



# The Cultural Fit Factor: Creating an Employment Brand That Attracts, Retains, and Repels the Right Employees

*Lizz Pellet*

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## **The Cultural Fit Factor: Creating an Employment Brand That Attracts, Retains, and Repels the Right Employees** Lizz Pellet

Documenting how employment branding can save money by attracting talented, capable associates that complement their organizations, this reference underscores the importance of any company having clearly defined values. Addressing how individuals no longer wish to compartmentalize their lives or separate themselves from how they contribute at work, this handbook emphasizes the significance of ensuring that all staff members share the same standards, guaranteeing that they will operate powerfully together. The potential roadblocks of incongruent belief systems are also explored, explaining how they can be detrimental to the growth and momentum of any organization. Demonstrating how to establish the ideal culture in any given workplace, this examination is key to forming the most efficient team in any professional environment. Presented in an accessible and engaging manner, a practical key assessment tool for employee branding is also included, focusing on the need for identifying organizational balance and alignment.

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