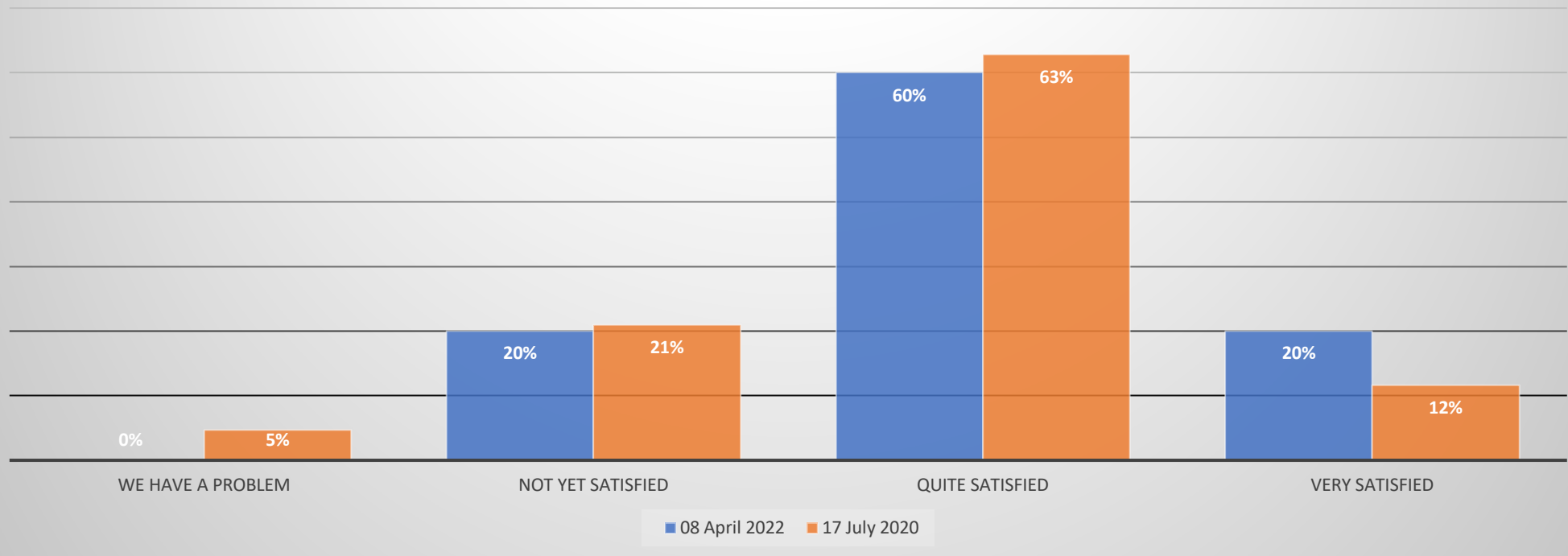




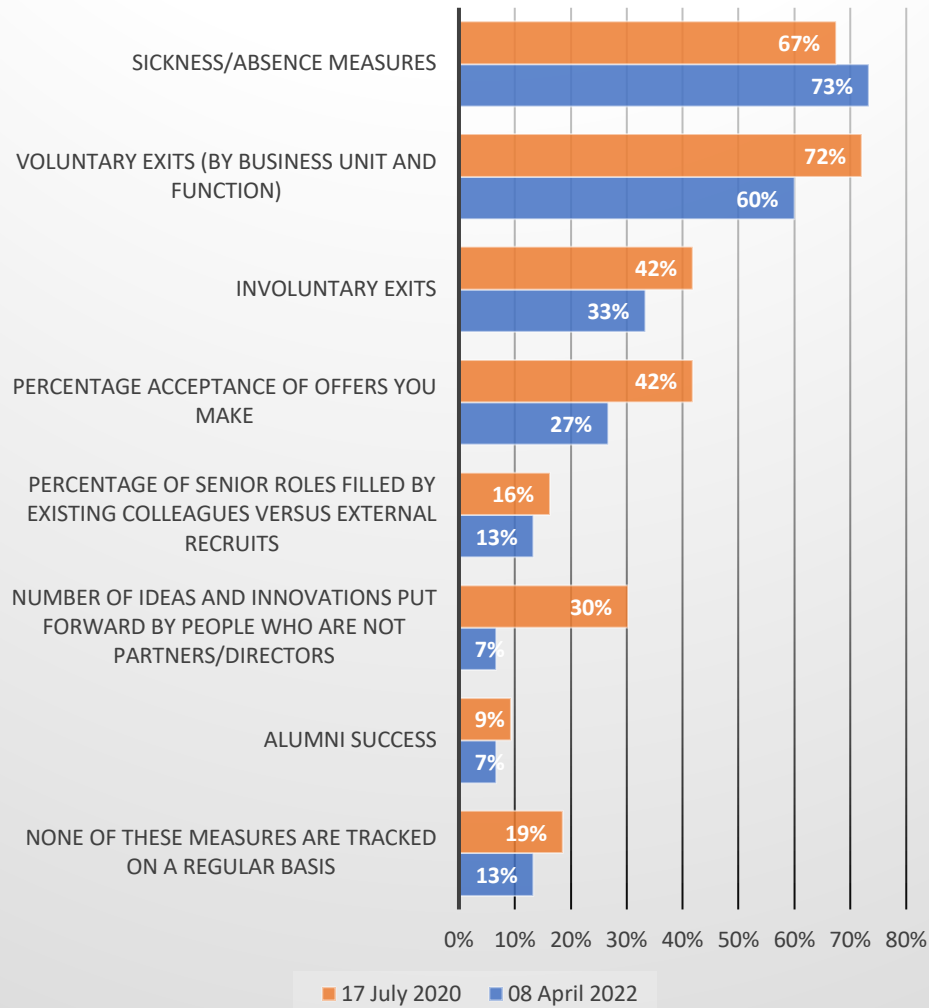
Employer Brand Management System poll of 15 CEOs and C-Suite members at mid-sized professional services firms conducted on 8 April 2022 as part of the 'Re-tuning your firm' show.

