

# EMPLOYMENT BRANDING & HIRING **SELF-ASSESSMENT WORKSHEET**

**COMPANY NAME:** \_\_\_\_\_

**DATE COMPLETED:** \_\_\_\_\_

**COMPLETED BY:** \_\_\_\_\_

**INSTRUCTIONS:** Under each section, check all that apply. If completing this worksheet digitally, your score will automatically populate to the right of the questions, and your total will appear at the end of the worksheet. If completing this worksheet manually, please add the number of checked boxes per section, and tally your scores for a total score at the end of the worksheet.

## 1. Assess your reputation-building tactics: How & where are you telling your own story?

**SCORE** (out of 8):

- ☐ Do you have a dedicated career website?
- ☐ Do you show your Employer Value Proposition (EVP) on your site? Mission, values, etc.?
- ☐ Have you identified unique benefits and perks of working for your company?
  - ☐ And, are they visible?
- ☐ Are you transparent about pay and benefits; whether on your website, or within your job postings?
- ☐ Do you have employee testimonials?
- ☐ Do you leverage both Facebook and LinkedIn Pages?
  - ☐ If yes, analyze engagement: Do you know what you post, who are your followers, and what is 'liked' or 'shared' on your pages? *(Please answer using the notes box on the right.)*

## 2. Assess your differentiators: How are you different than your top talent competitors?

**SCORE** (out of 5):

- ☐ Do you know who your top three local "talent competitors" are?
- ☐ Do you know what differentiates you from them, as an employer, and from an employee's perspective? If yes, what differentiates you from them?  
*(Please answer using the notes box on the right.)*
- ☐ Do you have a "30-second elevator pitch" about your company culture and EVPs?
  - ☐ Do your hiring managers have a "30-second elevator pitch?"
- ☐ Do you highlight your differences and EVPs on all candidate-facing sites or platforms?

## 3. Assess your job ads: How do they attract your target talent?

**SCORE** (out of 4):

- ☐ Are your Job Ads different than the job descriptions and are they true "ads" that speak to your target candidates?
- ☐ Have your "minimum requirements" for roles been re-assessed within the last 12 months?
- ☐ Are you researching Search Engine Optimization (SEO) "titles" for your postings?
- ☐ Have you measured your results in verbiage changes between ads?

## 4. Assess your posting sources: Where are your applicants coming from?

**SCORE** (out of 5):

- ☐ Which sites do you post job ads on? Which are paid, which are free?  
Please list the sites in the notes box to the right and note which are paid and which are free.
- ☐ Do you know how many candidates came from each source in the last 12 months?
  - ☐ Do you know how many of these candidates were qualified and how many were hired from each source?
- ☐ Have you attempted to renegotiate your rates on "paid sites" in the last 12 months?
- ☐ Have you researched and evaluated new job postings or advertising sites in the last 12 months?

**5. Assess your application process:** How difficult is it to apply?

**SCORE** (out of 8):

- ☐ Has the application content been reviewed and updated/revised in the last 12 months?
- ☐ Is your application online?
  - ☐ Is it mobile-responsive?
- ☐ Do you know your application drop-out rate?
- ☐ Are you asking only necessary questions?
- ☐ Can you complete your application in under 5-7 minutes?
- ☐ Have you compared it to the apps of your talent-competitors?
- ☐ Do you have multiple submission processes to be considered for a position?  
(App, emailed resume, LinkedIn Apply, etc.)

**6. Assess the candidate experience:** Are you “selling” your candidates on your company through the screening/selection process?

**SCORE** (out of 7):

- ☐ Do you know your average time from Application to Initial Disposition?
- ☐ Do you have a “recruitment” process map?
  - ☐ If yes, are all current performance and goal metrics outlined?
- ☐ Have your Applicant Tracking System (ATS) “auto-messages” (or form emails) been assessed and updated in the last 12 months?
- ☐ Are you flexible with scheduling and communication?
- ☐ Do you add unique, personal touches during your selection process?
- ☐ Do you know your offer acceptance rate?

