

ii Handshake

Building a talent-winning brand during times of uncertainty

August 18



Slido

#BTS2022



WELCOME!

Today's presenters



Annie Rudisill

Early Career Recruiter



Kendra Burnett

Senior Product Marketing
Manager



Kristen Williams

Strategic Customer
Success Manager



Join us for the rest of the series

On Demand

Trends and best practices for hiring Gen Z

Today, 8/18

Building a talent-winning brand during times of uncertainty

8/25 at 10 AM PT

Investing in candidate relationships to build a qualified pipeline

Pathfinders

Handshake's learning program:
training.joinhandshake.com/page/pathfinders

AGENDA

1 Defining the brand

2 Bringing the brand to life

3 Fireside chat with FTI
Consulting

4 Branding best practices

5 Using Handshake to bring
the brand to life

6 Resources for the fall

7 SHRM PDC activity ID

8 Q&A

Defining your brand

Unpacking the talent brand and GenZ



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Is there a difference between an Employer Brand and a Talent Brand?

① Start presenting to display the poll results on this slide.

What's the difference between an employer brand and a talent brand?



Employer brand

The narrative about your organization you can control through mission statements, values, benefits and more.

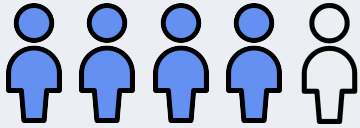


Talent brand

The employee experience forged by honest voices inside your organization. It's how your culture lives internally.

DEFINING YOUR BRAND

Why focus on a talent brand first?



Four out of five people reported reading online reviews before applying to a company¹ - avoid brand dissonance by creating a strong and authentic talent brand



Candidates trust a company's employees
3x more than the company itself.²



Fireside chat with FTI Consulting

BRINGING THE BRAND TO LIFE

Annie Rudisill, FTI Consulting

Annie Rudisill is an Early Talent Recruiter at FTI Consulting with a background in campus recruiting. In addition to recruiting across several business units, she supports the annual summer internship program management, as well as recruiting communication efforts.





Branding best practices

Bringing the brand to life

What to focus on and who to involve



BRANDING BEST PRACTICES

Integrate your employer and talent brand across candidate touch points

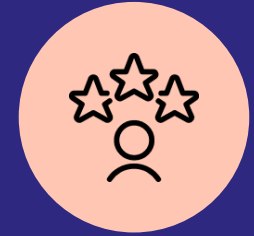
Remember to start with your talent brand as the foundation of your employer brand to maintain authenticity

Employer brand



+

Talent brand



Maintain a cohesive narrative across your channels

DIGITAL FOOTPRINT

- Website
- Handshake employer page
- Social media
- Blogs

DIRECT CANDIDATE CONNECTIONS

- Emails and messages
- Career fairs
- Interviews and casual chats
- Career services
- Employer events

EMPLOYEE FEEDBACK

- Peer reviews
- Word of mouth

And avoid brand dissonance at all costs

Overcoming a bad reputation can cost the
company at least **10% more per hire¹**

BRANDING BEST PRACTICES

Demonstrate what GenZ cares most about throughout your brand

| MOST IMPORTANT FACTORS WHEN EVALUATING A JOB | EMPLOYER BRAND | TALENT BRAND |
|--|--|--|
| #1 Pay & compensation | List salary in all job descriptions | Promote public reviews about the company |
| #2 Ability to advance their career | Highlight career pathways on your website or through a blog post | Showcase employee testimonials Invite employees to speak about their career journey at an event |
| #3 Employee benefits | List benefits on your website and in job descriptions | Invite employees to share their experiences with benefits like education stipends |
| #4 Having fun at their job | Highlight company events and projects on your website | Introduce a candidate to a member of the existing team for an informal chat |
| #5 The company's commitment to DEIB | Highlight what steps the company is taking to promote DEIB on your website and social channels | Bring speakers from employee resource groups or individual contributors to events or fairs |

BRANDING BEST PRACTICES

Include hiring managers and employees throughout candidate touchpoints

- Introduce hiring managers or employees through direct messages
- Highlight testimonials on your brand page and website
- Bring hiring managers and employees to speak and engage at career events

GenZ most wants to hear from

1

Hiring Manager about a job opportunity
(69%)¹

2

Current employee in a role that interests me
to learn more about the company (62%)¹

3

Hiring Manager about **career paths**
within the company (51%)¹

BRANDING BEST PRACTICES

Showcase the reality of working at your organization at career events

- Focus on engaging directly with candidates in small group formats
- Leverage panel discussions for large group formats
- Highlight information that cannot found online

65%

of Gen Z students & recent grads will attend an event if they'll obtain more information about the company¹

59%

of Gen Z students & recent grads will attend an event if they'll learn something new to strengthen their skills and aids in their job search¹

11-25

GenZ prefers 11-25 attendees at an event

**Using Handshake to
bring your brand to life**

3

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How often do you refresh your Employer Brand Page on Handshake?

