation of the organisation – it's an integral part of the employer brand. It's crucial that the experience we create online is in line with the way we would like candidates to perceive us.*

**Dorotea Gawek -**

*Head of Employer Branding Nordics,  
Capgemini*

The tech you use and how you use it cannot be overlooked in an era where most interactions are online.



### CAPGEMINI AT A GLANCE

- **Industry:** IT consulting
- **Headquartered:** Paris, France
- **Employees:** 360,000+ worldwide
- **Countries active:** 50+

Capgemini partners with companies to use technology for business transformation and management. It was founded in 1967 and has since grown to be one of the world's largest players within management, IT and engineering.

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### FOSTERING CANDIDATE TRUST AND ENGAGEMENT

Karin Erjeby, Talent Acquisition Manager at Lyko, underscores the profound impact HR tech has in cultivating trust and fostering engagement within their organisation. “We use a video platform where we can easily upload simple and genuine videos on our careers page and link them to our job advertisements. This allows employees to see their manager, their team, and get a feeling that words in an ad alone cannot convey.”

Lyko's adoption of HR tech creates a dynamic, immersive experience for candidates, transforming the recruitment process from a mere information exchange into a relationship-building opportunity.

Furthermore, Lyko's CV-free recruitment process would not be possible without powerful HR tech to help manage and sort candidates. With a strong candidate inflow, their recruiters would be in for an almost Herculean task. Instead, by leveraging HR tech, they can use a CV-free approach which further cultivates trust, enhances engagement, and promotes commitment among candidates, demonstrating the critical role HR tech plays in shaping the modern recruitment landscape.

### STREAMLINING COLLABORATION

When it comes to employer branding, the collaboration between HR and marketing is crucial. These departments must work hand-in-hand to effectively communicate the organisation's values, culture, and purpose to potential candidates. However, this collaboration can often be challenging due to differing departmental objectives and workflows. This is where HR tech, particularly an applicant tracking system (ATS), can play a pivotal role. [An ATS, like the one offered by Jobylon](#), is designed to integrate seamlessly with marketing, technology, and design processes, easing the collaboration between these departments.

The seamless integration provided by an ATS not only promotes effective collaboration but also ensures a consistent portrayal of the employer brand across all candidate touchpoints. For instance, marketing can work on creating compelling content and visuals that reflect the organisation's culture and values, while HR can focus on incorporating this content into job postings, career websites, and other recruitment materials. This collaborative approach, facilitated by HR tech, can significantly enhance the efficiency and effectiveness of employer branding efforts, ultimately leading to a stronger and more cohesive employer brand.

## COMMUNICATING PURPOSE-DRIVEN EMPLOYER BRAND

The true power of HR tech lies in its ability to embed a company's purpose into every stage of the candidate journey. As you strive to enrich the candidate experience, remember that purpose-driven employer branding goes beyond simply articulating your values.

It's about demonstrating your unwavering commitment to those values at every opportunity. With the right strategies and HR tech tools at your disposal, you can create a candidate experience that goes beyond mere satisfaction and becomes truly transformative. Your employer brand becomes a living testament to your purpose, attracting the right talent and setting the stage for a thriving, purpose-aligned workforce.

Capgemini leverages HR tech to incorporate their values and EVP – the mindset and mission of enabling their employees to [‘Get the Future They Want’](#)

– in all their activities. This approach not only enhances the candidate experience but also communicates the organisation's purpose and values effectively, creating a strong, purpose-driven employer brand.



Capgemini uses social media to reinforce their employer brand and showcase their values.

Image source: [Capgemini / Instagram](#)



# Measuring the Impact of Purpose-Driven Employer Branding on Business Outcomes

Purpose-driven employer branding holds the potential to truly drive tangible business outcomes. To unlock this potential, you must first establish clear metrics and KPIs to measure its impact. Let's take a look at some of the most critical metrics to track:

## ALIGNMENT OF PURPOSE ACROSS YOUR ORGANISATION

Measuring the degree to which your employees align with the purpose of your organisation can be done through surveys, interviews, and focus groups. A high degree of alignment often correlates with [enhanced employee engagement and productivity](#), underscoring the impact of your purpose-driven branding on the workforce's motivation and performance.

## EMPLOYEE ENGAGEMENT

Tools that help you measure eNPS can provide valuable insight into the level of employee engagement. By analysing this metric with your purpose alignment scores, you can draw clear links between

purpose-driven employer branding and its impact on employee engagement. A rising trend in both metrics is a strong indication that your purpose-driven initiatives are resonating with your employees.

