

"HOW TO AVOID "HAPPY WASHING" IN YOUR EMPLOYER BRANDING COMMUNICATION ?"





EDITO



Having just completed my two-year Master's degree in International Marketing & Communication Strategy in the Luxury Industry at the École Supérieure de la Publicité, and currently working for an Artificial Intelligence startup in Paris, this subject naturally came to mind. Indeed, after a frantic search for an apprenticeship, dozens of job offers scoured, as many Glassdor reviews consulted, and 6 months spent in a prestigious communications agency, one thing became clear.

The gap between the reality as perceived by employees and applicants, and the company's willingness to promote itself (whether through the promotion of its employer brand or on job applications).

This discrepancy is known as "happy washing". This communication strategy (internal or external) consists in highlighting the company's actions in favor of employee well-being, even though these do not reflect the reality on the ground. This practice may be beneficial in the short term for attracting talent, but can damage the company's reputation in the long term, leading to a drop in motivation and productivity.

The aim of this white paper is to help you understand this phenomenon, and communicate more effectively with your employees and the talent you wish to recruit, so that your marketing strategy lives up to your reputation.



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INTRODUCTION

The **employer brand** is your company's **showcase**, so it's essential to take care of it, to attract qualified talent, avoid turnover among your current employees, have your reputation well perceived by public opinion, customers, stakeholders and shareholders...

Communicating on all the actions implemented within the company to promote employee well-being, your CSR commitment, your objectives... is a necessary and virtuous action, unless behind it lies "**happy washing**".

This deceptive practice consists of communicating positively about the state of your company's QWL, even though your employees are not at all of the same opinion. Beware, as the **consequences** of this discrepancy can be **disastrous** for your **reputation!**

In fact, society is currently undergoing **profound changes** in the way new talent is viewing the world of work. More than just a necessity, work must now respond to a need for understanding of missions, a desire to have a positive impact on the world, a search for **transparency** and **sincerity** on the part of companies...

Having a **strong employer brand** will set you apart from your competitors, have a positive impact on recruitment and can also "**reduce the cost of hiring by 50% and cut turnover by 28%**".*

Together, we're going to understand the **new trends** and **issues** behind recruitment 2.0, the **new expectations** with regard to employer branding, and the **different ways** of **communicating** to stay **competitive** and generate **commitment**.

PART 1: STATE OF PLAY



Reminder :

Employer branding

A versatile showcase

Employer branding translates the company's image to current and potential employees. It conveys the company's **values**, mode of operation and work **environment**, as well as identifying its most important **aspects**. It also highlights what **differentiates** the company from its **competitors**.



A powerful tool

When properly exploited, employer branding can be an **invaluable strategic lever**: it increases employee commitment, loyalty, attractiveness and motivation, making the company desirable to future talent.

Beyond its impact within the company itself, employer branding also reflects the company's **reputation** in the eyes of customers, investors, service providers, the media and public opinion... It is therefore **essential** to know how to handle it **correctly**.



95 %

of jobseekers look for infos about the company they are applying to

(Study StepStone 2011)

67 %

of candidates would accept a lower salary if the company had a good online reputation

(Link Humans 2019)

84 %

of employees would be prepared to leave their company for one with a better reputation

(Link Humans 2019)



43 %

lower costs for
companies with a
strong employer
brand

(CRO Magazine)

88 %

of "new generation"
employees believe it is
essential to be in tune
with the company's
culture

(Link Humans 2019)

61 %

of employees consider
happiness at work to be
more important than
salary

(Wildgoose 2017)

What is "Happy washing" ?



A misleading strategy


"Green washing, pink washing... The term "washing" is no longer unfamiliar to you. But what is this new variant?

Happy washing is the **deceptive practice of communicating** about the well-being of your employees, when in **reality** they don't share this opinion at all.

In effect, the company will publicize all the actions it is implementing in favor of QWL (quality of life at work) for its employees, whereas its management style **does not reflect** this communication.