**7. Assess your screening and/or contingency practices:** Are your practices effective and providing Return on Investment (ROI)?

**SCORE** (out of 5):

- ☐ Have your screening and contingency items been analyzed on the last 12 months?
  - ☐ Are the practices: legally-defensible, effective, and “truly” necessary?
  - ☐ Did you analyze the costs and shop for alternatives?
- ☐ Are you up-front (transparent) about your screening and contingency items?
- ☐ Are your practices “convenient” for the candidate? How was this validated?  
*(Please answer using the notes box on the right.)*

**8. Assess your “passive and pipeline” practices:** Are you being proactive?

**SCORE** (out of 7):

- ☐ Do you have access to succession plans or future-state org charts with skills gap identified?
  - ☐ If yes, do you use them to source?
- ☐ Do you have “evergreen” requisitions posted?  
How and where do you source passive candidates? *(Please answer using the notes box on the right.)*
- How many “pre-views” are you conducting each week? Receive one point if you know on average:
  - ☐ What percentage are for currently open roles?
  - ☐ What percentage are for “evergreens?”
  - ☐ What percentage are for future needs?
- ☐ Do you have practices around school and community partnerships?  
What are your practices? *(Please answer using the notes box on the right.)*

**9. Assess your employee referral program:** Is this program effective?

**SCORE** (out of 9):

- ☐ Do you know your Employee Referral (ER) Program?  
What are the incentives and who do they benefit? *Please answer using the notes box on the right.*
- ☐ Has the ER program been reviewed in the last year?
- ☐ Do you know how many referrals you have received in the last 12 months and from who?
- ☐ Do you know your metrics?  
Do you know what percentage were turned down? What percentage dropped out?  
How many of these referrals were hired? *Please answer using the notes box on the right.*
- ☐ Do you know how many referral bonuses or incentives were actually paid out?
- ☐ Have top-employee interviews been included in the program review process?
- ☐ Have you compared your program against those of your top-three talent competitors?
- ☐ Have your employees “formally” heard about the Referral Program?  
If so, when was the last time they heard? *Please answer using the notes box on the right.*  
Is there an internal marketing plan for it? *Please answer using the notes box on the right.*
- ☐ Do you train your employees on the process, and how to “recruit?”

**10. Assess how others are telling your story:** What are employees, former employees, and interview candidates saying about you?

**SCORE** (out of 7):

- ☐ Do you have a Glassdoor account?  
☐ If yes, is someone internally assigned to ‘manage’ the account interaction on a regular basis?
- ☐ Do you know your current ratings?  
What percentage of reviews are from current (vs past or non-) employees?  
*Please answer using the notes box on the right.*  
And, what percentage of headcount do the number of reviews represent?  
*Please answer using the notes box on the right.*
- ☐ Do you have an internal marketing plan for your Glassdoor account?  
☐ Have you compiled, and communicated internally, the current themes?
- ☐ Do you conduct Exit Interviews?
- ☐ Do you conduct “Stay” or “Get Back” interviews?

**GENERAL SCORING GUIDE:**

**TOTAL SCORE** (out of 65):

**56-65 Points** Doing a pretty great job! Keep it up.

**46-55 Points** Probably 2-3 categories that require your focus, but overall positive effort.

**36-45 Points** Some cause for concern... Recommend that a Professional HR Audit be done soon.

**<35 Points** Requires immediate attention! In addition to inefficiencies, you may have legal compliance issues.

*If you scored 55 points or below, the experts from Sikich's Human Resources Consulting team can help transform your employment branding and hiring practices into a robust and effective talent attraction strategy. Contact Laura Fischer at (262) 317-8553 or [laura.fischer@sikich.com](mailto:laura.fischer@sikich.com) today to learn more.*

# SIKICH **SERVICE LINES**

## **ACCOUNTING, AUDIT & TAX**

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