

Sample Questions – Employer Branding

Employer branding is based on the organisation's Employee Value Proposition (EVP):

- What we offer and stand for as an employer
- How we live up to that promise through culture and leadership.
- How we communicate this internally and externally

A strong employer brand begins with a healthy workplace culture where employees feel connected to the organisation's values and take pride in their work. These sample questions are designed to capture how employees perceive their employer and how this contributes to an attractive employer brand.

Statements

- I am familiar with the organisation's core values.
- The organisation's values are clear in our day-to-day work.
- Leadership acts in line with the organisation's values.
- My immediate manager practises what they preach when it comes to our values.
- I feel proud to work for this organisation.
- I experience a strong team spirit within my team.
- I would recommend my organisation as an employer to others.
- I speak positively about the organisation outside of work.
- The organisation promotes a healthy work-life balance.
- I feel that the organisation cares about my well-being.
- I have good conditions for well-being and sustainable performance.
- I have good opportunities for learning and development here.
- I have access to relevant development opportunities (e.g. training, coaching or mentoring).
- Good performance is recognised and appreciated.

- I perceive compensation and benefits as fair and transparent.
- The organisation is an attractive employer.
- The organisation stands out positively from other employers.
- I perceive the organisation as having a strong reputation as an employer.

Open-ended Questions

- In your view, what makes the organisation an attractive employer?
- Which aspects of the organisation's culture are you most proud of?
- What would further strengthen the organisation's attractiveness as an employer?
- Have you recommended the organisation as an employer to someone? If so, what did you highlight?