



Pivoting From Recruitment to Retention: Employer Branding in a Down Economy

Shalina Patel
Senior Employer Brand Manager
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SAAS NORTH

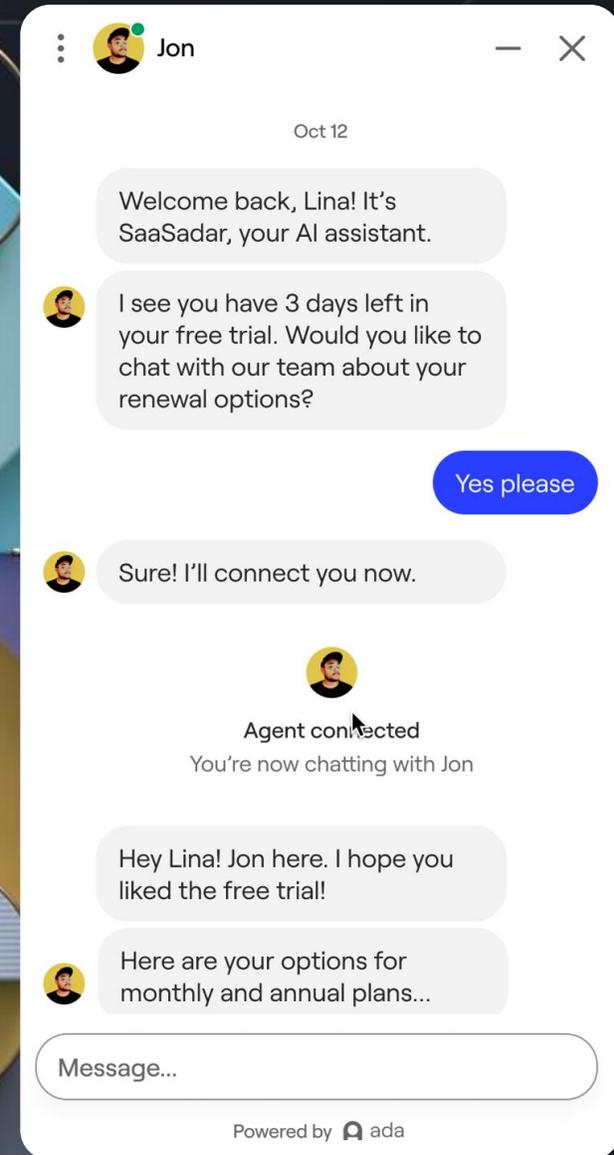
@ SAAS NORTH



Shalina Patel, Senior Employer Brand Manager

Employer Branding in a down economy

**Ada is a
conversational AI company**
that helps SaaS companies
reduce costs and lower churn
through automation.



Today your brand is so much more
— it's a living, breathing thing.

EX affects CX

Resilient Employer Brand

The Power of Storytelling

Empowering your Employees



Employee Experience
affects your
Customers Experience

“

... I've had nothing less than an excellent interaction with everybody on Ada's team. You guys are exceptional in terms of my experience.

”

Anonymous Ada customer

64% of consumers have stopped purchasing
a brand after hearing news of that
company's toxic work environment.

CareerArc

766

tech companies with layoffs

118,023

employees laid off



A Message from Co-Founder and CEO Brian Chesky

By [Airbnb](#) · May 5, 2020 · [Company](#)



Earlier today, Airbnb Co-Founder and CEO Brian Chesky sent the following note to Airbnb employees.

Certainty

Autonomy

Belonging

Fairness

‘Weak, pathetic, and cruel’: HR managers weigh in on Elon Musk’s Twitter mass layoffs

