

Accuti® for Employer Branding

Our Proprietary Diagnostic Tool

Accuti Employer Branding provides insight into the differential between employee and leadership perceptions of key employer brand attributes in intuitive, visual displays for comparison and analysis.

Measuring Employer Brand Perception

Accuti is a diagnostic tool that can help identify areas for discussion and improvement. Accuti plots senior leaders' perspectives on their company's strengths and challenges in intuitive, visual displays for comparison and analysis. Analysis of the Accuti results helps to determine if it is time to refresh your Employer Brand strategy.

Test Drive Accuti®

If you are interested in measuring alignment around your employer brand strategy, reach out for a live demo. Together, we will determine whether a complementary Accuti diagnostic would be a good fit for your leadership team.

Example: Macro insights



Signs you might want to work on your Employer Brand

- Difficulty filling key positions
- High attrition rates
- Integration challenges post-merger or acquisition
- Desire to reduce the high cost of talent acquisition
- Need for more qualified applicants
- Need to speed time-to-hire
- Low ratings on company review sites
- Misalignment between the company's stated brand and the employee experience

Employer Branding is a strategic lever that can address these symptoms and drive business value.