① Start presenting to display the poll results on this slide.

BRING YOUR BRAND TO LIFE
USING HANDSHAKE

Gen Z prefers to explore potential employers through online career platforms like Handshake as well as the employer's website.¹

light for logistics

CSB Logistics
13 Allied Road, Bellevue, Nebraska 68123, United States
Public
Transportation & Logistics
25,000+ employees

Overview Reviews 2 Interviews 5 Jobs 10

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National Account Manager Sales Trainee
CSB Logistics
Full-Time Job
San Antonio, TX and 2 more

Employee Perspectives

Sam Tavaraz
Software Engineer Intern
Computer Science
Cornell '16

CSB is the type of place where you get calluses from clapping, strong fingers from coding, abs from laughing, and dedication from... I want to work here.

About CSB Logistics

Logistics is at the heart of everything around you. Have you ever thought about how items like your electronics or your groceries get to the store? Founded in 1920, CSB Logistics is a leading global transportation and logistics service provider, responsible for coordinating and moving goods bought and consumed every day.

CSB is fiercely dedicated to delivering unprecedented customer service. Powered by proprietary technology, smart people, and unrivaled commitment, CSB is successful because of its mission to provide shippers and carriers with the best service in the industry.

Make a difference every day. Transform a centuries-old industry. Be a part of something that never quits. Apply to join CSB today.

Just for you

What is it like to work as a software engineering intern at CSB?

Every engineer deploys on their first day -- and every day after that too. We use Amazon Web Services and practice continuous deployment so we can quickly try out new ideas and iterate on existing product features, and we love experimenting with new technology if it's right for the job.

Links
m f in t d

Jobs at CSB Logistics

Student Social Manager (Contract)
CSB Logistics
@csbnote) 2 locations

Software Engineers
CSB Logistics
@csbnote) San Francisco, California

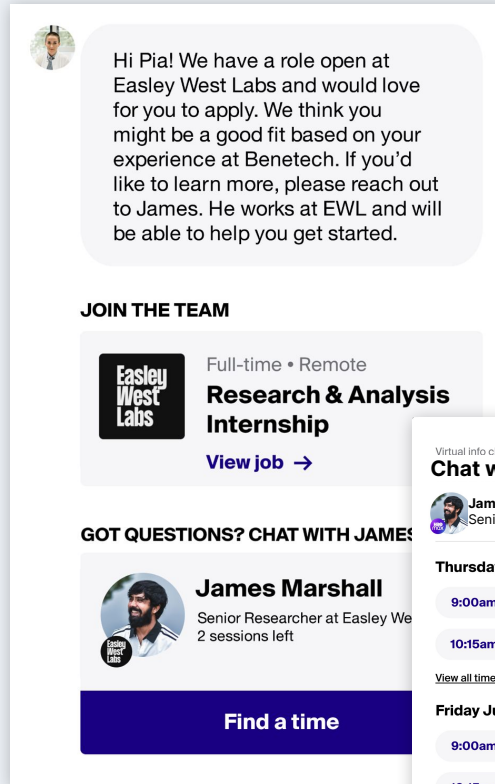
Corporate Recruiter
CSB Logistics
@csbnote) 3 locations

See All >

BRING YOUR BRAND TO LIFE
USING HANDSHAKE

Build meaningful connections that set you apart from the competition with advocates

- Scale introductions through campaigns or direct messages
- Offer one-on-one virtual information chats to build rapport from any location




Hi Pia! We have a role open at Easley West Labs and would love for you to apply. We think you might be a good fit based on your experience at Benetech. If you'd like to learn more, please reach out to James. He works at EWL and will be able to help you get started.

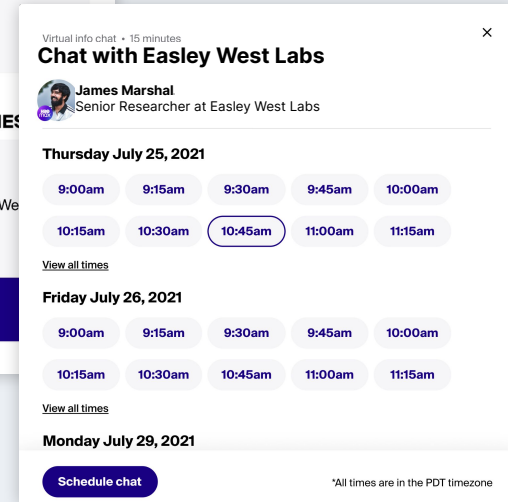
JOIN THE TEAM

Easley West Labs Full-time • Remote
Research & Analysis Internship
[View job →](#)

GOT QUESTIONS? CHAT WITH JAMES


 **James Marshall**
Senior Researcher at Easley West Labs
2 sessions left

[Find a time](#)



Virtual info chat • 15 minutes

Chat with Easley West Labs

 **James Marshall**
Senior Researcher at Easley West Labs

Thursday July 25, 2021

| | | | | |
|---------|---------|---------|---------|---------|
| 9:00am | 9:15am | 9:30am | 9:45am | 10:00am |
| 10:15am | 10:30am | 10:45am | 11:00am | 11:15am |