How satisfied are you that people and employment issues, including your internal and external reputation as an employer, receive the necessary understanding, leadership, measurement, urgency and coherence?

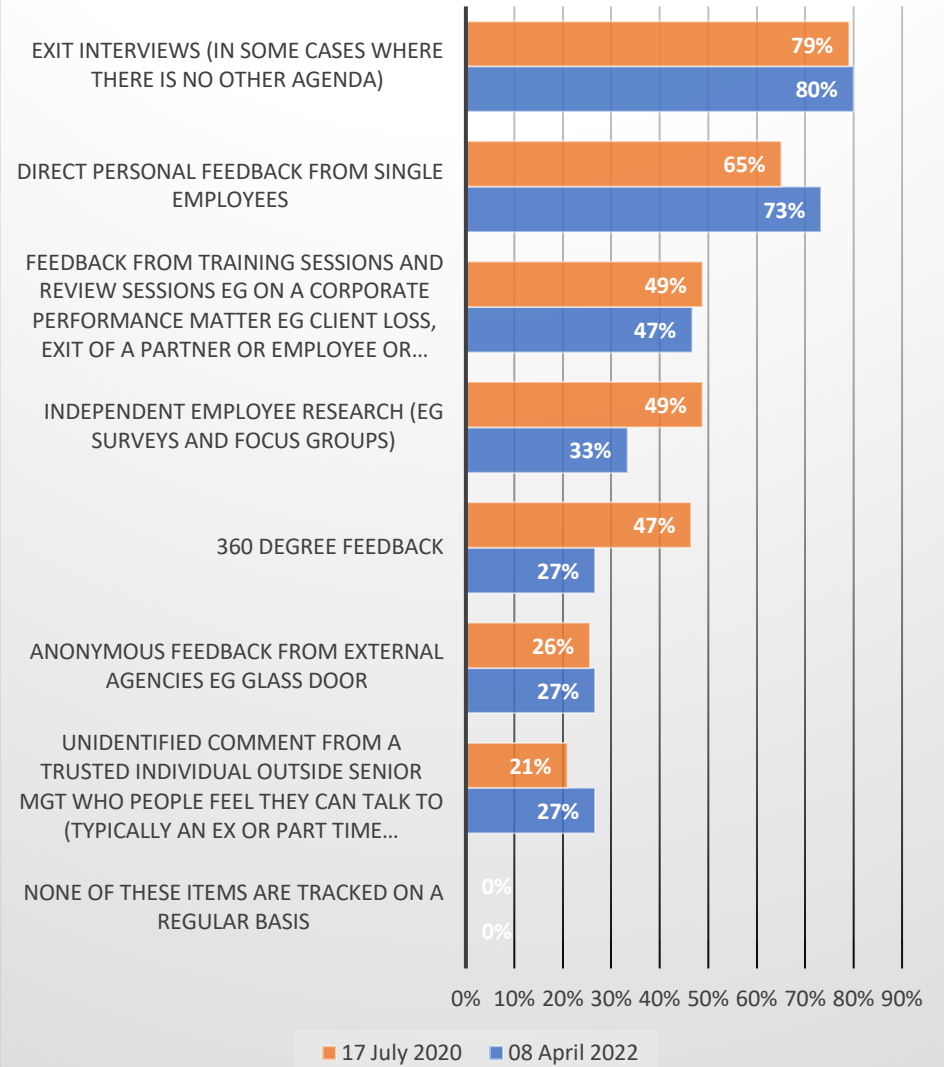


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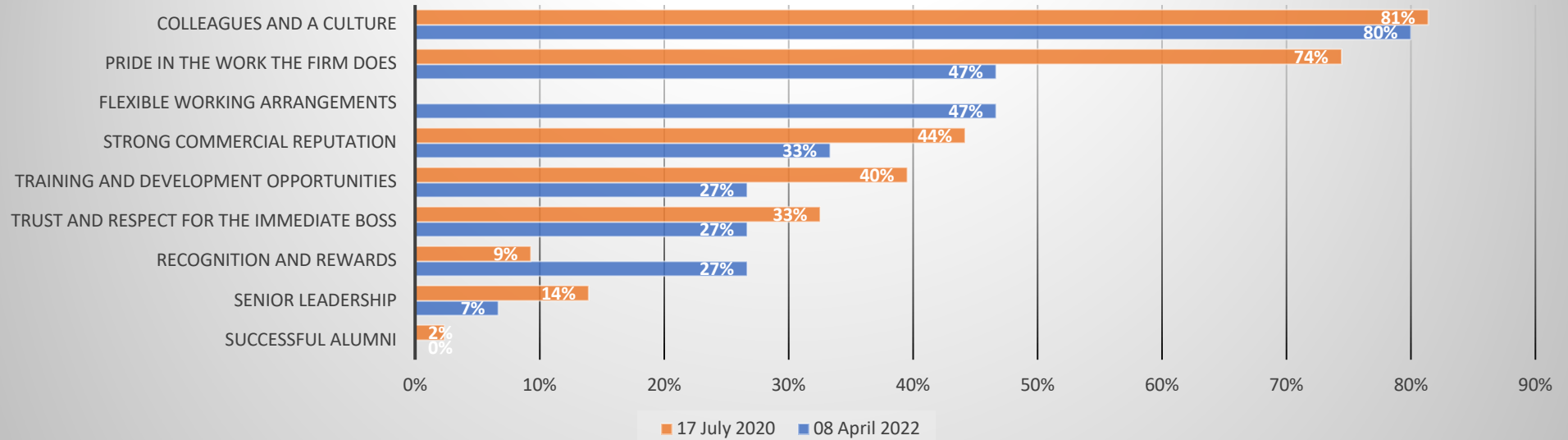
Which of these corporate measures do you track on a regular basis to assess your ability as an employer?



