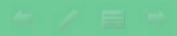


3rd Latin American Employer Branding Study Results



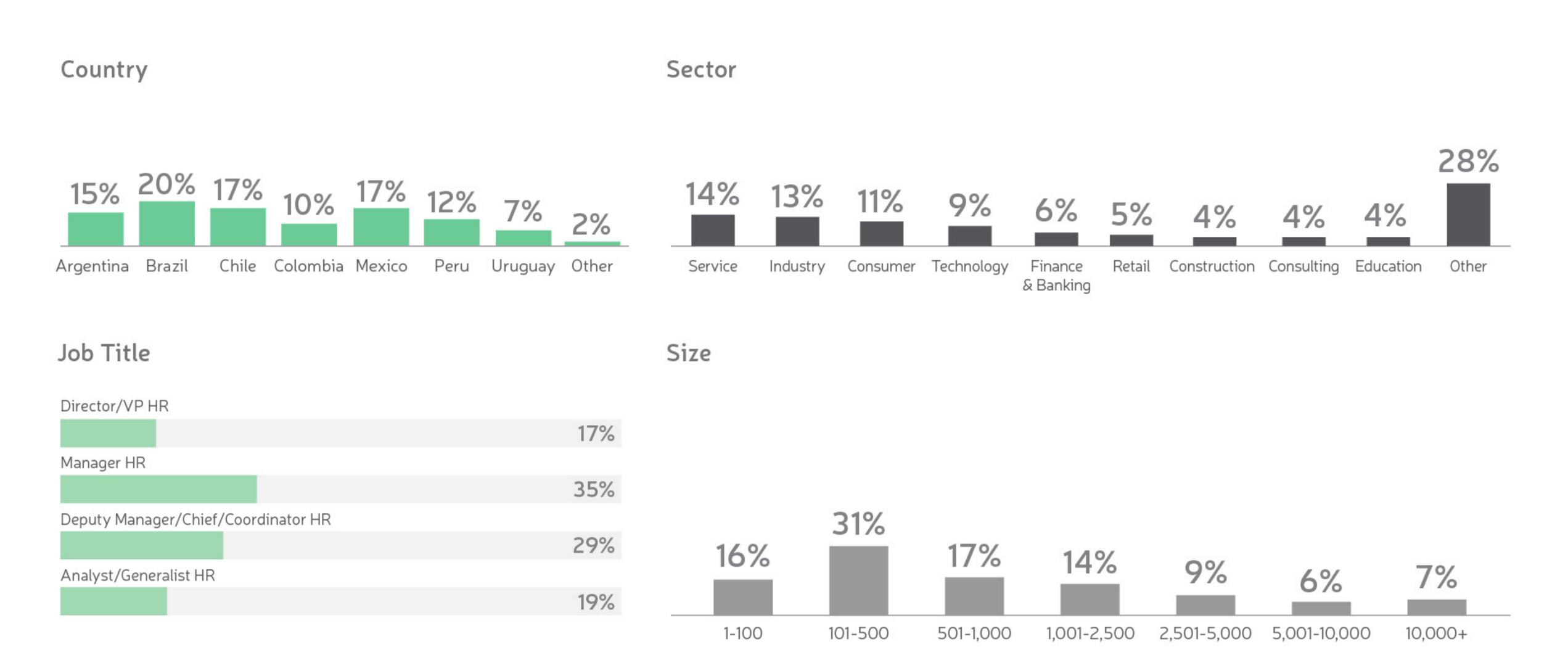


3rd Latin American Employer Branding Study Results

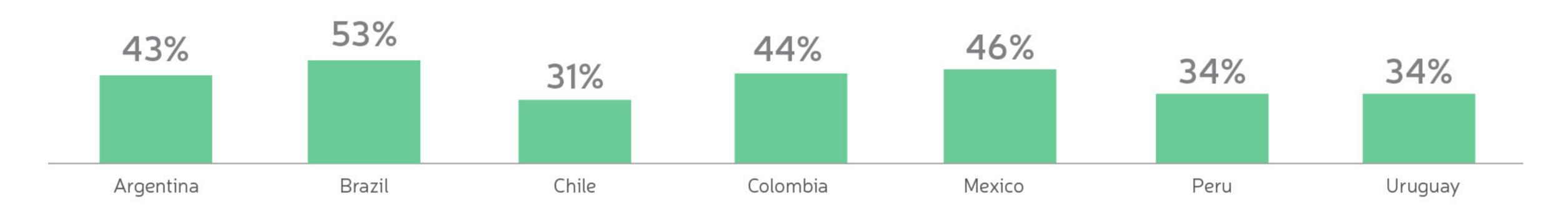
