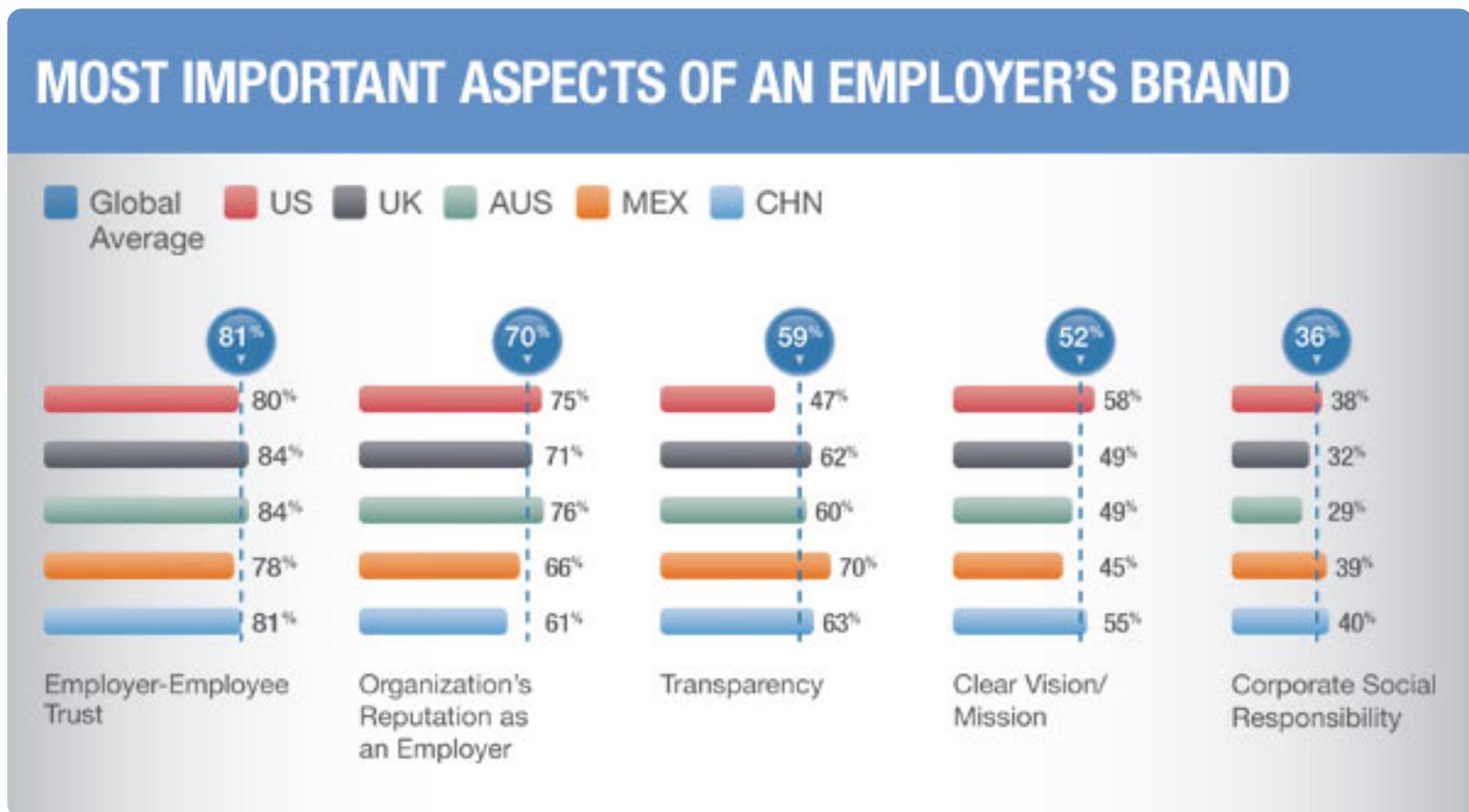


Practice What You Preach

[The latest global candidate preferences report](#) from ManpowerGroup Solutions explores why today's potential hires are increasingly interested in employer brand and employer-employee trust. Companies can't fool these "brand detectives" who know exactly where to look for information and who to talk to when it comes to understanding an organization's authenticity. In fact, according to the research, candidates trust the opinion of a current employee more than other sources when it comes to finding credible information.



Given the importance candidates around the world place on employer-employee trust and brand reputation, companies must ensure all things add up and that they are transparent. Candidates must experience a genuine representation of a company

throughout the entire hiring process and through the employer-employee relationship once hired. Candidates must experience a genuine representation of a company throughout the entire hiring process and the employer-employee relationship once hired. Whether you're talking about initial job postings and interviews or training programs and employee reviews, a company must practice what it preaches. If not, these information-seeking candidates can and will be able to sniff out any inconsistencies.

In fact, the very hint of overselling could be a company's downfall when it comes to talent acquisition. For example, promoting additional compensation package options while knowing these benefits will not be included in the final contract or offer letter is a recipe for failure in talent attraction, let alone retaining existing employees interested in advancement. Whether it's an oversight, an intentional bait-and-switch or internal miscommunication, it sets a bad precedent for employer-employee trust.

Fortunately, there are many ways companies can appeal to brand-driven candidates by leveraging their current employees. Click [here](#) to learn more insights from our global candidate preferences research.

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