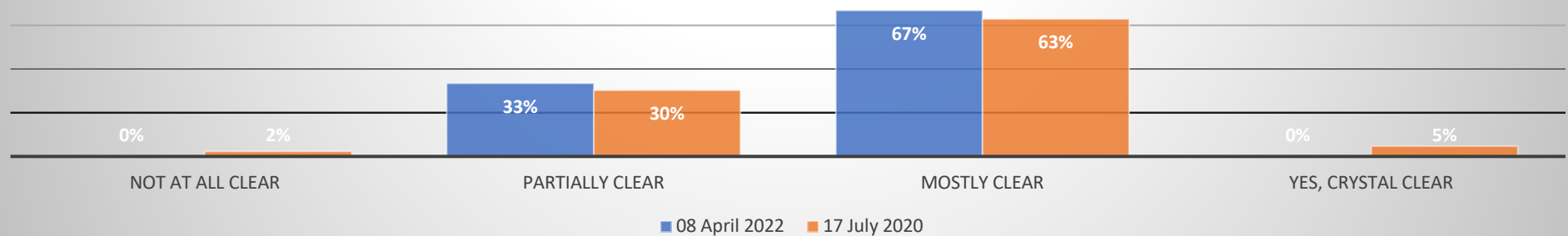
How do you know how people feel about working for your firm?



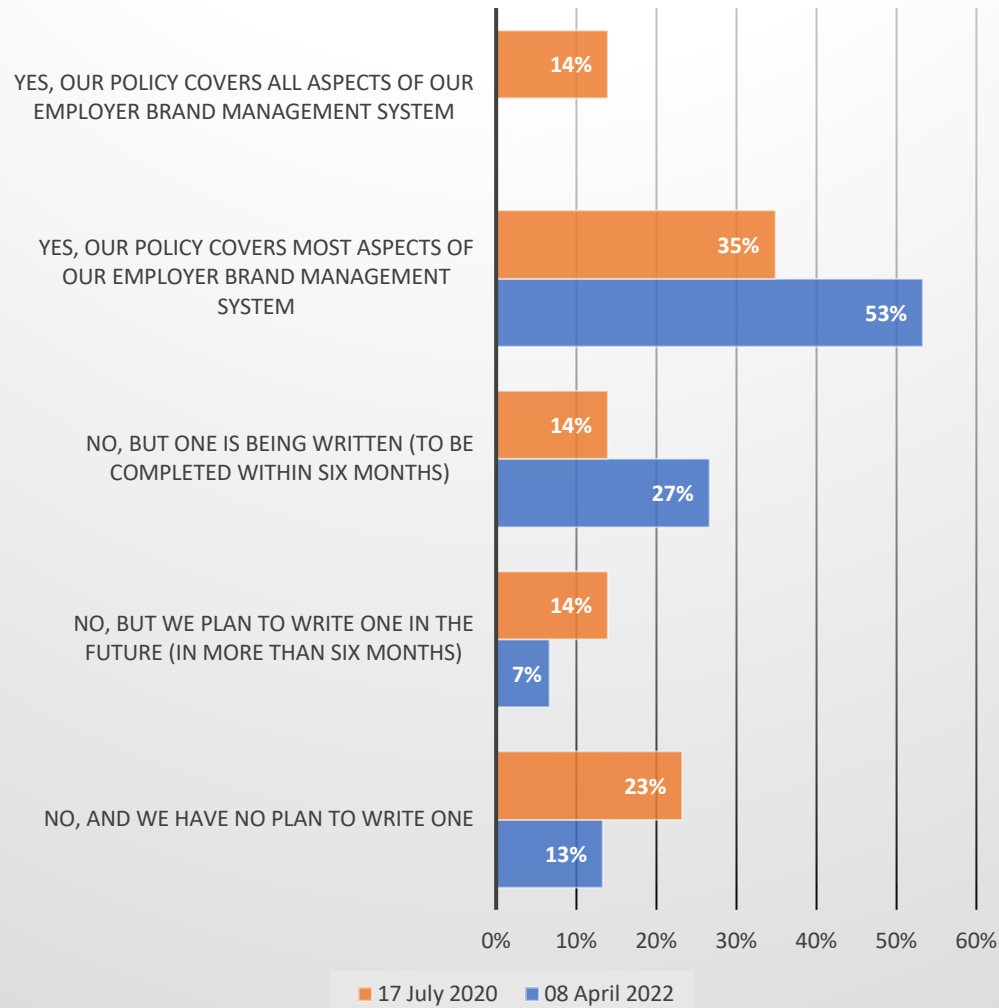
What do you believe are the most important elements in the employment experience that your firm offers?