GOintegro, 2017

About the Study

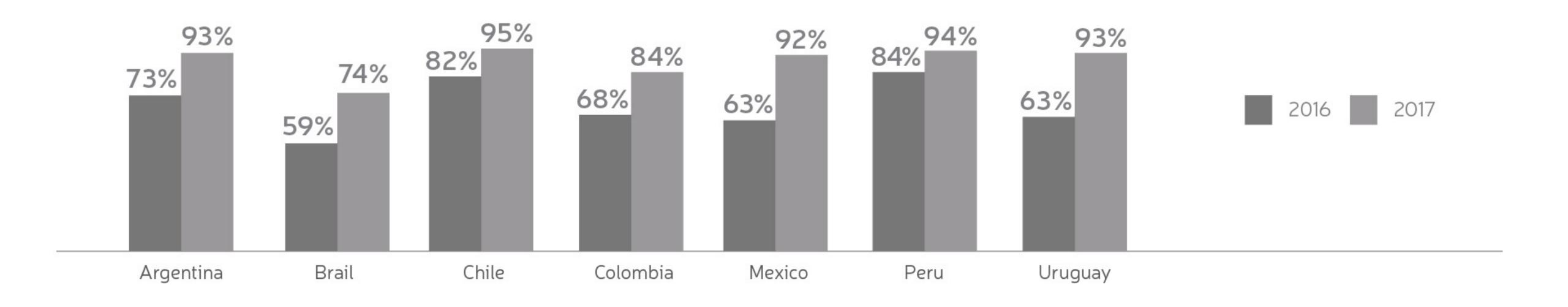
(+ 1,400 Human Resources profesionals)



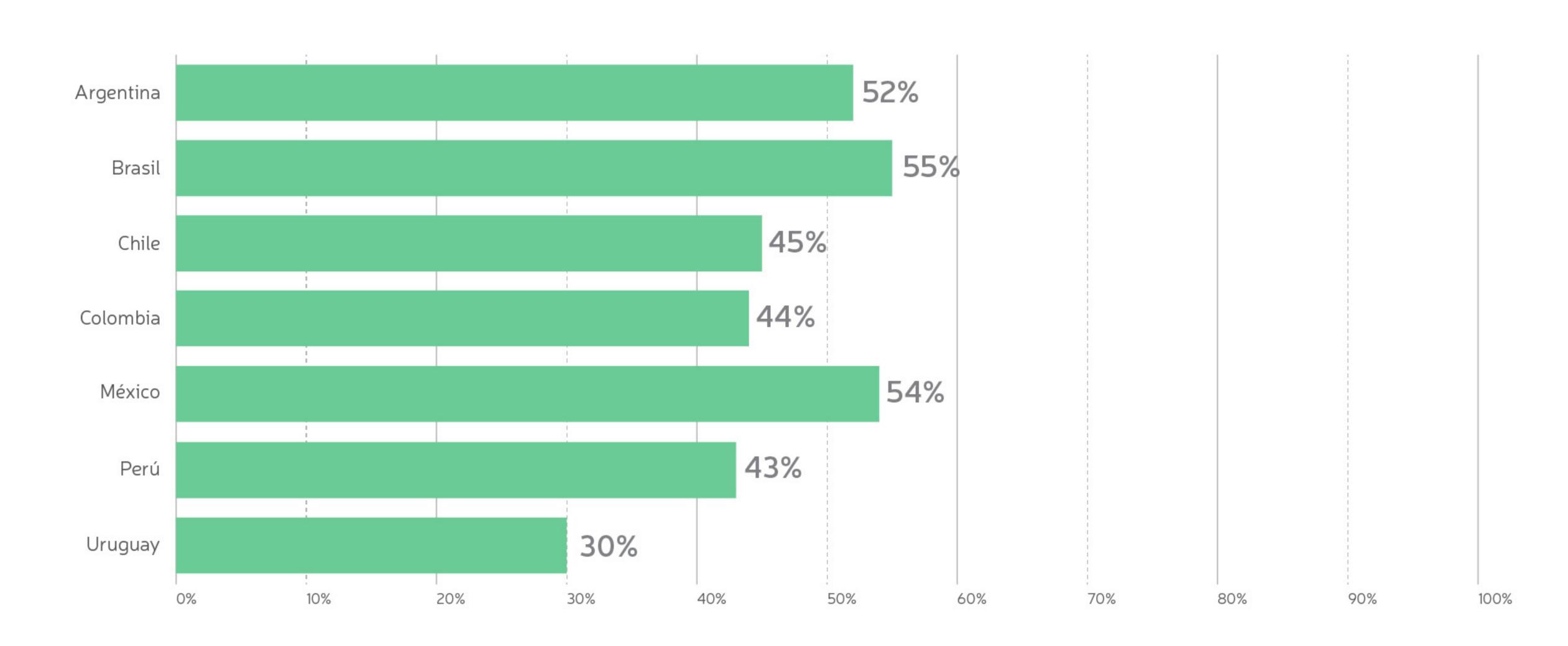
Does your organization have an Employer Branding strategy?



