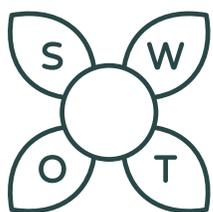


JobSage

# Inclusive Employer Branding: SWOT Analysis





# Why conduct a SWOT analysis?

If you're reading this resource, you probably already know what an employer brand is. It's a combination of your company's reputation as a place to work and the unique value you offer prospective employees. As someone tasked with recruiting candidates and retaining hires, your employer brand can make your life easier or make every day an uphill battle. There is a lot you can't change about your employer brand, but there is one thing you can certainly do: conduct a SWOT analysis.

A SWOT analysis is a method for identifying and analyzing the internal strengths and weaknesses and external opportunities and threats to your employer brand. By conducting the SWOT analysis detailed in this guide, you'll be able to formulate employer branding goals and strategies that capitalize on your organization's strengths, improve or limit your organization's weaknesses, invest in external opportunities, and minimize the impact of external threats to your employer brand.



# How to Conduct a SWOT Analysis

1. Set aside focused time to complete the exercise, ideally in consultation with your executive team, marketing team, and other stakeholders.
2. Use precise, verifiable statements and avoid long lists of factors by focusing only on the most important.
3. Review the factors you've identified and highlight the most important factors that your organization faces. Doing this will help facilitate actionable goal setting.





# What are the strengths of your employer brand?

Strengths are positive internal factors within your control. These are factors you want to capitalize on. In evaluating strengths, consider the following:

*1. What does your organization do well as an employer?*

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*2. What do employees, leaders, and prospective employees see as strengths?*

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3. *What are the positive aspects of your product brand, current talent profiles, and leadership practices?*

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4. *What current practices engage your employees?*

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5. *What current practices appeal to your ideal employees?*

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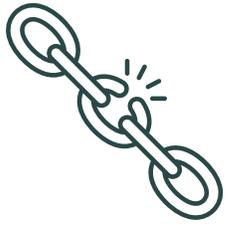
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# What are the weaknesses of your employer brand?

Weaknesses are negative internal factors within your control. These are factors you should seek to limit or improve. In evaluating weaknesses, consider the following:

*1. Where does the organization struggle?*

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*2. What do employees, leaders, and prospective employees see as employer weaknesses?*

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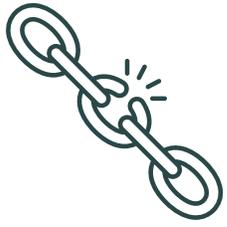
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3. *What are the negative aspects of your product brand, current talent profiles, and leadership practices?*

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4. *What current practices disengage your employees?*

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5. *What current practices are unappealing to your ideal employees?*

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# What are the opportunities for your employer brand?

Opportunities are positive external factors. These are factors you should double down on / invest in. In evaluating opportunities, consider the following:

*1. Are your ideal candidates telling you things that you haven't considered before?*

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*2. How can the organization's employer brand grow?*

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3. *What engages your employees that you could provide, but do not?*

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4. *What appeals to your ideal employees that you could promote, but do not?*

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5. *What do online reviews from past or current employees suggest you should do?*

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# What are the threats to your employer brand?

Threats are negative external factors with effects you want to minimize. In evaluating threats, consider the following:

*1. Are your online reviews damaging your employer credibility?*

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*2. What are the negative aspects of your product brand, current employee pool, and leadership practices that put you at risk?*

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# Next Steps

1. Share the SWOT Analysis with key stakeholders and solicit feedback on each factor.
2. Determine 2-3 important strengths and weaknesses of your organization's employer brand, and 2-3 main opportunities and threats your organization faces.
3. Turn the major strengths, weaknesses, opportunities, and threats into goal statements and action items. Ideally, you want to find strategies to capitalize on the strengths and opportunities as well as strategies to improve on or offset the weaknesses and threats.

Note: this will take time. Employer branding is rarely urgent, but it is always important. We recommend you print this resource out, keep it on your desk, and return to it when you have time.

Good luck!

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