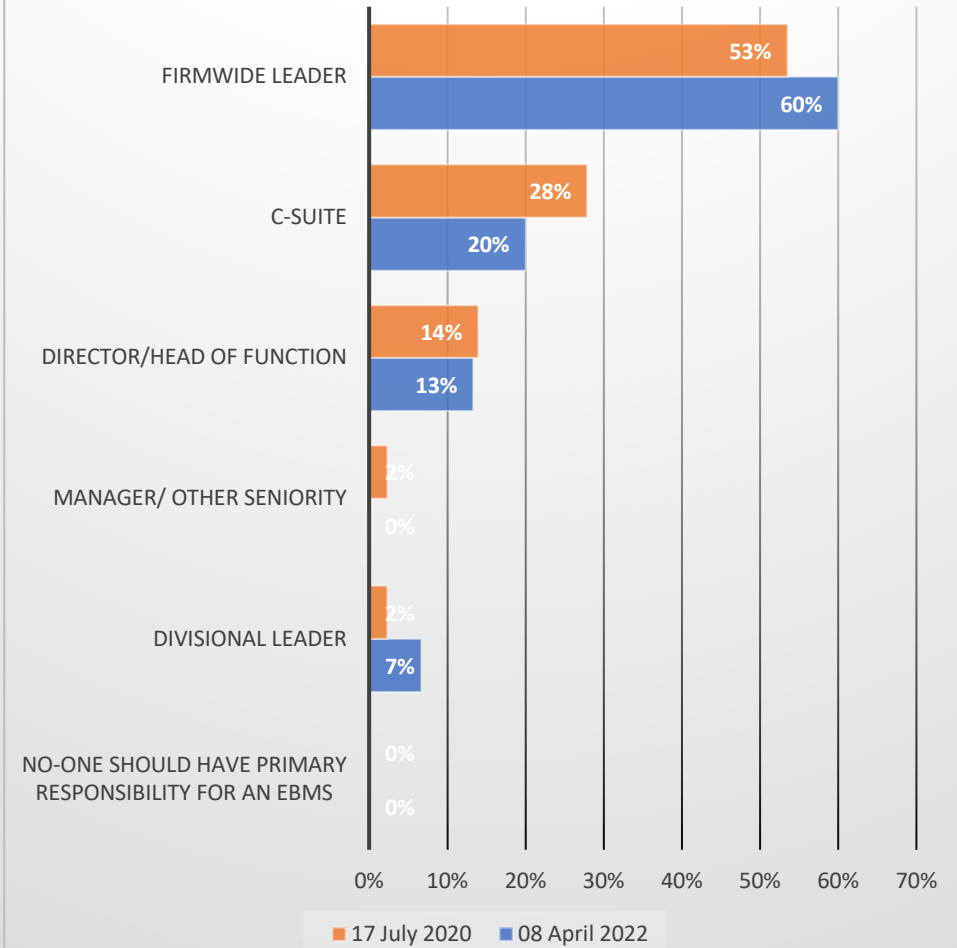
Do you believe that your career site messages are distinctive and compelling versus your competitors?



