

# Building Your Talent Brand

A Guide to Marketing your Company to Candidates Online

# Presenters

Jeff Gross

VP, Manager

Fidelity National Title Group

Devon Irby

Chief Compliance Officer & GM

H.B. Wilkinson Title Company, Inc.

Karen Lanning

VP, Human Resources

First American Title Insurance Company

# Building your Brand

Create	Create a Purpose Statement
Perform	Perform a Gut Check of your New Hire Attractors
Manage	Manage Your Social Reputation Online
Post	Post the Job

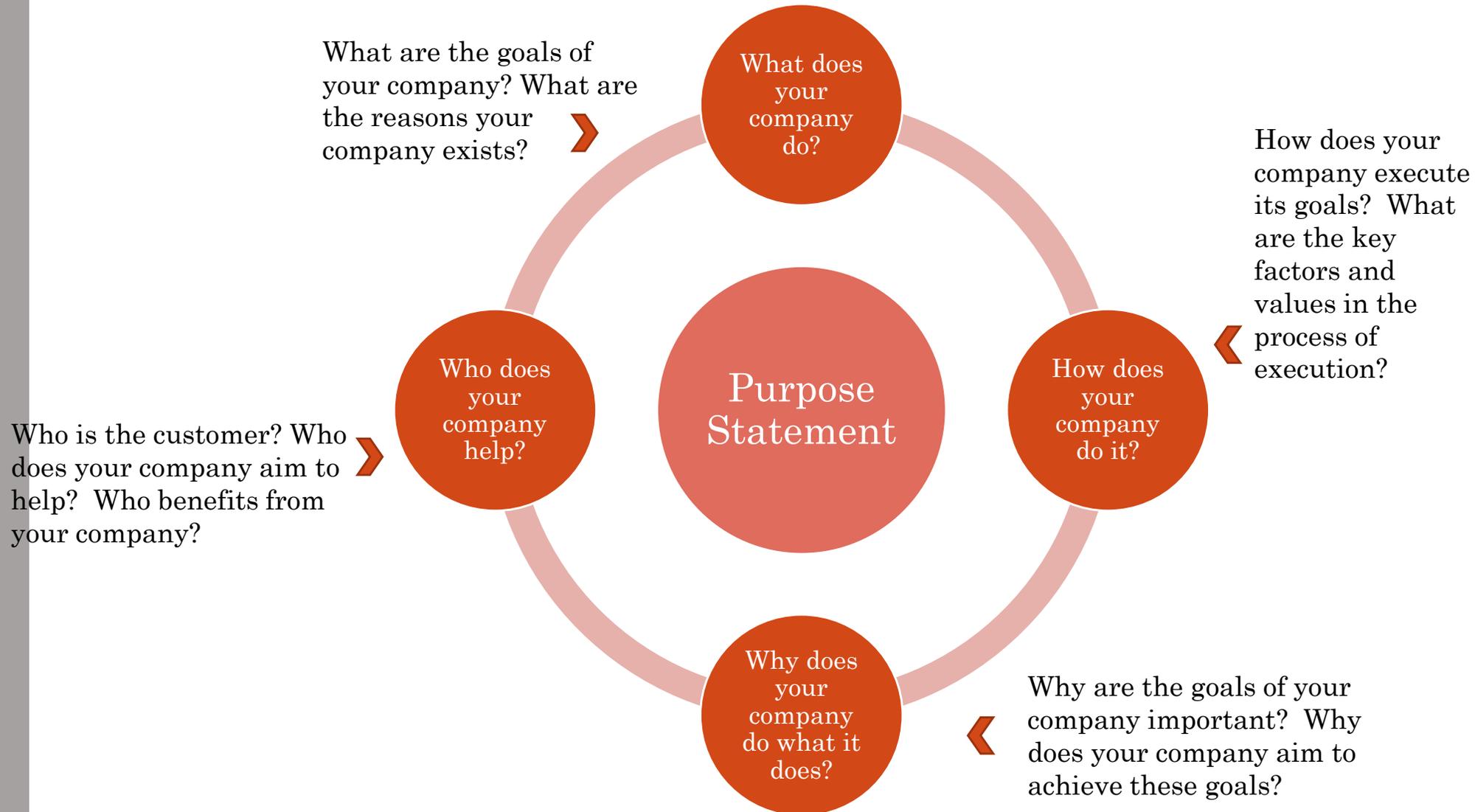
# Create a Purpose Statement

If you don't know your purpose, how will anyone else?