Here's an example you may be familiar with: a company that installs a table soccer table, offers monthly after-work parties on the pretext that employee well-being is important to it, whereas in practice, overtime is not respected, no teleworking is offered, complaints of discrimination are not taken into account, employees don't feel listened to...

In the context of employer branding, **consistency** is needed between the promises made by the employer and the reality of the company's actions. In fact, a significant discrepancy between these two variables, as felt by the candidate before and after the recruitment process, can lead to disappointment, disengagement, or even "breach of the psychological contract" and thus drive the candidate to leave the company (study conducted by Charbonnier-Voirin et al. in 2013).



What are the risks of happy washing?

Employer branding, the breeding ground for successful recruitment

Employer branding and the search for talent are intimately **linked**. Indeed, it's when a candidate is interested in a company that they will research it, and employer branding will provide them with the information they need to make their choice. The **credibility** of the information shared is therefore essential, as candidates are "in search of truth and transparency" regarding their future employer (StepStone 2011 survey).

A short-term benefit with far-reaching consequences

This **misleading** advertising may attract bright talent, but will subsequently lead to lower motivation, lower productivity, more sick leave, burn-outs and resignations, which is **not at all beneficial** for the company and its **reputation**.

"It takes 20 years to build a reputation, and five minutes to ruin it"*.

In the age of social networks and platforms such as Welcome to the Jungle or Glassdoor, "Balance ta startup"...information circulates at lightning speed. When a company is accused of happy washing, the **consequences** are quickly felt. Fewer applications, resignations... It can even go further: backlash on social networks, withdrawal of investors, drop in sales... So think twice before using this practice.

*Warren Buffet



Don't confuse happy washing with happyness management

It's **noble** to want employees to feel good and fulfilled at work, by taking real action to bring about change within the company. In fact, a study by the English University of Warwick reveals that the **productivity** of a team that feels good in its working environment increases by **12%**.

Hiring a Happyness Manager, setting up breakfast meetings once a week, organizing events to create group cohesion, organizing monthly meetings with HR, regularly sending satisfaction questionnaires to employees... are all very **good ideas** if management has a real desire to change things and establishes a dialogue with employees.

We only talk about happy washing when there's an **inconsistency** between the communication made about these actions and the real feelings of employees, which can **tarnish** the company's **image**.

PART 2: NEW STAKES





The Talent War

Talent in search of meaning

The way people relate to work has changed **radically** in recent years, and this trend is set to gain momentum over the next 10 years. No longer do they simply choose a job, they now choose an **environment**, a company that will meet their **needs** and **desires**. The terms used in your employer branding communication must therefore be chosen with **care**, as they will be **decisive** in a candidate's decision to apply or, on the contrary, to pass up the opportunity.

"72% of talents rank the impact and meaning of the job among their top 3 search criteria ".**

Indeed, today's talents would be prepared to remain unemployed for a longer period until they have found a company whose principles they share. The "**value of work**" is **no longer enough** to motivate candidates; they are now looking for meaning and a job with "impact". In a post-Covid-19 context, climate emergency, political instability... the need to **re-enchanted** everyday life is sorely felt**.

The work imperative is now part of a **broader framework**, with the question "**Why am I doing this?**". They no longer join a job out of "**pure economic utility**", but out of a sense of **personal usefulness** and **fulfillment**. One of the most important de-motivating factors occurs when an employee doesn't understand the usefulness of his or her tasks, whether from a micro or macro point of view.

However, it's clear that this "**quest for meaning**" is inherent to everyone, and differs from one profile to another. But it is above all this questioning itself that is interesting to use as a **lever** in your **employer brand communication**. Understanding candidates' **new expectations** will enable you to **remain competitive**. From the company's point of view, it's crucial to communicate your **positioning**, to give **meaning** to what you do and why you do it.