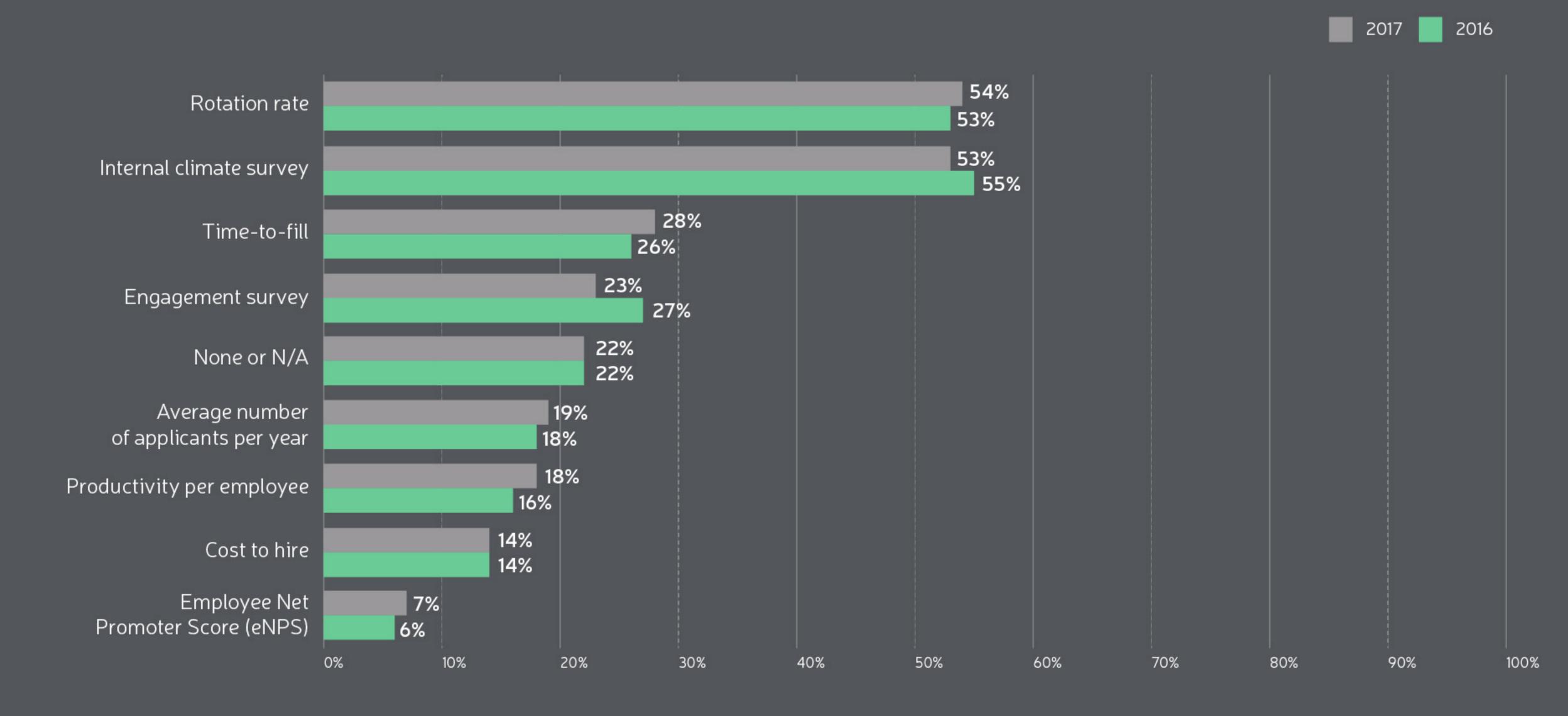
Does your company have a budget assigned for initiatives aimed towards improving your Employer Brand or Employer Branding in 2017 or 2018?



