The art of strategy a game theorist's guide to success in business and life download

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A brand strategy usually means efforts that come from the consumer side of the company. But this also applies to the organization's workforce. Employer branding now plays an important role in recruiting and retaining the best candidates. However, a report from iHire shows businesses are not all the way on board with this concept. More than two-thirds or 39.8% don't know enough about it to come up with an employer brand strategy. Another 59.3% say they don't have an employer's branding strategy or they're unsure of their branding efforts. In today's highly competitive job market, your employer brand plays a big role in attracting the best talent. iHire's CEO, Steve Flook, shares this very moment in the release for the report and eBook.Flook says: The extremely competitive labor market requires employers to make extra efforts to stand out from the competition if they want to recruit and retain the best talent. What is an employer's brand? Employer brand perception of what your current and potential employees are about your company. If you have a strong employer brand, more people will want to work for you. Everything from company culture to mission and core values plays an important role in building a strong employer brand. The more reasons you give candidates to come work for you, the better your brand will be in attracting them. According to iHire, your brand employer must report your company's mission at first sight. And this should be very clear, leaving no doubt as to where you stand on the principles that you founded your company. The results of the iHire 2019 Employer Branding Pulse Survey were conducted involving 688 U.S. employers in 56 industries. The concept of the employer brand strategy is still not widely shared by employers. Only 40.7% say they have a strategy, with 39.1% saying they don't, and another 20.2% who are unsure. But those who have a strategy, fully appreciate the value of being one in place. More than half or 51.2% say they support their broader marketing efforts. Additional benefits include increased confidence and confidence (41.2), hiring for a culture fit (34.9%), boosting employee morale/participation (32.5%) and hiring for a culture fit (34.9%), boosting staff morale/participation (32.5%) and hiring for a culture fit (34.9%). And this is crucial in retaining the best talent (30.1%). When it comes to promoting their employer brand, companies use a wide range of platforms to reach their audience. and external vacancies (69.9%) for the top three. Other platforms include print, email marketing, advertising, videos, blogs and more. As for why they don't have a brand strategy, the main response employers don't know enough about the subject 39,8%. This is a reasonable answer, but employers also say that their size (28%) is a reasonable one. and the budget (22%) are the reasons for not having a strategy in place. However, iHire iHire almost any company - regardless of size, budget, resources and need for hired - can build an employer's brand. A low or inexpensive way to start with affordable technology for small businesses, employers can quickly and easily deploy these employee branding elements. And in most cases, you can do it at all costs. If you start to get positive results, you can implement low-cost solutions to further develop your efforts. These are the recommendations of iHire:Gather employee reviews describing what makes your company a great place to work and share them on your website. Post a video to illustrate the day in life in the workplace. Describe the company's benefits, benefits, and other incentives in job advertisements. Revamp or run a career wednesday page on your website, including open positions, fun companyphotos, and a list of benefits such as health insurance, paid leave, 401 (k) options, volunteeropportunities, discounted gym memberships, etc. turn your employees into brand advocates – encourage them to provide positive reviews on employerreview websites or contribute to your blog. Use job boards that offer free company profiles and add your logo to external job postings when that's an option. Apply for local and/or national awards that recognize superiority in the workplace (note that some of theseawards come with a bid fee). A monthly employee survey to get constant feedback. Just as word of mouth is one of the best forms of advertising for the consumer side of the brand, it also applies to the employer brand. When your employees say good things about your company, it will attract the best candidates. And it works for companies of all sizes. Being a small business does not exclude you from a strong employer brand strategy. Picture: Depositphotos.com More in: Branding April 16, 2000 4 min read Opinions Expressed by Entrepreneur Contributors are their own. The question is: I start a small business and get all the necessary funding from friends and relatives. Is there any reason to write a business plan? A: It sounds as if you think of a business plan as just a fundraising tool. In fact, the business plan is much more than that: It's a tool to understand how your business is put together. You can use it to monitor progress, hold yourself accountable and control the fate of the business. And, of course, it is a sales and hiring tool to attract key employees or future investors. Writing a business plan forces you to consider everything at once: your value proposition, marketing assumptions, plan of operations, financial plan and personnel plan. You End up spotting connections you would otherwise miss. For example, if your marketing plan projectes 10,000 customers for two years, and your staff plan involves two sellers, it makes you ask: How two sellers can generate generate Customers? The answer may lead you to conclude that forming partnerships, targeting distributors and focusing on wholesale sales to large companies will be your best tactic. As part of your operational plan, you will set out major marketing and operational milestones. When you're a founder, the only person who holds you accountable to these results on a daily basis is you. This way, your plan becomes the baseline for monitoring your progress. If your prototype was to be completed by February 1st and it will be done early on January 10, for example, you may ask yourself why. Was there an unexpected breakthrough? Did someone put in a heroic effort? Or did you just overestimate? What you learn will help you do even better next time. But even more than a tool