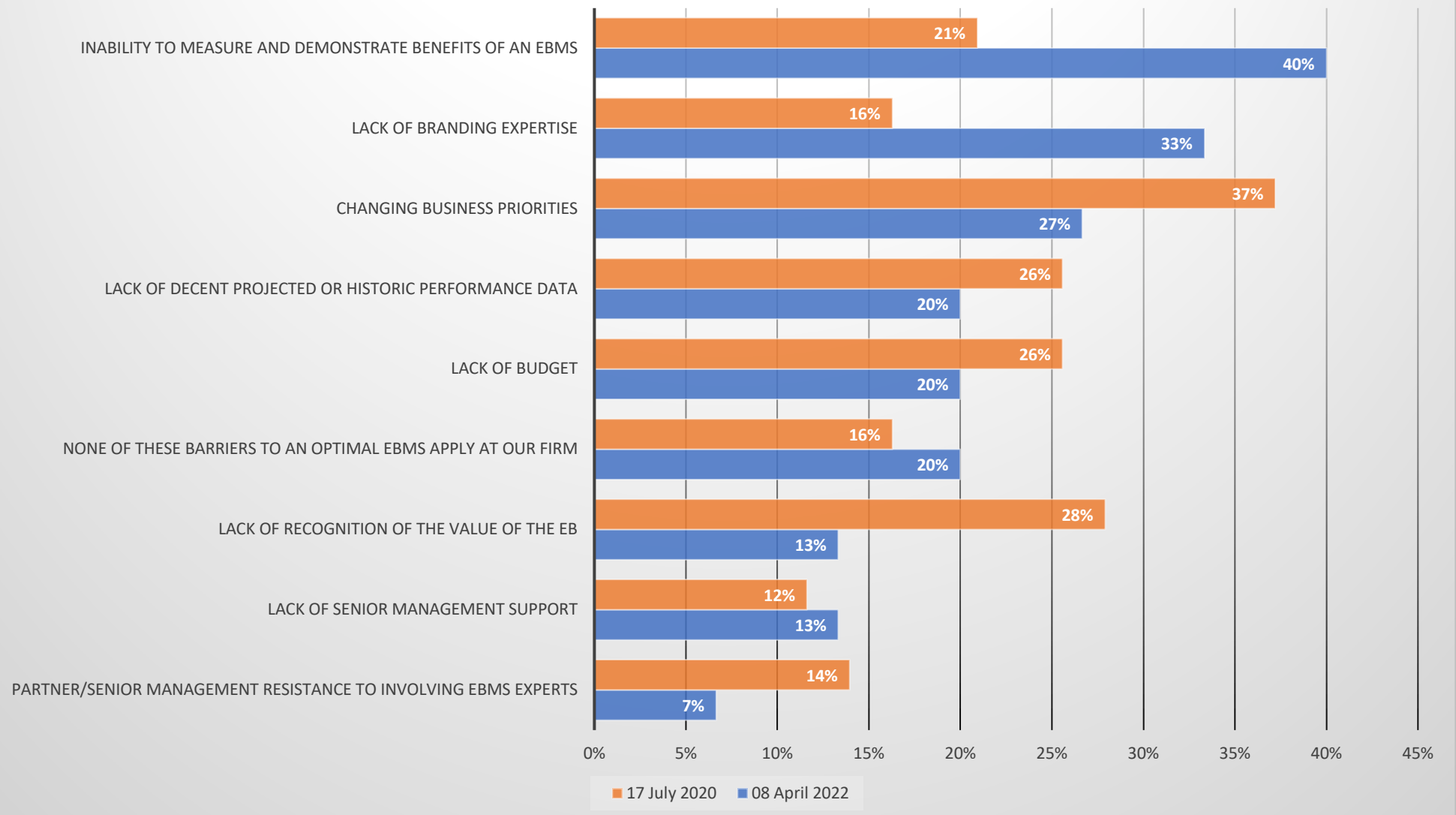
Do you have a policy that sets out the system by which your Employer Brand is to be managed at your firm?



In your opinion, who should have primary responsibility for an Employer Brand Management System (EBMS)?

