

Impress talent with employer brand

Where have all the good employees gone? Adelaide author, Brett Minchington is carving a niche for himself by answering this question backwards: how does a business create an 'employer brand' for itself that attracts quality employees?

His book, *Your Employer Brand: attract, engage, retain* was recently promoted at the largest human resources convention in the world, the SHRM conference held in Washington DC in June.

Among the first to buy a copy was the Global HR Director of the McDonalds Corporation.

Some time ago Brett realised environmental factors such as the ageing of the population and the changing aspirations of the generations would result in a increasing 'war for talent'.

Companies would find it increasingly difficult to attract, engage and retain better talent than their competitors.

Brett's interest in employer branding began in 2003 while researching solutions to the effective management of people at work.

Through his research Brett found the employer brand

concept being increasingly adopted by major companies in the US and UK for managing their human resources. It also regularly appeared as a topic at HR Conferences in these regions.

However Brett found very little evidence of employer branding being undertaken by companies in Australia. He found there was confusion as to what employer branding actually was.

It appeared that most companies thought employer branding was simply redesigning the company logo and website.

After researching the topic for two and a half years Brett found there was no comprehensive guide on the topic, though there were many articles, and he decided to take the project upon himself.

Employer brand concept originator, Simon Barrow from the UK, agreed to write the foreword and more than 45 companies and practitioners from around the world provided material.

Brett is considered to be Australia's leading authority on employer branding and recently started consulting to firms on developing their employer branding.

Brett's research for the book has also led to the development of a global network of employer brand practitioners and academics and he believes he has collated the most extensive set of employer brand resources in the world.

In May 2006 Brett was involved as a lead facilitator at the SA State Strategic Plan Review conference which involved senior executives from government, business, universities and community sectors.

Brett has an MBA from UniSA and is a member of the UNISA MBA Alumni Committee.

To purchase Brett's book online visit www.collectivelearningaustralia.com



Brett will give the keynote speaker at the TOP 100 luncheon to be held on 29 September 2006 at the Hilton Adelaide. For more information see the ad on page 27. Reserve your seat now to avoid disappointment.

Brett Minchington