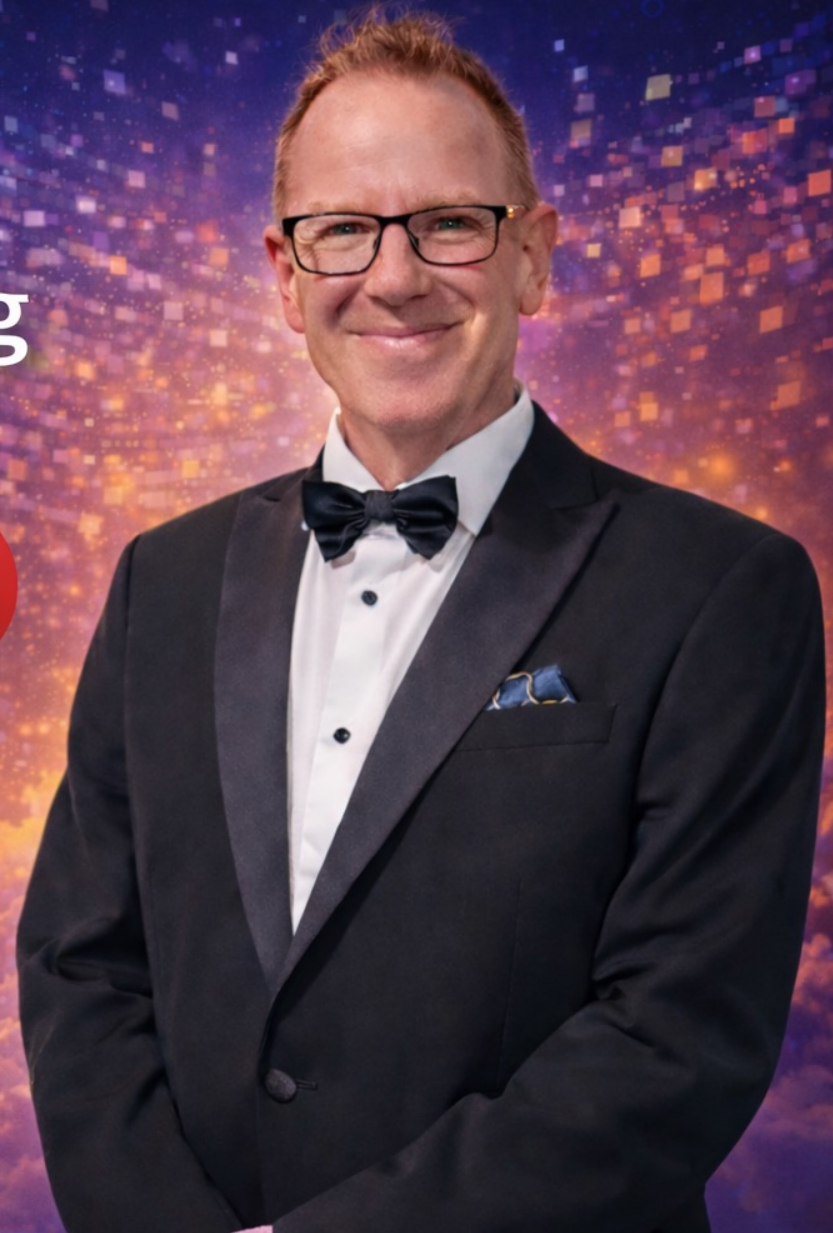


The Future of Employer Branding



These are challenging times

Economic woes

War

Companies struggling

Political instability

AI replacing humans



WITHER LOYALTY

BURNOUT

Wither company loyalty?

DECLINING CULTURE



WORKING FROM HOME

JOB HUGGING

LAYOFFS

FIRED

COST CUTS



EVP has never been as important!

- ✓ **Trust** — promises kept, not spin.
- ✓ **Culture & Values** — how it really feels to work there.
- ✓ **Leadership** — behaviour that matches the message.
- ✓ **Purpose** — a “why” beyond profit.
- ✓ **Growth** — learning and career opportunities.
- ✓ **Reward** — fair pay, benefits, and recognition.
- ✓ **Experience** — the day-to-day reality:
workload, flexibility, wellbeing.



Shape your future
with confidence



Bring who you are,
become who you want.

What we need to do



- 1)** Recognise the weaknesses of recruitment
- 2)** Differentiate
- 3)** Learn how to use AI to power our success

The Achilles Heel of Modern Recruitment: **CANDIDATE EXPERIENCE**

**Black Hole
Portals**

Ghosted

**Endless
Homework**


**Disappearing
Recruiters**

**APPLY
NOW**

Application
takes 2 hours

17



A row of various shoes including high heels, boots, and sneakers. The shoes are arranged in a line, showing different styles and colors. The background is dark and textured.

One piece of advice I remind myself every day!

**“ Put yourself in your
candidate's shoes and walk around
in them!”**

Let's reflect:

“

Every company says they're a **stand out great place to work**. If it's true, then why do they all look **sound the same?** ”

NOW

THAT'S WHAT I CALL MUSIC!

