

Companies suffer if employees have little pride in their work. Employers must work hard to instil a sense of pride in their personnel through embedding a workplace culture that promotes purpose, personal growth, health and wellbeing.

The first stage in achieving this is to define what the company stands for, as well as what it means to work there, emphasising how your brand is different and encapsulating the type of people you want the business to be associated with.

Giving direction and purpose through learning and development programmes is an easy win. Conceiving benefits and rewards that match the brand's ethos and aligning the organisation with perceived 'positive impact' causes will also ensure success.

Being open to and creative around flexible working will help people meet personal obligations and responsibilities, and generally give them greater control over their working lives, which ultimately reduces stress.

Refining recruitment systems so that all candidates – whether successful in their job application or not – enjoy positive recruitment experiences, is a must. Positive and in-depth onboarding processes, too, help retain the momentum of recruitment campaigns.

If employees are engaged, then they'll want to help and giving employees the freedom and tools to participate in brand building online is a smart move. And the more channels collectively utilised, the greater exposure and impact gained.