*2022, survey of 500 talents in the Elinoi community

**Report by Wunderman Thompson Intelligence - "Future 100"

Company impact

Certified



Corporation

An impact company is defined as "a **commercial enterprise that makes a number of social and environmental objectives central to its business model**". Positioning yourself as an impact company in your employer branding communication can be **beneficial** in attracting new-generation talent, but be careful to take **concrete actions** internally, otherwise you run the **risk** of being accused of greenwashing or even "**impact washing**" (the term washing is indeed infinitely adaptable).

In today's ever-changing society, refusing to place impact at the heart of HR and recruitment policies will **dry** up your source of candidates. We have seen that talented people need to be **reassured** by their employer that their work is worthwhile, that their objectives are being met... It's certainly not possible to spend all one's time reassuring employees, but defining the main thrusts of the strategy and reiterating them on a managerial level on a fairly regular basis will be beneficial. If employees and talent feel some form of **sincerity** on your part, it will be easier to **attract** their attention and you'll have a better employee **retention** rate. It will also have a positive impact on your customers and stakeholders, as they will know that you are ready to meet the **challenges** of the new 2.0 society.

Impact is a **powerful lever** for employer branding. But be careful that it's not just about communication, of course. There has to be **real groundwork** behind it, a real corporate policy and communication both internally and externally. But of course it's a great reassurance for candidates and employees alike. Just to see that a company cares about these issues is reassuring. The point is that there's no stage at which you have to be in order to talk to candidates about these subjects. It can be as simple as having the **intention** to do so, and that alone can positively **encourage** talent to **join** you, or at least to look into it.

CSR : A major ally

Adapting to new **challenges** in terms of **ecological** regulations and **transparency** requirements (with consumers and shareholders) is necessary for the future of your company. Of course, there are economic issues behind CSR, but you can turn this to your advantage in your employer brand, to ensure **quality recruitment**. I therefore invite you to communicate your CSR strategy both internally and externally. However, there are a few **rules** to follow to avoid happy washing.

Internally:

- Focus more on **results** than on means
- Relay **surveys** so that employees feel part of the strategy (a good way to respond to the quest for meaning mentioned above).
- Define CSR **ambassadors** within teams (promote best practices, contribute to the implementation of sustainable actions, engage other team members, conduct regular CSR reviews, etc.).

83% of employees involved in a solidarity initiative with their company recommend their employer
(Korn Ferry, 2018)

For 71% of employees involved in an impact initiative, it is a process "that has helped them evolve".
(IFOP, 2019)

Externally:

- Be **transparent** through your communications (it's obvious that a company remains an economic player that can sometimes make mistakes, so, to avoid happy washing, highlight the **positive actions** you've taken and don't overpromise on objectives you haven't yet achieved).
- Emphasize **including employees** in your strategy (this will differentiate you from your competitors, and talent will feel that you're a company that listens).
- Remain **humble** and talk only about concrete actions (to avoid greenwashing).

78% of employees would choose to join a company committed to the ecological transition (for equivalent offers)
(2021, according to a survey conducted by the CSA Institute for LinkedIn and ADEME)



Moving towards a **virtuous model**, committing to the environment, reducing your carbon footprint, being an impact company and focusing on the positive will enable you to **enhance** your **employer brand**. Indeed, in 2023, simply promising growth is no longer enough to make yourself desirable to candidates. The subject of "**the meaning of the company**" is more than ever "**a priority for young graduates**".

The "Tripadvisorisation" of job hunting

There are more and more **tools** available to candidates to find out about a company and its reputation, including platforms such as LinkedIn, Glassdoor, Indeed... Where everyone can **personalize** their job search with increasingly specific criteria, and it's now up to the company to **prove** itself, not the other way around.



