

# Measure Your Employment Brand

*through every step of the employment lifecycle.*

Is your Employment Brand message connecting with job seekers, candidates—and more importantly—your employees? Find out with Brand EQ.

Perceptions are powerful. Studies have shown that **unfulfilled career and workplace expectations** are among the primary causes of employee attrition. Brand EQ helps ensure your message is both realistic and memorable by measuring the alignment between your Brand Perception and Brand Experience throughout the employment lifecycle.

## How it works:

- *NAS will help you establish benchmarks to discover perceptions employees have about your organization, your employment standing within the industry, and initial impressions about your employment messaging.*
- *Brand EQ's staggered measurement will give you the insight you need to improve effectiveness in the most critical issues facing HR: Source of Hire, Recruiting Processes, Brand Awareness and Retention.*
- *We'll also engage employees long-term through intranet-based surveys to continually monitor and assess brand alignment and measure job fit.*
- *Throughout the process, we'll keep our finger on the pulse of your organization's "future trend"—whether candidates and employees' perceptions of your brand have changed with time, and why. With Brand EQ, you will be able to track and understand the crucial factors that can impact your brand health, and use your knowledge to make it a stronger, more effective hiring tool.*

To learn more about Brand EQ, contact **NAS Interactive** today.

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