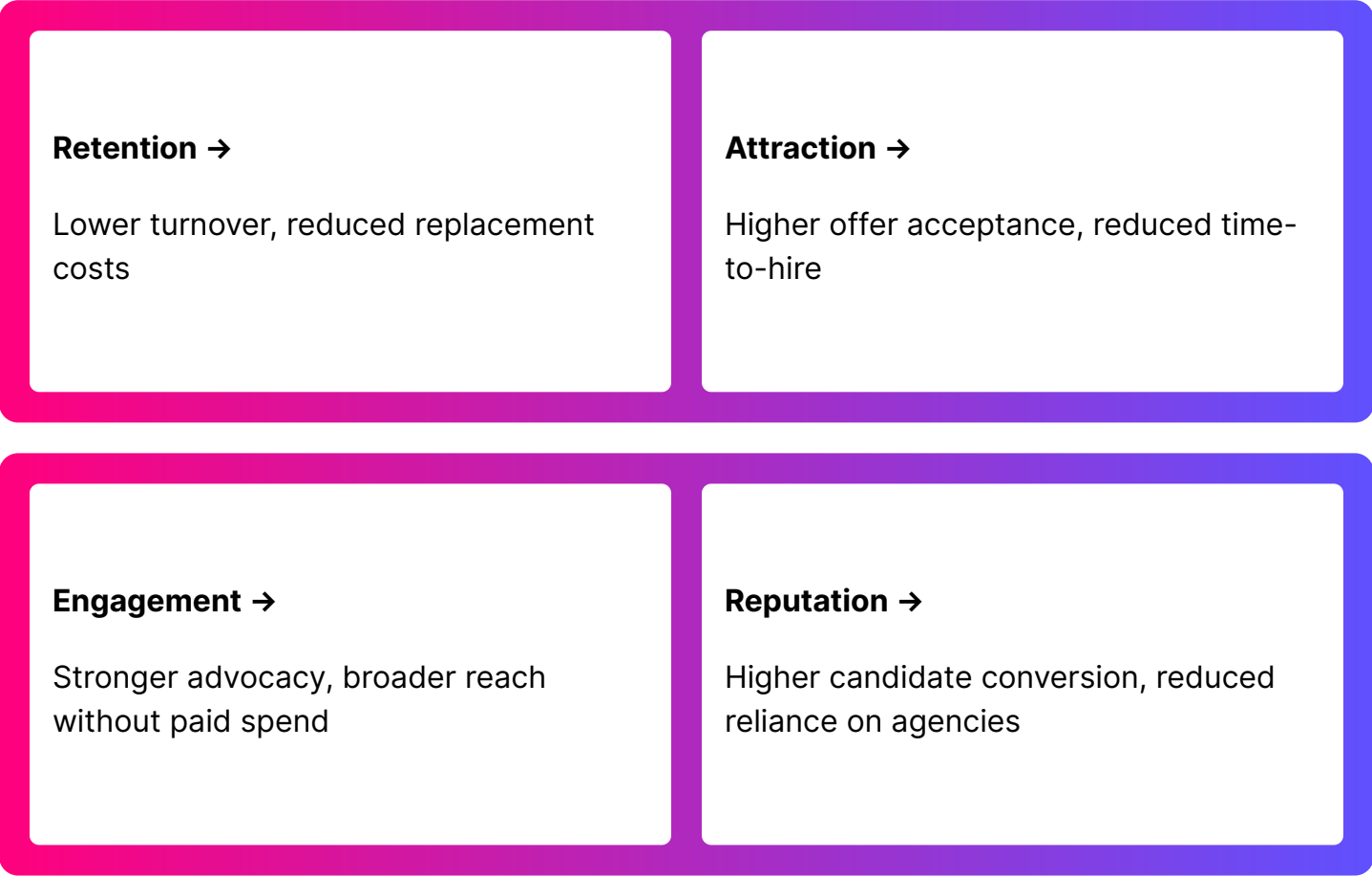




Employer Brand Business Impact

Employer Brand = Business Impact



Quick Worksheet: Making the Business Case

- ☐ Tie EB efforts to **financial outcomes** (turnover cost, agency fees, productivity).

- ☐ Track **core metrics**: time-to-fill, quality of hire, referral %, attrition in key roles.

☐ Pair **data + stories**: one employee story for every metric.

☐ 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."