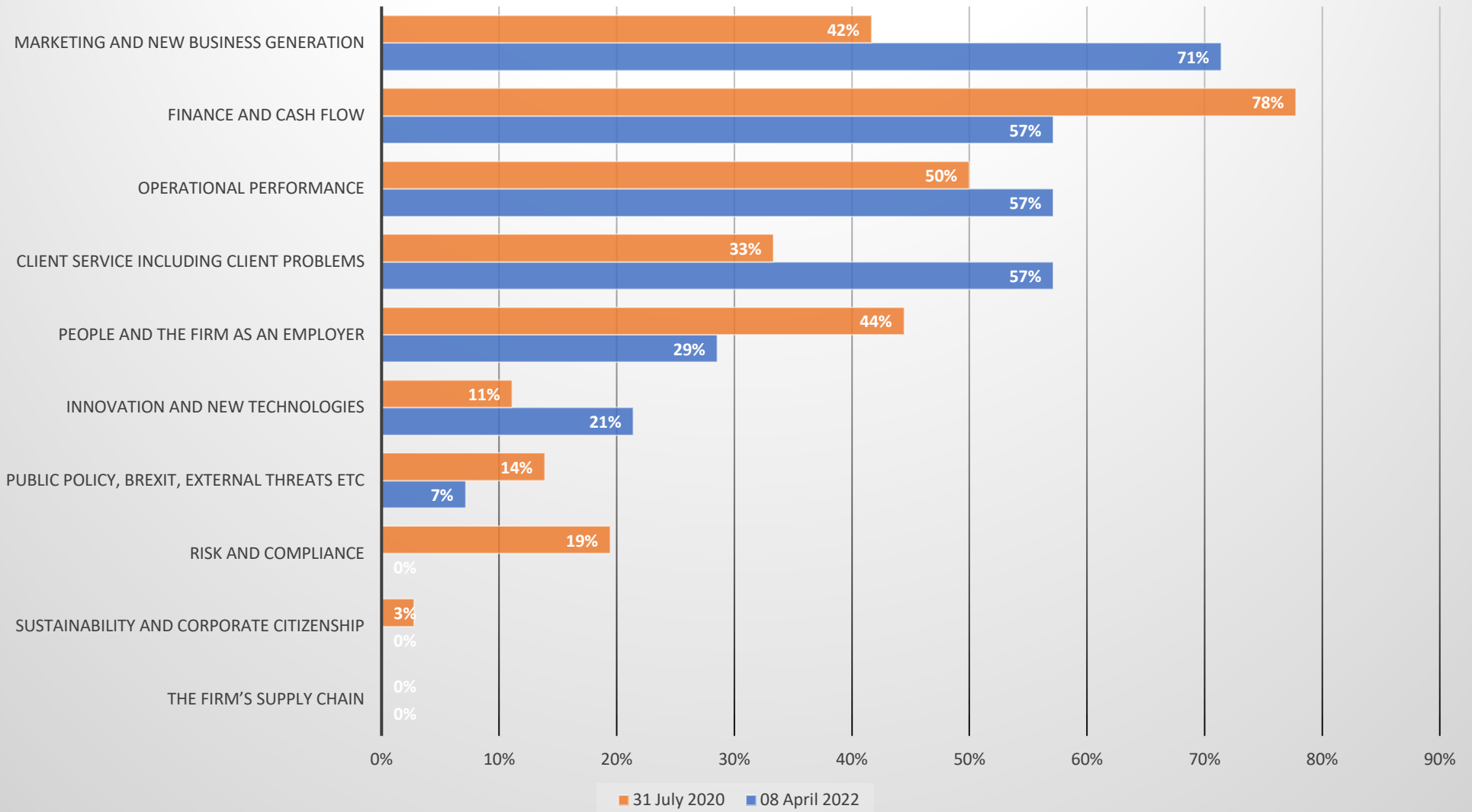


What are the three most important barriers that are preventing your firm from achieving an optimal Employee Brand Management System (EBMS)?