# The *Purpose* of a Purpose Statement

- “To inspire your staff to do good work for you, find a way to express the organization’s impact on the lives of customers, clients, students, patients — whomever you’re trying to serve.”—Graham Kenny, *Harvard Business Review*<sup>1</sup>
- A purpose statement is a concise and informative statement that exemplifies your company’s overarching identity
- Purpose describes the company’s **function** and **utility**
- Having a purpose statement provides employees, customers, and clients a common, overarching understanding of who your company is and how you aim to uphold that
- It can be used both *internally* and *externally* depending on the organization’s culture

# Creating a Purpose Statement



# Examples of Purpose Statements

- **ING:** “Empowering people to stay a step ahead in life and in business”
- **Kellogg:** “Nourishing families so they can flourish and thrive”
- **IAG:** “To help people manage risk and recover from the hardship of unexpected loss”
- **State Farm:** “to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams”

# ALTA's Our Values



- Our Values describe who we are as an industry—both what we do and how we do it. They encapsulate our promise to our customers.
- Visit [alta.org/our-values](https://alta.org/our-values) for more resources on developing your values or purpose statement

# Performing a Gut Check

Assess your Company's Alignment with the Key Attractors of Incoming Candidates

# Performing a Gut Check



According to research<sup>2</sup>, people look for specific qualities in a company. These are a few important attractors that candidates look for :

1. Talent Development
2. Social Responsibility
3. Collaboration
4. Compensation

# How to “Gut Check”

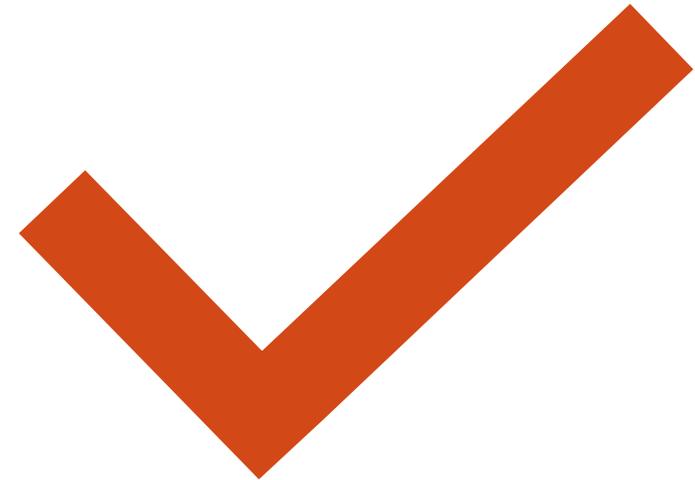
There are various ways to examine your company’s values and attractors.

## 1. Get the opinion of the employees:

- Utilize current employees; interview them and assess the reasons as to why they choose to stay
- Focus on *positive promotion vs. negative prevention*
- Stay interviews focus on positive promotion and proactive decision making, while traditional exit interviews focus on reactive decision making and negative prevention
- Ask employees to complete anonymous surveys

## 2. Assess the programs that your company offers:

- Do you dedicate time to social responsibility?
- How do you develop employees?
- How do you instill value in employees?



# Gut Check: Talent Development

# Talent Development

According to a survey of 1,700 US workers<sup>3</sup>, the incoming workforce ranks the **opportunity to learn and grow** as the top factor in their decision to accept an offer.

- What does your company do to encourage the growth of employees?
  - Instead of placing emphasis on title advancement and vertical growth, encourage growth via projects, tasks, and mentors
  - Allow employees to gain experience through new tasks and projects
  - Make access to experts and superiors easy
- Focus on growth throughout the entire lifecycle of the employee
- Helpful and supporting ideas can be found in ALTA's HR Sample Library ([alta.org/human-resources](https://alta.org/human-resources))

# Gut Check: Social Responsibility

# Social Responsibility

How does your company make a **difference**? According to current research<sup>4</sup>, the incoming workforce is looking to work for companies that care about the greater good of society.

- Get involved in your community; search for local organizations
- Get involved in organizations that support your purpose statement
- Listen to employees and their interests in specific causes
- Utilize opportunities as team bonding experiences
- **Post about your programs and experiences**
  - Create a hashtag and encourage employees to post and use it when they participate
  - Market the experiences through online promotions and interactions
- Create T-shirts

# Gut Check: Collaboration

# Create a Collaborative Environment

Collaborative environments increase productivity, flexibility, and allows for the opportunity to learn from others. Based on research conducted by chief strategy officer of Intelligence Group, Jamie Gutfriend, 88% of the incoming candidates prefer a collaborative work-culture versus a competitive one<sup>5</sup>.

- Create and encourage internal relationships both vertically and horizontally
- Ensure that people have the ability to communicate and process improvements
- Create an open and warm environment that values communication amongst teams

# Gut Check: Compensation

# Compensation

Naturally, compensation is an important factor in a candidate's decision of where to accept a job offer.