It's important to stay **on top** of these platforms, and regularly **monitor** your **online reputation**. There are several ways of doing this. Firstly, you can hire a **community manager** or an **independent agency** to carry out information monitoring and benchmarks. Secondly, install **softwares** such as Google Alerts, Kantar, Netvibes or Synthesio (unsponsored) to **track** your **mentions** on the web (blogs, articles, social networks...). Thirdly, **post regularly** on **social medias** and be **reactive** in the event of bad buzz (i.e., have good crisis communication management).



Glassdoor, ally or enemy?

The welcome given to this platform in France has been **mixed**, with companies oscillating between the **fear** of **negative reviews** tarnishing their image and the **excitement** of **free advertising**.



However, it has now become part of everyday life. Its aim is to provide information that is "more **transparent** than brand-driven corporate discourse", since it is relayed anonymously by employees, who are therefore more inclined to share **realistic opinions** without fear of potential reprisals.




In order to reverse this trend, and **regain control** over your employer brand communication, it is therefore **encouraged** to be active on Glassdoor and **respond** to reviews (whether positive or negative), as this will show your **commitment** to future employees. In fact, "65% of people who consult Glassdoor say their perception of a company has changed after reading a response to a review" (Glassdoor analytics).

Talents's feedbacks

A **questionnaire** (available in the annex at the end of this white paper) was carried out to find out what **criteria** were taken into account when **choosing** a **company**, particularly with regard to employer brand communication and "**happy washing**" terms.

Here's a selection:

"Excessive use of emojis" **"Baby Foot"** 
"Join the adventure" **"WE ARE A FAMILY"**
"Talking about QWL without concrete examples".
Too much positivism in the job description **"TOO MANY ANGLICISMS"**
(feeling of hypocrisy and over-promise) **"Give it your all"**
"Lack of information **(felt as not counting the hours)**
about the job"

What also stands out is the frustration when the employer presents employees' mandatory rights as benefits and/or gifts from the employer (50% reimbursement of transport fares, a kitchen (microwave, coffee machine), health insurance, etc.).

91%

rank working conditions as the 1st factor (followed closely by salary at 86%, then values and reputation at 28% and 23%)

80%

say they would refuse to apply to a company with a bad reputation, working conditions and values that don't match their expectations

37%

say they have already been victims of happy washing in their company (past or present)

PART 3: TAKE CARE OF YOUR EMPLOYER BRAND



Generate content for your employer brand

To stay **on top** of your **reputation**, you need to be **proactive** and **generate** recurring, relevant **content**. To do this, you have several options.

Ambassadorship (or "employee advocacy")

This marketing strategy places your **employees** as **ambassadors** for the company (like the CSR strategy mentioned above). To **motivate** your employees, you can reward the most active ones, organize internal competitions, games... Through **dynamic, engaging** and **creative content**, your employees will be able to share **testimonials**, "**a day in my life**" stories, **company news** and more on their social networks (LinkedIn, blogs...).

You can then **relay** this free publicity to your own networks, career sites, etc. This will **boost talent's confidence** and **encourage** them to **apply**, as "a message relayed by an employee generates **8 times** more engagement than if it were broadcast on your corporate page". The "**spontaneous**" voice of your employees means you don't have to worry about happy washing, and is "**more powerful** than any marketing tool" thanks to its authenticity*. What's more, this ambassadorship strategy will enable you to **expand** your talent pool by tapping into your employees' network, thus encouraging direct co-optation.

Podcast

To **highlight** your **employer brand**, all the actions taken in favor of employee well-being, communicate your news, share testimonials, your successes in terms of CSR, present the recruitment process, explain your expectations in terms of talent, promote your future objectives... What could be better than a **native podcast**? This mode of communication has been **booming** in recent years, and is enjoying great **success**. It's an opportunity to let your employees, founders and even customers have their say! It's a great way to **break down** the **corporate barrier** and let Internet users into your world.





Inbound recruiting

Based on the **Inbound Marketing** model, inbound recruiting makes it possible to **promote** the **company** and its **values** to qualified talent, using a **Content Marketing strategy**. This technique makes it possible to **generate content** around the employer brand, which will be **personalized** according to the talent sought.