BY JANE THIER

FORTUNE

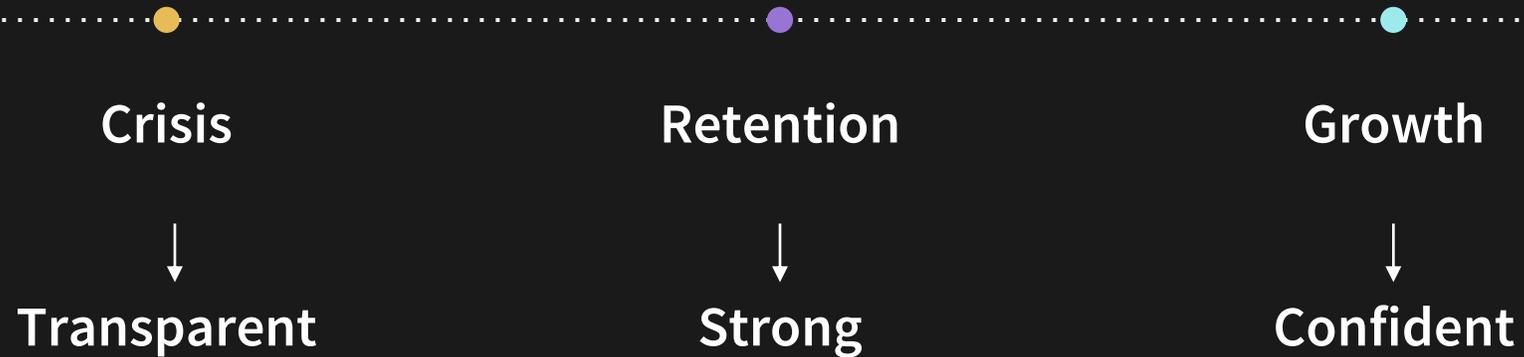
Uncertainty

Poor Communication

Ambiguity

Lacks Trust

Employer Brand Resilience



2.0 ★★☆☆☆

Former Employee

Pony pretending to be a unicorn!

Sept 21, 2022 - Manager

Ada Response

Sept 29, 2022

Thank you for sharing your review with us. We are always improving and value your feedback. Ada puts a high priority on growing our Ada Owners and investing in our people, this includes external training and dedicated budget for L&D across teams. That being said, we appreciate your feedback that we should provide even more support to managers, especially those who are new. We are an equal opportunity employer and invest in those of all ages. As we scale and continue to grow we will look to how we can better support our people in their individual ways.

- Bronwyn, SVP Operations at Ada

62%

of Glassdoor users agree their perception of a company improves after seeing an employer respond to a review.

Glassdoor

How do we earn trust?

Storytelling

They shape and strengthen trust or
challenge opinions and values

It's energizing to hear from coworkers on their journey here at Ada. Andre writes about his journey with the Engineering Team over the last 3 years - so many great lessons learned through the growth of his team and Ada!

#PeopleOfAda #OwnItAtAda

ON REMOTE WORK

"I learned about how Ada valued your work more than being at work"



ada

Three Years of Engineering at Ada

Meet **Ogechi Ngadi**, a Recruiter with the Commercial Talent Team. On a typical day, she's enjoying VR and finding exceptional people to join our team, all from the comfort of her couch. ...see more



#LifeAtShopify

A Day in the Life of a Shopify Recruiter

EA SPORTS
986 followers
3w · Edited · 🌐 [+ Follow](#)

"Ever since I was young, I've always had an interest in anything creative — arts, architecture, games, story writing, human psychology, music, and movies — so after I finished high school, I merged those interests together and got into gaming. I knew it would allow me to be exposed to all sorts of interesting creative genres — from audio engineering to level design, and of course analytics, which helps us understand what players like, love, and are looking for more of. Through my work, I'm met with exciting and complex problems to solve and wonderful people that help me feel supported each step of the way. Becoming a gaming producer has allowed me to work with engineers, artists, and speak in various creative languages, as we all work together to create the world's best sports games. I'm so glad I picked this career. It's arguably one of the most interesting sectors of the software industry!" — [Noushin Bardi](#), Associate Producer, FIFA Live Team

🎮 Tell us what "got you in the game" and join the EA SPORTS team at easports.com/careers.