## CANDIDATE SATISFACTION

While employee engagement can help you track your purpose-driven employer branding over its entire lifecycle, measuring cNPS (candidate net promoter score) will help you understand which parts of your recruitment process candidates enjoy, and which steps you might need to improve. It's also a great tool for understanding how to attract more candidates from the same demographic. It will give you a deeper understanding of who is attracted to what.



## CUSTOMER SATISFACTION

Customers today seek out businesses that stand for more than just profits. A recent study showed that for consumer goods, [82% of consumers want a brand's values to align with their own](#). Similar results can be seen in the B2B space, [with employer branding affecting supplier choice and attracting customers](#).

In short, people seem to appreciate and stay loyal to companies that are guided by a clear purpose. Regardless of whether you operate within a B2B or B2C landscape, tracking customer satisfaction scores can help you understand how your purpose-driven employer branding influences your customer relations.

## FINANCIAL PERFORMANCE

Revenue growth, market share, and other financial metrics serve as concrete indicators of business performance. You are hopefully already measuring these, but by analysing these metrics over time, you can likely see the influence of your employer branding initiatives on your organisation's financial health.

A positive correlation could signify that your purpose-driven branding is not only strengthening your employer brand but also driving business growth.

# 82%

*Of consumers say they want to buy from brands with values that align with their own*

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## EMPLOYER BRAND PERCEPTION

Dorotea Gawek, Head of Employer Branding at Capgemini Nordics, emphasises the importance of measuring the overall perception of your employer brand. She states, “An employer brand is a gut feeling – created most often by the consolidation of many brand touchpoints, from SoMe ads to word of mouth. All touchpoints could and should be measured individually but it is the combined view that is most interesting – the feeling and associations an employer brand evokes.”

While this metric is more abstract and challenging to measure, using techniques like [social listening](#) and [media monitoring](#) can help gauge your brand’s perception. Be proactive in understanding all the interactions candidates and employees have with your brand.

Measuring the impact of purpose-driven employer branding on business outcomes requires a comprehensive, data-driven approach. By developing meaningful metrics and KPIs, you can effectively evaluate your initiatives and ensure they are positively influencing your employees, customers, and business growth. Remember, purpose-driven employer branding is not just an HR initiative, it’s a strategic business lever that, when pulled right, can lead to significant business outcomes.



# Key Takeaways You Can Implement Today

As attitudes and behaviours towards work continue to evolve, infusing purpose into your employer brand is more essential than ever. The following takeaways are not just theoretical ideas, but practical steps you can use to build a robust and meaningful brand that attracts, retains, and engages top talent:

## **Incorporate Purpose in Branding Material**

- ✓ Begin by identifying your organisation's purpose and integrating it into your employer brand narrative.
- ✓ Infuse your organisation's purpose into all branding material, including job descriptions, career websites, and social media content.
- ✓ Develop a personalised EVP that resonates with your target talent pool and reflects your organisation's purpose.

## **Leverage Technology**

- ✓ Streamline your recruitment with an ATS and ensure a consistent portrayal of your employer brand across all candidate touchpoints.
- ✓ Automate and digitise parts of your recruitment process to enhance the candidate experience.
- ✓ Use video platforms to create genuine videos that can be uploaded on your careers page and linked to your job advertisements.



### **Measure Impact**

- ✓ Develop relevant metrics and KPIs to measure the effectiveness of your employer branding initiatives.
- ✓ Use tools and pulse measurements to track employee engagement and satisfaction levels.
- ✓ Regularly analyse these metrics to evaluate the success of your purpose-driven branding efforts and make necessary adjustments.

### **Align With Business Performance**

- ✓ Track financial performance indicators such as revenue growth and market share alongside your employer branding metrics.
- ✓ Analyse these data points over time to establish correlations between your purpose-driven branding efforts and business performance.
- ✓ Use these insights to show the value of purpose-driven branding to stakeholders and inform future employer branding strategies.

## Conclusion

Embracing purpose-driven employer branding is not a trend or a one-time initiative. It's a strategic commitment, a continuous journey that requires insight, foresight, and a willingness to adapt. By leveraging the power of purpose-driven employer branding, you are not only enhancing the candidate experience but also shaping the future of your organisation.

## Are you ready to use purpose-driven branding to revolutionise your candidate experience?

Experience firsthand how Jobylon, our specialised recruiting platform, can help with your employer branding, simplify your hiring process, and enhance candidate interactions.

Contact us for a [free product tour](#) or sign up for our [newsletter with monthly inspirational boosts](#) to get started.



✉ [hello@jobylon.com](mailto:hello@jobylon.com)

🌐 [Jobylon.com](https://Jobylon.com)