[View all times](#)

Friday July 26, 2021

| | | | | |
|---------|---------|---------|---------|---------|
| 9:00am | 9:15am | 9:30am | 9:45am | 10:00am |
| 10:15am | 10:30am | 10:45am | 11:00am | 11:15am |

[View all times](#)

Monday July 29, 2021

[Schedule chat](#)

*All times are in the PDT timezone

BRING YOUR BRAND TO LIFE
USING HANDSHAKE

Feature teammates to drive excitement about your talent brand

- Highlight speakers for a panel discussion
- Invite Hiring Managers to run a resume workshop
- Have ERG leads run an information session or
- ERG fair

Speakers



Craig Aquino

Chief Marketing Officer

Craig started his career as an intern at CSB Logistics. After a 15-year career building scaled marketing teams, he is excited to return to where it all began. In his spare time, Craig likes to mentor recent graduates interested in marketing operations or paddle board.



Becca McCall

Product Marketing Manager

Becca recently transitioned from content marketing to product marketing. She is an avid storyteller and loves connecting with customers to understand their needs. Becca has been at CSB Logistics for 3 years and leads our mental health ERG.



Sara Goldfarb

Marketing Operations Associate

Sara joined CSB logistics after graduating from the University of California - Santa Cruz with a degree in communications. Sara geeks out on analytics and currently uses her learning and development stipend to take SQL courses.

BRING YOUR BRAND TO LIFE
USING HANDSHAKE

Increase attendance – outline the value of attending the event

- Highlight participants
- Call out activities and learnings

What you'll get out of it

Our mission at CSB logistics is to deliver unprecedented customer service. Our mission is made possible by our people. Join us, our Chief Marketing Officer, Marketing Managers, and Marketing Associates for an informational session about starting a career in marketing within the logistics industry. We'll show you what our marketing organization looks like and walk you through a few of our latest projects - from ideation to execution! Powered by proprietary technology, smart people, and unrivaled commitment, CSB is successful because of its mission to provide shippers and carriers with the best service in the industry.

[Show less](#) ^



DO MORE WITH LESS WEBINAR SERIES

Dive deep into event strategies next week

8/25 at 10 AM PT

**Investing in candidate relationships
to build a qualified pipeline**

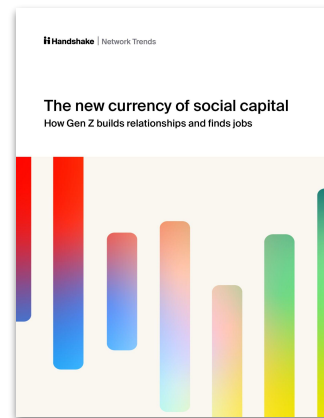
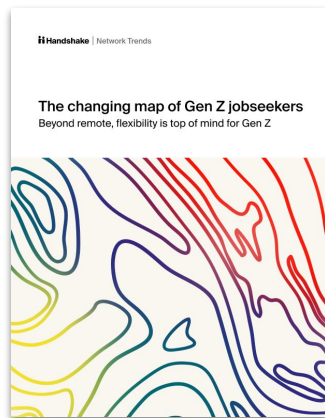
Resources for the fall

4

HANDSHAKE NETWORK TRENDS FALL 2022

Class of 2023 insights

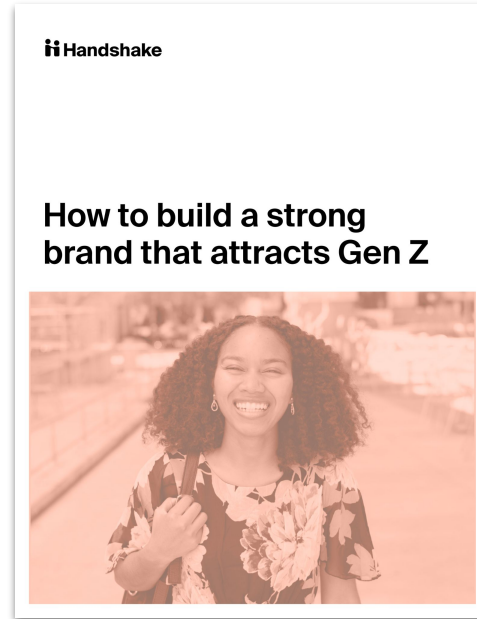
Keep an eye out for our latest Handshake Network Trends report, which will provide more Gen Z insight to inform your recruiting strategy



RESOURCES FOR THE FALL

Handshake guides and playbooks

- [How to build a strong brand that attracts GenZ](#)
- [The Advocates Playbook](#)





Interested in more product best practices?

Check out “Creating an attractive brand that resonates with Gen Z” in Pathfinders

<https://training.joinhandshake.com/page/pathfinders>

Q&A

Ask away



Thank you