#WhatGotYouInTheGame #EASPORTS



NOUSHIN BARDI
Associate Producer

Team	FIFA
Tenure	6 years
Location	Vancouver

Marriott Careers ✓
October 9, 2020 at 2:40 PM · 🌐

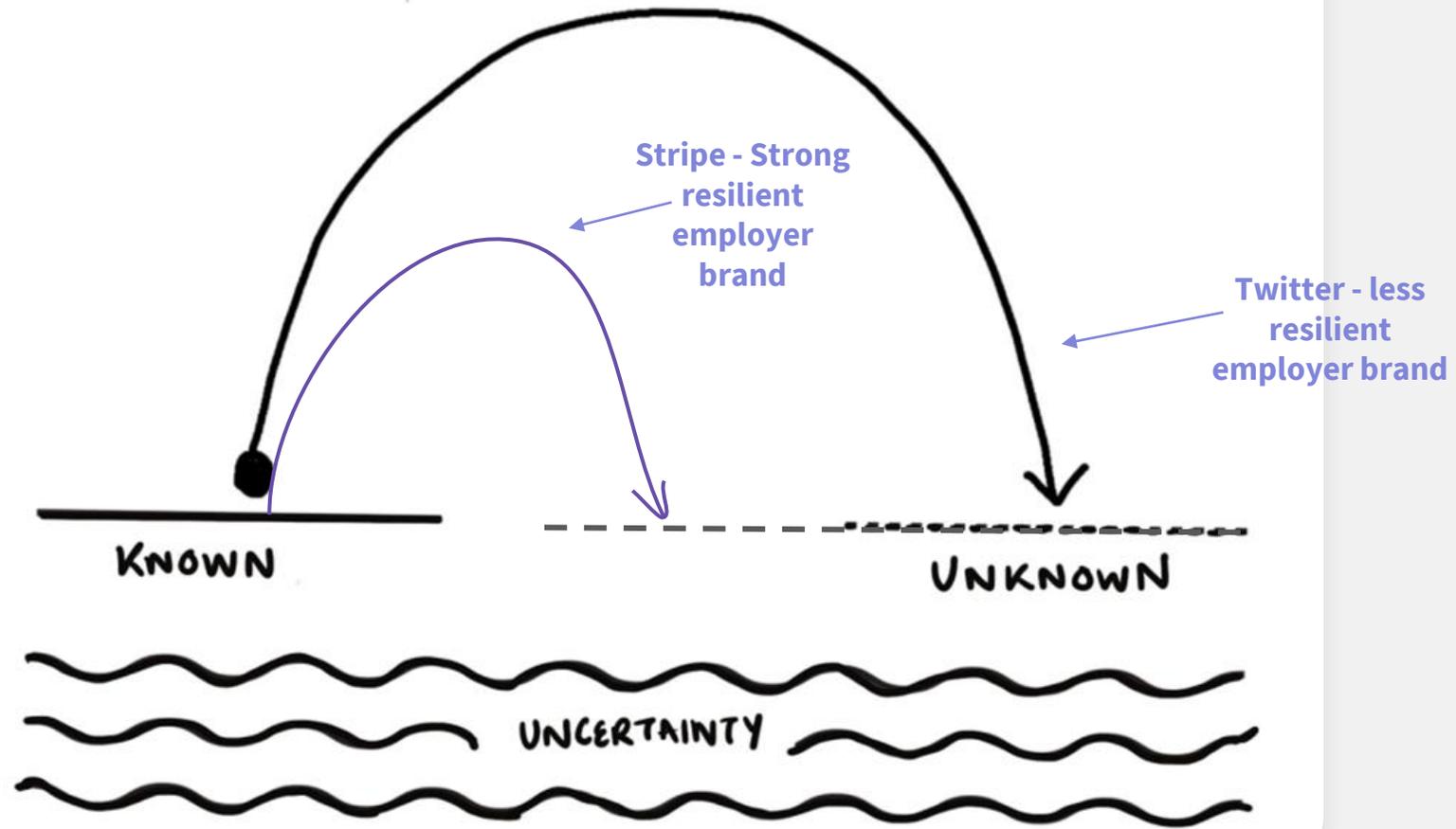
October 10 is #WorldMentalHealthDay, and while taking care of associates has been a longstanding part of Marriott culture, it's now more important than ever. We're committed to providing our associates the support needed to make their mental and emotional wellbeing a priority through resources like meQuilibrium—a stress management and resiliency tool. When asked how she's investing her in mental health during these challenging times, Mia shared that she finds peace by spending time outdoors with her Marriott Hotels colleagues. 🌻



So why is it crucial for companies to be
consistent in
good times and bad?