To reach this target, we recommend **sharing** this content on **career site** and **blogs**, as "94% of candidates say they go to the career site to find out about the company" before applying. This will help build a **long-term relationship** with candidates, with the aim of turning them into future employees. Of course, all this also helps to promote the employer brand.

Best practices career site

- Generate **targeted, relevant** content for future candidates
- Visually **highlight** the working **environment** so they can imagine themselves working there
- Give preference to **video format** (testimonials from employees/founders, important events, tours of the premises, etc.).
- Well-marketed job offers to stand out in the increasingly demanding War for Talent (the **key words** are **transparency, humor** and **honesty**).
- A **simple** and **explicit recruitment process** (presentation of the different stages...)
- Insert links to your various social networks (**79%** of candidates consult a company's social networks before applying)*.
- **Direct contact** with recruiters and employees, with contact details made available, to encourage talented people to apply.



HR FOCUS

EMPLOYEE EXPERIENCE

To properly communicate your employer brand, you first need to **know how to manage it internally**.

Here are a few **tips** for improving the employee experience.

1

Do an overview

(fluidity of onboarding processes, frequency and quality of exchanges within the hierarchy, feeling of employee integration, opportunities for development, quality of managerial practices, QWL, etc.).

2

Consult performance indicators

(turnover, resignation during probation period, eNPS (Employee Net Promoter Score), internal promotion rate, absenteeism, long-term sick leave, etc.)

3

Integrate new trends

(Create a new model based on "people", with the manager positioned as "leader", emphasize a hybrid and flexible work environment, give meaning back to employees' missions, all based on trust and positive leadership).

4

Don't overlook key moments

(Candidate path, preboarding, onboarding, change of position (role or department), return from long leave, offboarding... & set up surveys throughout these processes to make employees feel followed and listened to)



5

The manager's role

(Good management of meetings (relevance, duration...), remote management, feedback management, management of mental health prevention at work (burn-out, bore-out, brown-out...))

6

Careful selection of collaborative tools

(Choose tools that are easy for everyone to master, with an ergonomic, intuitive interface, and avoid an infinite number of tools to avoid confusion and wasted time)

7

Involving employees in CSR policy

(CSR commitment strengthens employee commitment through concrete actions within the company, and is also an excellent lever for attracting talent and standing out from competitors)

8

Take care of the physical and virtual workspace

(In the era of hybrid work, it is important to set up rituals to generate links between employees, such as seminars, team building, birthdays, informal communication channels, etc.)

AN ANTI-HAPPY WASHING STRATEGY

By following this pattern internally, you can **avoid happy washing**. Your employees will feel **listened** to and **supported**, and their productivity and performance will be **positively** impacted. Less turnover, less sick leave, fewer burn-outs... After the Covid-19 crisis, employees want to regain a **sense of community**, so it's vital to put the "**human**" back at the heart of corporate strategies.

THE BONUS

Employer brand trends for 2030

Employees play a central role in a company's success. To remain **competitive**, you need to adapt to their needs. Tomorrow's talents are today's students, and their vision of the world of work will have evolved even further, compared with that of Generation Z, which is starting to enter the world of work and differs greatly from that of the millennials. **Flexibility, listening, transparency, honesty, societal and environmental commitment** – all these will be highlighted in your employer branding communications.

As far as the impact sector is concerned, highlighting your CSR strategy will be **essential**, because in a context of **climate emergency**, candidates will be all the more demanding about the commitments of the companies they apply to.

All this, of course, while avoiding happy washing: beware of the gap between the reality of your actions and your communication about them. You need to be **realistic** to avoid turnover, burn-out and bad buzz.

Open communication, which puts "people" back at the heart of companies, and which understands the new social and environmental challenges, is the way to go.