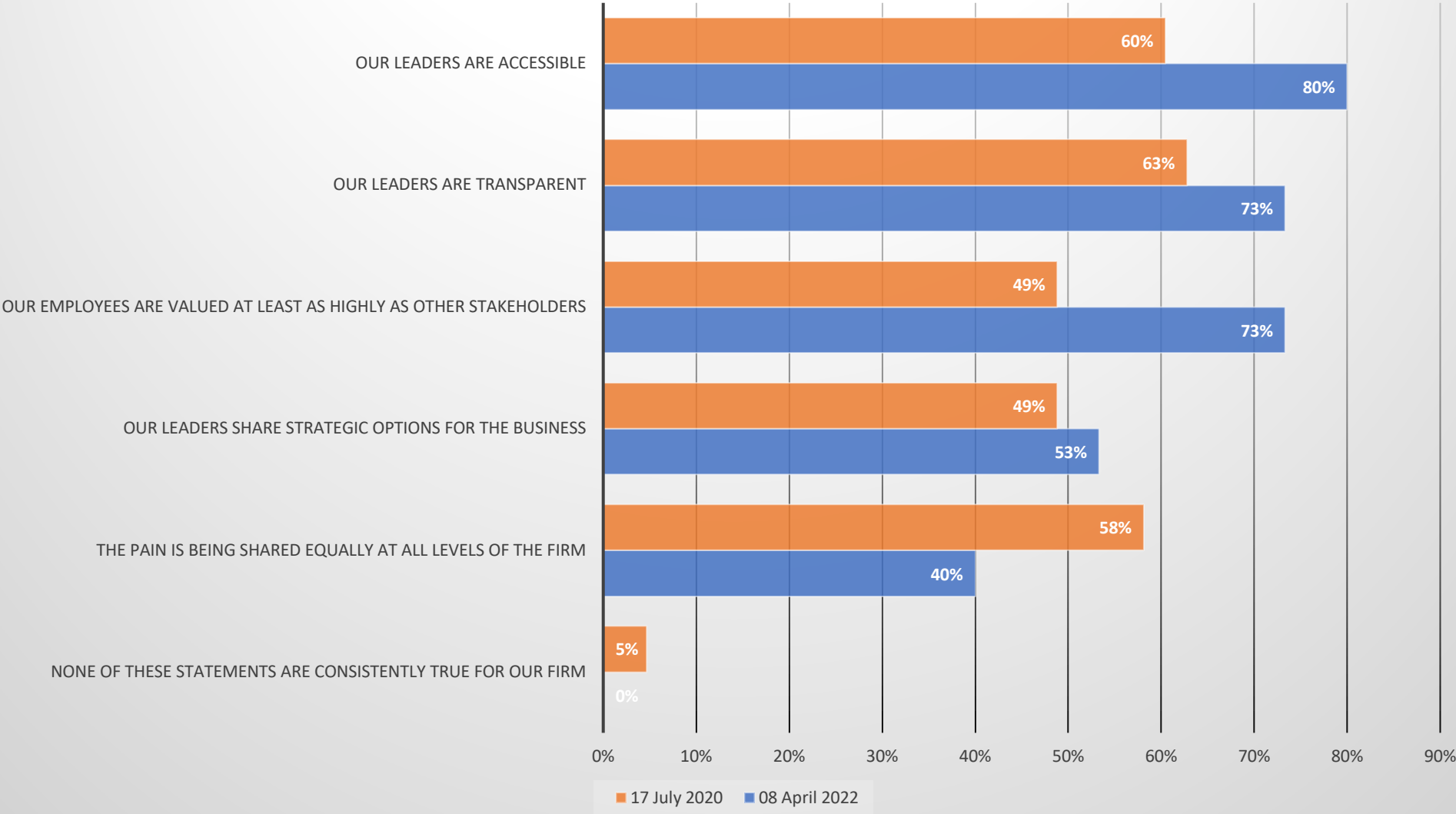
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In your firm which of these areas normally carry the most weight during partner/director discussions on current issues?



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Given the need for leaders to show that the firm's values and behaviours are a reality, which of these statements are consistently true for your firm?



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