- Track 1: "We're a Great Place to Work"
- Track 2: "We Work Hard, Play Hard"
- Track 3: "We're All About Diversity"
- Track 4: "We Develop Our People"
- Track 5: "Mental Wellbeing Matters"
- Track 6: "We're Like a Family"
- Track 7: "Innovation Is in Our DNA"
- Track 8: "Flat Hierarchy"
- Track 9: "Open Door Policy"
- Track 10: "Global Opportunities"
- Track 11: "Competitive Pay"



Employer Brand = Reality



A large crowd of identical-looking men in blue suits and teal ties, illustrating the concept of standing out in a crowd. The men are arranged in a dense grid, filling the entire frame. The text is centered in the upper half of the image.

If everyone looks the same,
how does anyone stand out?

Standing out catches the eye.



My biggest advice today?
Don't follow the herd!



EY Virtual Reality Student World



Community Peak

Career Heights

Bushcraft

Eco Lodge

Base Camp

Apprentice Oasis

WOMEN who ROCK



TOGETHER WE INSPIRE



SAP sponsored Darts



Saturday, June 15, 2019 **Sun** 65

Wright on track now

By PHIL LANNING

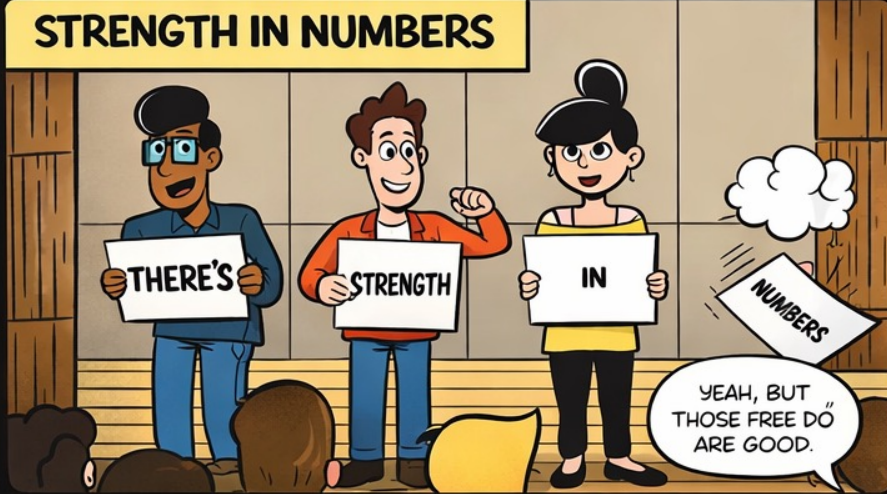
PETER WRIGHT admits his lifted SAP Darts started after winning two trophies in hours after.

Suakellse lifted the SAP Andersson for Scotlanrt 48 hours after his World Cup Gercass ftwith Wary

