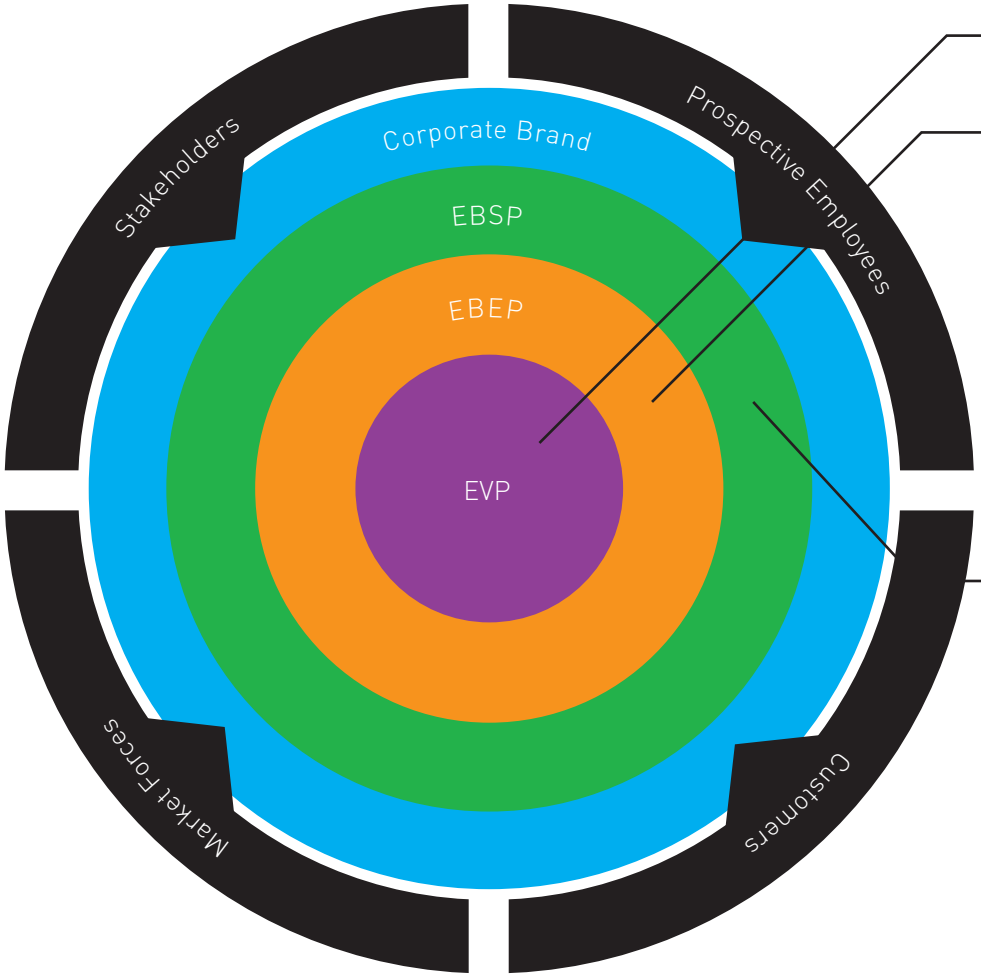
Employer Brand Excellence Framework™



Employer Value Proposition

Employer Brand Employee Platform™ (EBEP)

- Recruitment and induction
- Compensation and benefits
- Career development
- Employee research
- Reward and recognition
- Communication systems
- Work environment

Employer Brand Strategic Platform™ (EBSP)

- Mission, vision, values
- CSR
- Leadership
- Corporate reputation and culture
- People management policies and practice
- Performance management
- Innovation