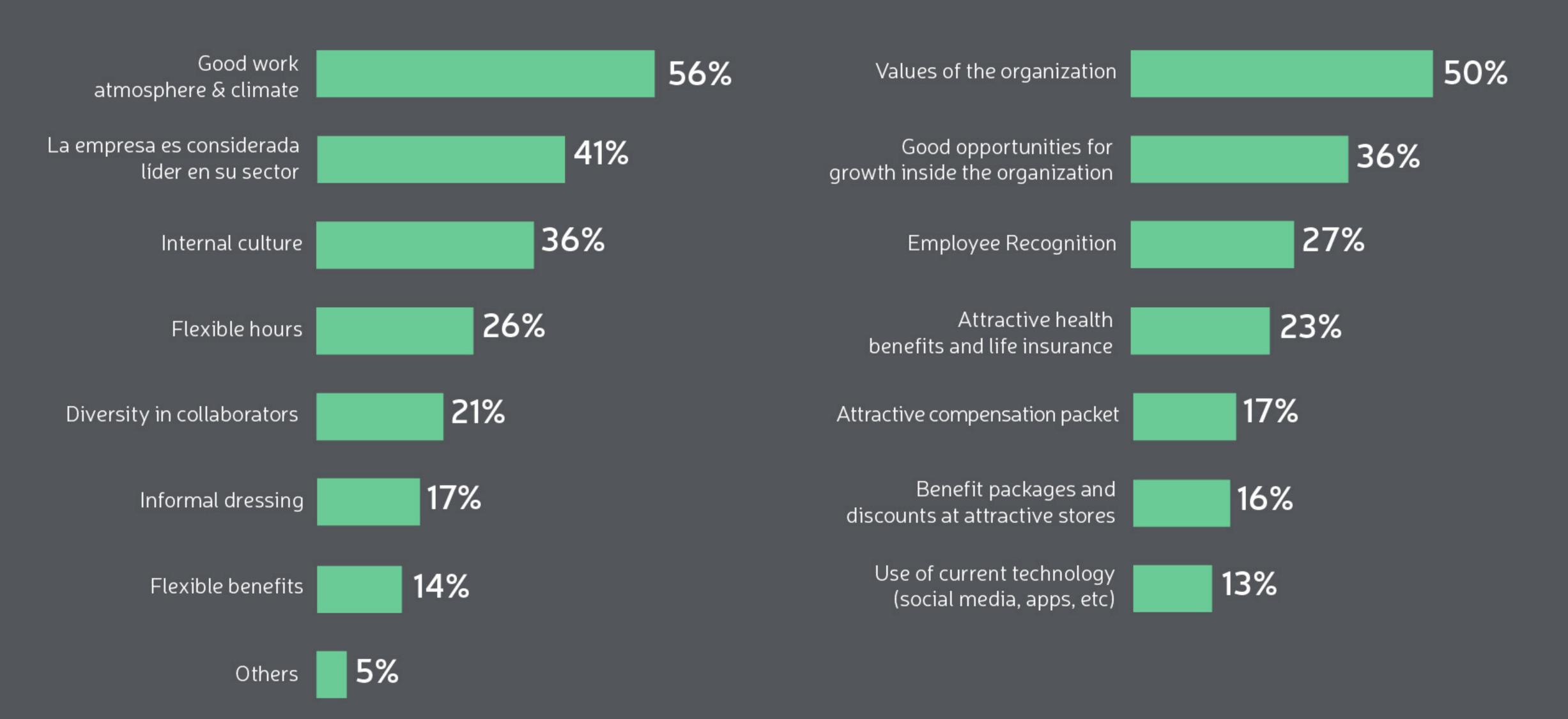
Does your company plan to increase resources (financial or human) for initiatives aimed at improving the "Employee Brand" in 2017 or 2018?