TOGETHER WE WIN

SAP

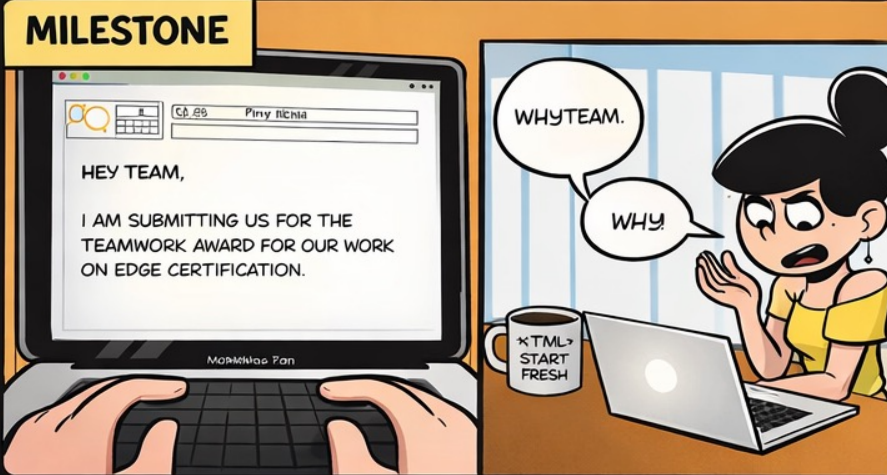
STRENGTH IN NUMBERS



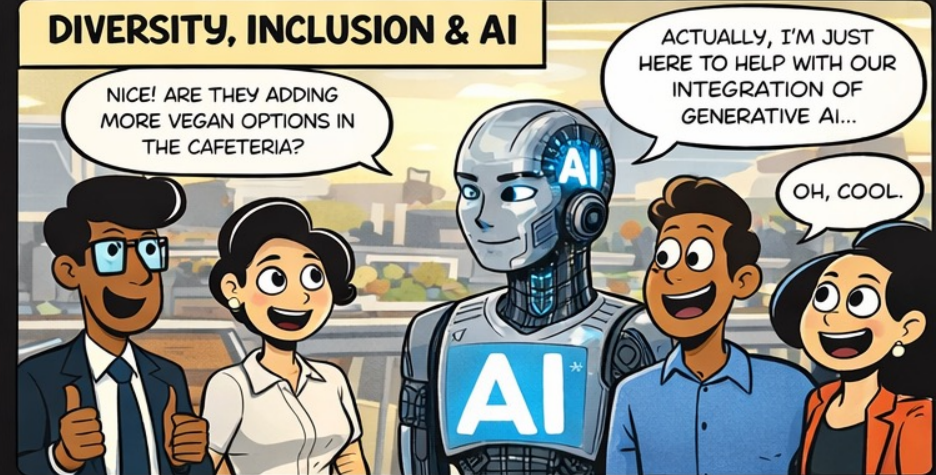
CAN'T STOP POKÉMON GO



MILESTONE



DIVERSITY, INCLUSION & AI



WINNER: EY
WITH
RADANCY
#RADS2022



**EQUALITY,
DIVERSITY &
INCLUSION**

Wins at Best in
**Diversity and
Inclusion** with
Radancy!



**LIFE @
EY**



Celebrating people
and purpose
at EY

Two Key EY Initiatives

Investing in our people.
Elevating our brand.
Driving long-term impact.



1

Introducing a Talent Insights Team

Leveraging data and analytics to better understand our people, unlock potential, and drive smarter talent decisions.



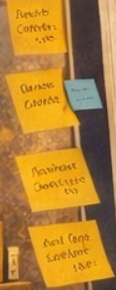
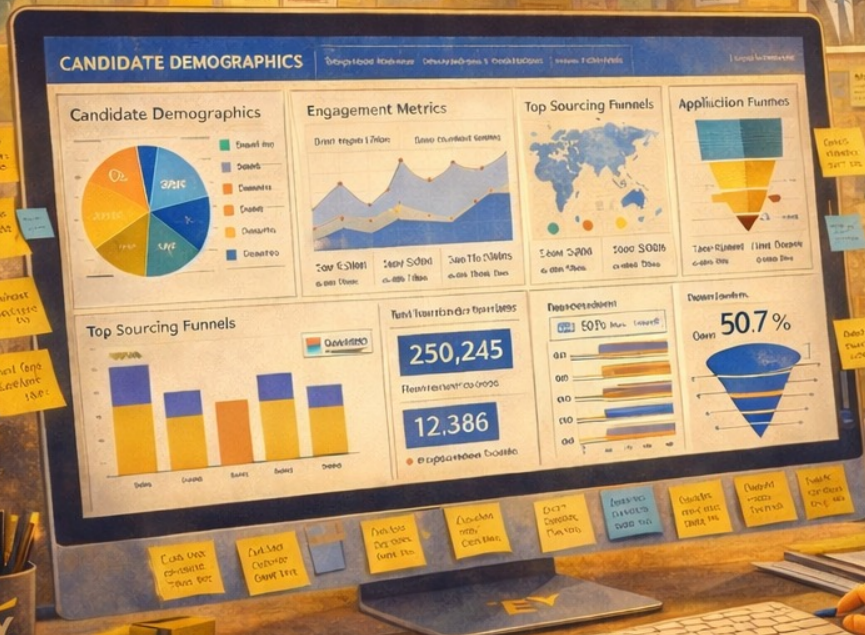
2

Introducing an EB Team with In House Creative Designers

Strengthening our employer brand through bold, consistent and compelling creative that brings our story to life.



Talent Insights Power Recruitment Marketing



The Future of Recruitment



AI domination



Skills based hiring



Internal Talent Marketplace



Talent Insights



Disruptive Marketing

AI will level the recruitment playing field



The Differentiator? Employer Branding.



Why **AI** is Brilliant for Employer Branding

1 Instant Ideas on Tap

Struggling to come up with ideas?

Or ideas all feel the same?

AI can throw out 20 campaign angles in minutes. Most will be rubbish, some solid, and a few will spark the “oh wow” moment your team needs.”

3 Creative Without the Wait

Instead of briefing a large agency and waiting six weeks, you can mock up copy, headlines, and visuals the same afternoon.

Speed matters—especially when the market changes weekly.

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Speed matters—especially.

4 Visuals Without the Studio

Need campaign images, job ad graphics, or even a full concept board? AI image tools can create them in hours. No need for stock photos of awkwardly diverse teams around a whiteboard.

Why AI is Brilliant for Employer Branding

5 Personalisation at Scale

Imagine tailoring the **tone**, visuals, or message of your campaign for engineers, salespeople, and graduates, —without rewriting everything from scratch.—AI makes that level of spark the “**oh wow**” moment your **téam needs**.



6 DIY Empowerment

Your EB team doesn't need to wait for agency hand-holding. With the right tools, you can **experiment, test and launch** in-house. That's faster, cheaper, and usually more authentic.



NEWS

BREAKING NEWS

THE FUTURE STATE

The EB function of the future won't look like a corporate PowerPoint... It'll look like Netflix meets TikTok.

- **Content that's short, snackable, and addictive.**
- **Stories that are honest, funny, sometimes messy.**
- **Journeys that are personalised, inclusive, and fast.**
- **An EVP that's lived inside before it's sold outside.**

That's the EB that wins. Not beige. Not forgettable. Human.

Any Questions?

