

Employer Brand Audit

Compare the employee reality, leadership promise and recruitment experience using evidence rather than campaign assumptions.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / EMPLOYEE EXPERIENCE

Employee experience

Evidence, decisions, owners and unresolved questions

NOTES

02 / LEADERSHIP BEHAVIOUR

Leadership behaviour

Evidence, decisions, owners and unresolved questions

NOTES

03 / CANDIDATE JOURNEY

Candidate journey

Evidence, decisions, owners and unresolved questions

NOTES

04 / EMPLOYER PROPOSITION

Employer proposition

Evidence, decisions, owners and unresolved questions

NOTES

05 / RECRUITMENT CONTENT

Recruitment content

Evidence, decisions, owners and unresolved questions

NOTES

06 / INTERNAL COMMUNICATION

Internal communication

Evidence, decisions, owners and unresolved questions

NOTES

07 / MEASUREMENT AND OWNERSHIP

Measurement and ownership

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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