Trust = Employee Retention

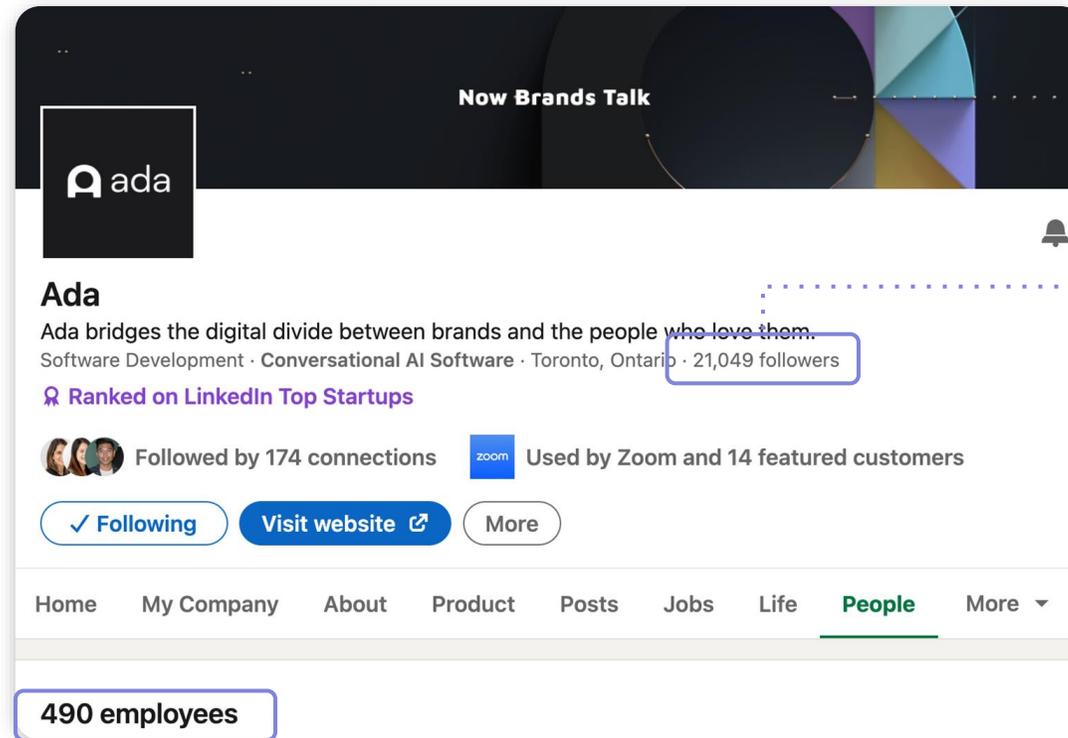
TRUST LEAP



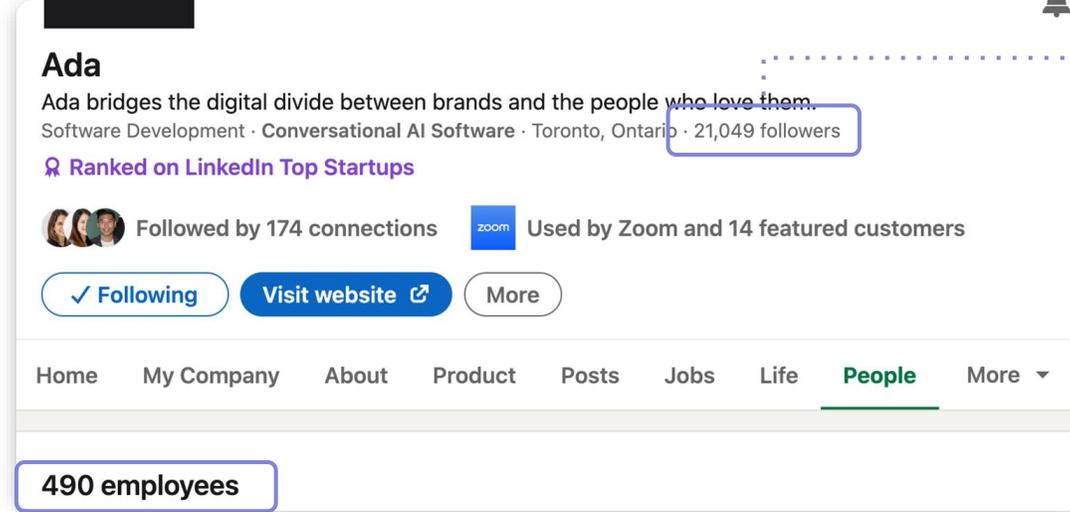
Scale your storytelling.
Empower your employees.

“Employees have, on average, **10x more** followers than corporate social accounts.”

LinkedIn



$$490 \text{ employees} \times 700 \text{ average connections} = 343,000 \text{ people} \div \text{Ada's } 21,049 \text{ followers}$$



$$490 \text{ employees} \times 700 \text{ average connections} = 343,000 \text{ people} \div \text{Ada's } 21,049 \text{ followers}$$

Our employees have a reach of 343,000 people.

This means the **potential reach for a post shared by every employee at Ada on LinkedIn is 16 times more than simply posting to the company page alone.**

Who's employees have the most reach in comparison to their brand?



Who's employees have the most reach in comparison to their brand?



106



6



8



1.2

What content do your employees want to share?

 ada

#Gratitude

Slack Channel

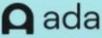
 **Harman Sidhu** 11:54 AM

THANK YOU to everyone single person who made Stradaganza possible! Had a great time! It was great to see everyone in person for the first time! Ada owners, you all are amazing souls! Extremely thrilled to be part of the Ada family!