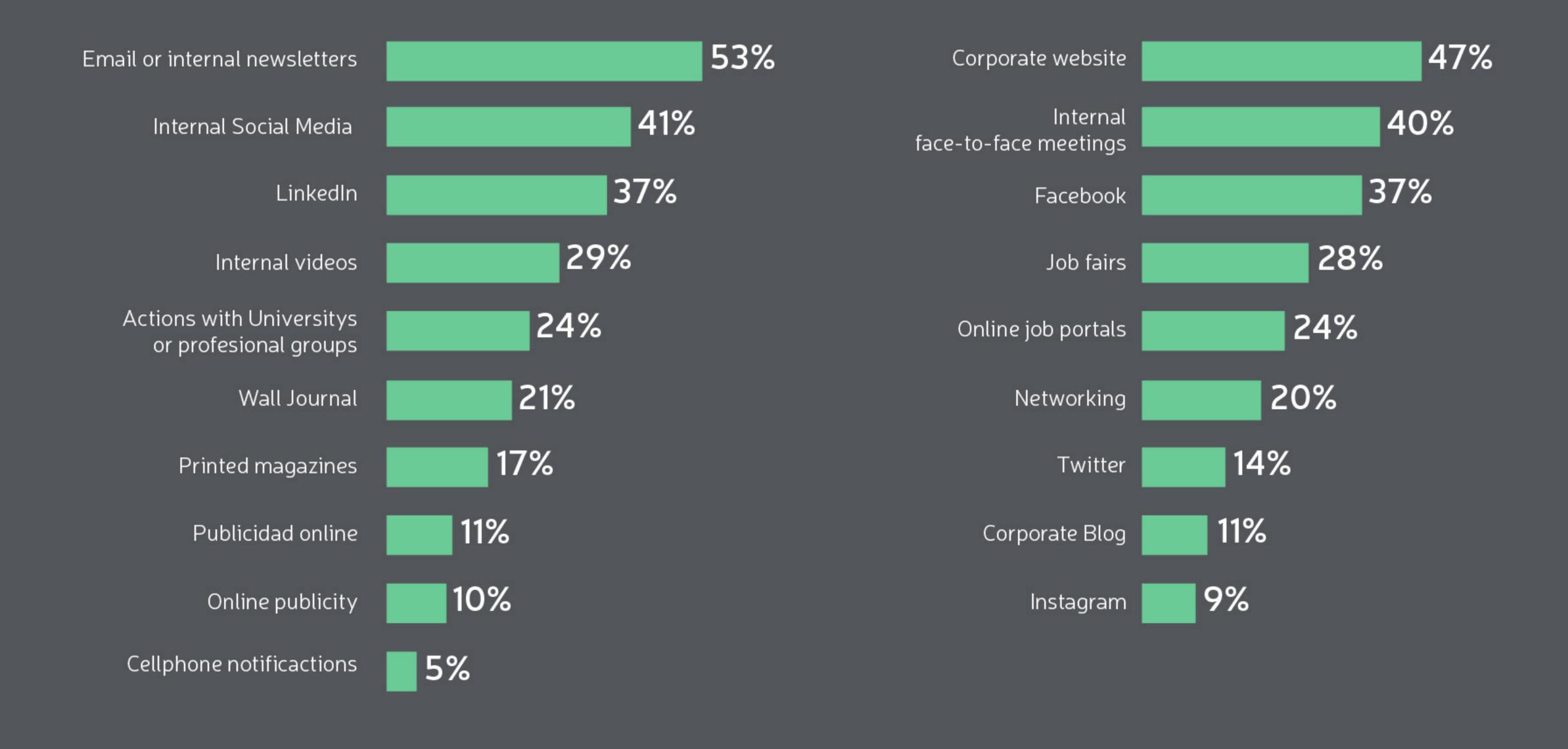
What indicators are used in your company to measure the Employer Brand or Employer Branding?



What are the main attributes your company promotes as part of the Employer Brand or Employer Branding?



What channels do you use in your company to promote the Employee Brand or Employer Branding internally and / or externally?



Has your company implemented or plans to implement this year any of the following initiatives aimed at improving the Employer Brand or Employer Branding

Capacitation program	92%	Employee opinion polls	81%	Recognition program	79%
Leadership Development Program	78%	Health Benefits	77%	Comfortable work spaces	76%
Internal comunication platform web, social and mobile	76%	Participation in social networks with recruitment and selection objectives	72%	Programs of agreements and discounts with shops	70%
There is an internal communications department within HR	69%	Innovate induction programs	65%	Informal dress code	65%
Flexible time	62%	Referral programs	61%	Flexible benefits	57%
Compensation above the market average	57%	Concrete actions to increase the diversity of gender, nationality, racial, age, etc	53%	Advertising as a good company to work for	46%

Participation in

"Great Place to Work" or similar

40%

Thank You

3rd Latin American Employer Branding Study Results

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