

## **Employer Brand Business Impact**

Employer Brand = Business Impact

#### Retention →

Lower turnover, reduced replacement costs

#### Attraction →

Higher offer acceptance, reduced timeto-hire

### **Engagement** →

Stronger advocacy, broader reach without paid spend

### **Reputation** →

Higher candidate conversion, reduced reliance on agencies

# **Quick Worksheet: Making the Business Case**

☐ Tie EB efforts to <b>financial outcomes</b> (turnover cost, agency fees, productivity).
☐ Track <b>core metrics</b> : time-to-fill, quality of hire, referral %s, attrition in key roles.

Pair data + stories: one employee story for every metric.	
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Prepare 3 leadership talking points:	
"Here's where EB saves us money."	
"Here's where EB protects our talent pipeline."	
"Here's where EB fuels long-term growth."	