- Be competitive and transparent
- Market and highlight growth potential
- Highlight benefits
- Ensure that your salaries on various sites such as Glassdoor are accurate
- Participate in the Title Insurance and Settlement Services Compensation Index ([alta.org/compensation](http://alta.org/compensation)) and benchmark your company against the industry

# Culture, Culture, Culture



- Creating a positive culture will naturally yield positive results in both employee satisfaction and acquisition of new talent
- Incorporate your purpose statement within the culture and create a common goal for employees to strive towards
- Recognize the needs and demands of employees and aim to shape a culture that answers to them
- Refer to tools in ALTA's HR Sample Library ([alta.org/human-resources](https://alta.org/human-resources)) like the employee engagement survey

# Manage your Social Reputation Online

Using online platforms, you can manage and control the way in which your company is portrayed

# Online Presence

Having an online presence allows for your company to locate and connect with potential candidates.

## **Benefits:**

- Shaping the perception of your company
- Reaching exponentially more candidates
- Encouraging a positive work culture through the creation of an online community environment
- Discovering ways to improve your company through feedback and evaluation of other companies
- Learning effective techniques that improve the company and increase candidate interest

# Personal Website

Your company's personal website is the first impression. Keep your page updated and current.

Your site should be clean and easy to navigate. Count how many clicks it takes to get to important pages, such as "Careers".

Easy to Navigate

Ensure that your company's goals are clearly displayed. Candidates want to see who you are what you do.

Purpose Statement Clear

Key Factors in Successful Website

Informative

Your site should provide the necessary information for candidates to create an image of your company.

Diversity and Inclusion

It is important to display your company values such as your stance on diversity and inclusion, an important factor for the incoming workforce.





# LinkedIn

LinkedIn the largest network for professionals.

- You can use LinkedIn to build a community amongst your company
- You can gain free marketing from employees who connect and share stories about the company
- It offers insight to the company environment and allows for candidates to learn about who they would be collaborating with
- Allows for the personification of your company and its leadership



# Glassdoor

Glassdoor establishes transparency and provides an opportunity for professional and constructive conversation to demonstrate employee value.

- Create or Claim your page
- Update your profile
  - Add pictures, mission statement, about the company, core values
- Respond to reviews
  - Responding requires a subscription fee
  - Respond promptly, professionally, and positively
- Post Jobs for free
- Encourage current employees to create reviews.



# Indeed

Indeed is typically the first place a candidate searches for potential jobs.

- Create or claim your page
- Build your page
  - Header
  - Logo
  - Video and Photo
- Link social media
- Write a concise and informative “about” section that incorporates your brand, location, size
- Reviews: respond professionally and politely and encourage current employees to leave reviews to which you respond



# Instagram

Instagram is a place where you can share your employees experiences and team bonding events

- Create a hashtag for your employees to use when they attend an event
- Utilize Instagram to publicize your community involvement
- Keep a consistent yet relevant feed

# Post the Job

Putting it all together.

# Incorporating Title Insurance

The majority of people entering the workforce are unaware of the concept of “title insurance”



The *lack* of knowledge of title insurance is **an opportunity to market** in a way that attracts potential employees

- Highlight aspects of the industry that align with potential employees’ key needs
- Point out the impact the industry has on **people, community, and society**
- Assign **value** to the roles within the industry that demonstrate the employees opportunity to make a difference
- Market title insurance as important knowledge to young employees that will eventually invest in property/homes
- Create an environment that is **open and welcoming** to new workers and willing to help educate them on the industry while developing their professional growth

# Pro Tip

- Visit ALTA's HR Sample Library for sample job descriptions and job ads

**[alta.org/human-resources](http://alta.org/human-resources)**

# Where to Post Job Openings

- LinkedIn (Members of ALTA's LinkedIn group can post job openings)
- Indeed
- Glassdoor
- Your Website
- Social Media (Company and Employees' Personal Accounts)
- Local Networks

# Things to Remember

- Be honest about who you are and what your purpose is
- Highlight the strengths of your company
- Keep an open mind to the possibilities that social media and online platforms can offer
- Keep your online presence up to date
- Keep your candidate in mind

# Questions?

Jeff Gross  
VP, Manager  
Fidelity National Title Group  
[jeff.gross@fnf.com](mailto:jeff.gross@fnf.com)

Devon Irby  
Chief Compliance Officer & GM  
H.B. Wilkinson Title Company, Inc.  
[dirby@hbwttitle.com](mailto:dirby@hbwttitle.com)

Karen Lanning  
VP, Human Resources  
First American Title Insurance Company  
[KLanning@firstam.com](mailto:KLanning@firstam.com)