





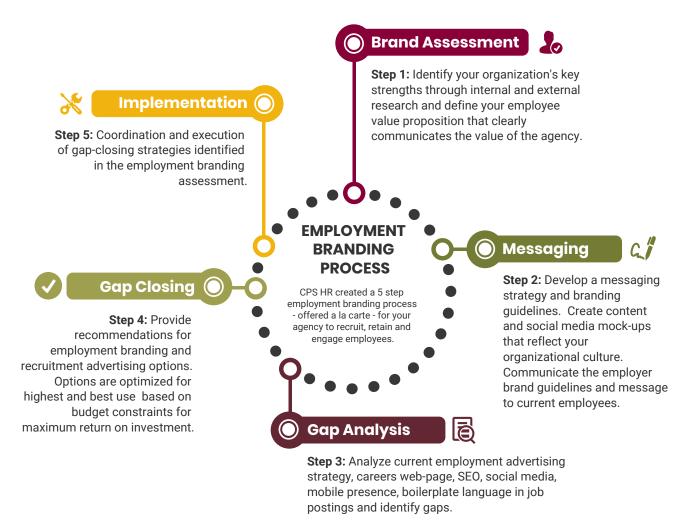
WHAT IS EMPLOYER BRANDING?

Every agency has a reputation. It can include perceptions of what it is like to work for your organization, experiences based on interacting with your agency and your agency's digital image. That reputation is known as your brand and it can be extremely powerful.

Your agency brand extends to how you are viewed as an employer. Your agency brand is alive in the hearts and minds of your former, current and future employees. The brand conveys organizational culture and is crafted in a way to attract talent that emulates the qualities of your agency's top performing employees.

SHOWCASE YOUR ORGANIZATION'S UNIQUE CULTURAL DIFFERENTIATORS, AND AMPLIFY THEM SO YOU CAN POSITION YOURSELF AS A TOP PLACE TO WORK.

CPS HR Consulting has designed a public sector employer branding solution that focuses on the goal of increasing your candidate pool as well as retaining and engaging current employees.



To learn more about how CPS HR can help craft your employer brand, contact Jason Litchney - Marketing & Employment Branding Manager at 916.471.3383 or jlitchney@cpshr.us.



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