for after-fact learning, plan how you drive in the future. When you write: We expect 100 customers by the end of the year one, it is not a passive forecast, you do not just wait for customers to show. This becomes the goal of your sales. The plan sets out targets in all key areas: sales, expense items, job recruitment and funding goals. Once laid out, the goals become performance goals. And, of course, a well-written plan is great for attracting talent. When a prospect asks to understand your business, you can give them a plan that gives them a complete overview. Their reactions tell you something about how quickly and thoroughly they can think through the key issues of your business. In addition, a written account of your goals combined with a track record of delivery against these goals sends a message loud and clear: You understand your business and can deliver the results that you promise. Great employees will respond to this message as there will be banks and investors the next time you need to raise money. So viewing your plan as a fundraising tool is just the beginning of the story. You will use the plan for much more to manage yourself, to do business and to recruit. Before deciding to skip the planning phase, consider all the implications and what they mean for your future success. Steve Robbins is a venture trainer, helping entrepreneurs and companies in the early stages develop the relationships, skills and opportunities needed to succeed. He brings skills as an entrepreneur, teacher and technologist, helping others create successful businesses. The views expressed in this column are those of the author, not Entrepreneur.com. All responses should be general in nature, without taking into account specific geographical areas or circumstances, and should be relied upon only after consultation with the relevant expert, such as a lawyer or accountant. The opinions expressed by the participants of the entrepreneurs are their own. took courage, savvy and sheer determination, but you did it: You made your business successful. You have experienced market fluctuations, eclipsed the competition, and kept kept customers are more than satisfied. Your achievements have allowed you to take care of and protect your family. So what happens if you get sitised by this proverbial bus? According to a recent national survey, 25 per cent of family business shareholders who enter their senior years have not completed any real estate planning or continuity other than writing a will. But succession planning for a business owner involves more than just deciding how your assets will be split after death. At its core, the succession plan is a documented roadmap for partners, heirs and successors to follow in the event of your death, disability or retirement. This plan may include a program for distributing shares in business and other assets, debt retirement schedules, life insurance policies, buy-and-sell contracts between partners and heirs, sharing responsibilities between heirs and any other elements affecting your business assets. The plan can also establish the value of your business. So where do you start? In the succession planning process, you must first clearly set your goals and objectives, as well as your company's current human and financial resources. How much control of the business do you want to keep? Is there someone who can run the business once you retire? Are there key employees that need to be retained? Are there enough assets to pay property tax, call property and keep the business? How much money do you need to achieve your financial goals? And don't forget: while clarifying your goals and wishes is important, it's not enough. You should also communicate your vision with your family, business partners and key employees. Here are some additional things to keep in mind when developing a sound succession plan: an effective succession plan should be flexible. Business, family and health situations are dynamic, and your plan should be easy to change and change. Choosing the right person to take the reins of the company once you have abandoned them is key. The process of selecting a successor can be akin to navigating a minefield, especially if you have a choice of equally qualified children or staff. And with more than one child involved in the business, you have to decide which one gets to be the boss and which ones just get voting shares. The distribution of money and assets between siblings can be particularly controversial. Your job is to share business responsibilities and assets so that your business survives - and maintains family harmony. Knowing the impact of federal property tax laws is important. The Economic Growth and Tax Benefits Act 2001 (EGTRRA) sought to reduce or eliminate our system of transfer of taxes (property tax and donation and tax structures, skipping generation), but he created a tax system with three features: relief, abolition and re-emergence. Betting Bet it is planned to be reduced by 2010. Since 2004, the gift tax exemption has been frozen at $1 million. Thus, a person can transfer more property at death than in his lifetime. Check out the various exemptions, exceptions and deductions that make it possible to reduce the impact of the property tax. Among them: the annual gift tax exemption, in which you can transfer, tax-free gifts, up to $11,000 per year per recipient and an exemption from gift tax, allowing cumulative gifts, either directly or in trust, totaling $1 million tax-free (in addition to the $11,000 annual exemption). Consider creating, as part of your succession plan, the fair value of your company. Fair market value is usually defined as the amount that the willing buyer will pay to the voluntary seller, and none of them is under any compulsion to conclude a transaction. Explore a possible family or charitable deduction. Transfers between spouses, during their lifetime or at death, do not incur transfer taxes as long as the spouse is a U.S. citizen. The use of an individual family deduction, however, does not eliminate transfer taxation, but simply postpones it. With a charitable deduction, transfers to qualified charities are allowed as a deduction from the property tax and donation system. Methods are available that combine the tax benefits of charity with the natural desire to provide for family members. Richard Rojeck, a certified financial planner, is managing director of the Southern California Regional Planning Group at Sagemark Consulting, a financial planning and investment advisory firm in San Diego. 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