Express your gratitude for someone in the comment section below!

at Ada, for her amazing work building out our ENT SDR organization and thinking long-term when it comes to the growth of the company! ...see more

 ada | **Josephine Koopman**



 **Think Long Term**
Award Recipient

with Josephine Koopman

 You and 169 others

20 comments · 1 repost

No Employer Brand Team or Resource?

- 1. Strong and aligned messaging**
- 2. Recruitment Platforms**
- 3. Glassdoor Reviews**
- 4. Gather Brand Ambassadors**

EX affects CX

Success starts from within.

Resilient Employer Brand

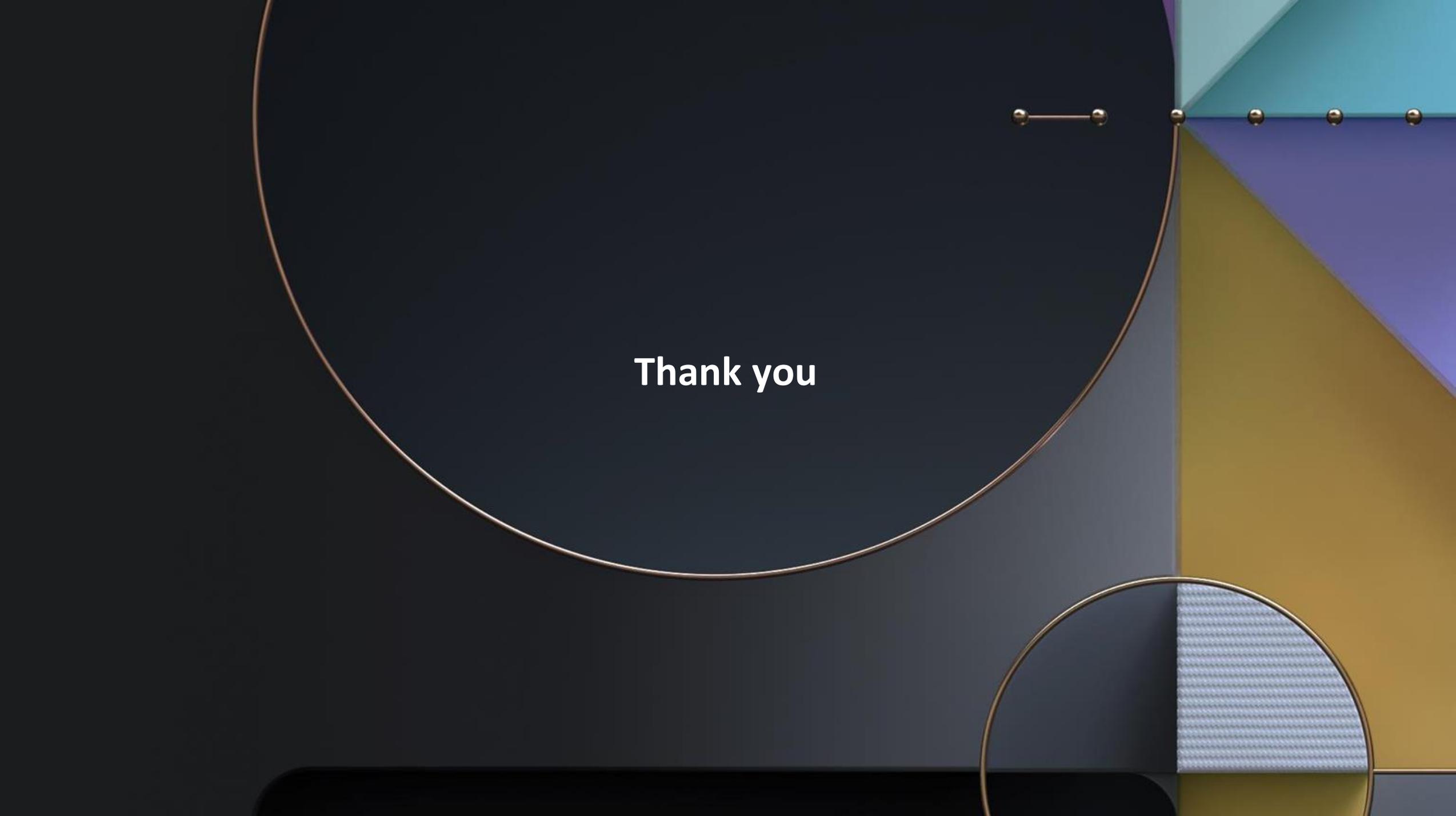
Stay transparent, strong and confident in your messaging.

The Power of Storytelling

Take them behind the scenes

Empowering your Employees

Empower your employees and they will grow your business.



Thank you