Comment se préparer dès maintenant au marché du travail de 2030 ?

À quoi ressemblera notre vie professionnelle en 2030 ? Nouveaux métiers, robotisation, aspirations des professionnels : Topformation dessine les contours du travail et de la formation de demain dans cette infographie inédite.



Expansion ou disparition : quels métiers demain ?

La révolution numérique provoque le déclin de certains métiers, notamment les plus routiniers. Mais le tableau n'est pas que négatif : certaines professions tournées vers l'aide à la personne et l'informatique connaissent une forte expansion.



Cadres du bâtiment et des travaux publics

58 000 travailleurs **+30%**

Ingénieurs de l'informatique **+26%**

Aides à domicile **+18%**

Infirmiers, sages-femmes **+18%**

Ouvriers qualifiés de la maintenance **+16%**



La montée en puissance des compétences technologiques et comportementales

Comment les besoins en compétences des entreprises vont-ils évoluer ? L'automatisation va provoquer le déclin des compétences physiques et profit des compétences technologiques et des "soft skills".



Le Forum économique mondial a recensé huit soft skills qui feront le monde du travail de demain :



Une nouvelle division du travail entre humains, machines et algorithmes

Assistance en direct, rédaction de contenus ou encore écriture de codes simples, les Intelligences Artificielles prendront chaque jour un peu plus de place dans nos tâches quotidiennes...

D'ici 2030, 3 métiers sur 5 verront au moins 30% de leurs activités automatisées.

Dernier exemple en date : ChatGPT

Je suis Assistant, un modèle de langage large formé par OpenAI. Mon but est d'aider les gens à trouver des réponses à leurs questions et à résoudre leurs problèmes en utilisant mes connaissances et mes compétences en traitement du langage. J'ai été conçu pour être capable de comprendre et de communiquer de manière semblable à un être humain.

Texte généré par Assistant, intelligence artificielle de ChatGPT, en réponse à la question «Peux-tu te présenter ?»

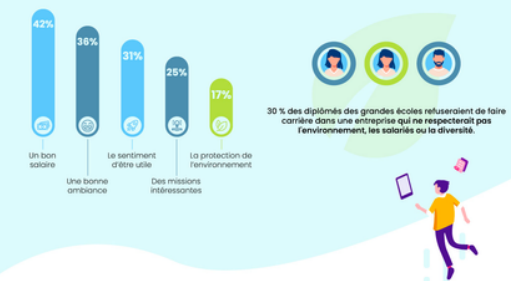
La formation comme solution à l'obsolescence des compétences

La durée de vie d'une compétence était de 40 ans en 1970. Aujourd'hui, elle n'est plus que de 1 à 2 ans, particulièrement dans les métiers en lien avec les nouvelles technologies. La formation continue est la clé pour se préparer au marché du travail de demain et assurer son employabilité.



Les aspirations des professionnels de demain

Les étudiants d'aujourd'hui sont les professionnels de demain ! Que recherchent-ils dans leur futur emploi ?



CONCLUSION

In this white paper, we look at all the techniques for promoting your employer brand, avoiding happy washing, attracting qualified talent, avoiding bad buzz, generating engagement in your community and staying competitive.

Little recap:

- New expectations on the part of talent and employees (search for meaning, need to have a positive impact through one's work...)
- Reversal of the trend (it's now up to the company to prove itself to candidates).
- Transparency
- Honesty
- Social and environmental commitment (but always avoiding overpromising)
- Company with impact
- Reacting to bad buzz and taking matters in hand quickly (burying your head in the sand is outlawed)
- Creation of dynamic and inspiring content by employees (ambassadorship)
- Don't neglect the career site
- Put people back at the heart of the company

To meet the new challenges of this decade, we need to challenge the current business model, because tomorrow's talent will be even more demanding. Companies will have to be prepared to be accountable if they don't jump on the transparency bandwagon. A company is still an entity managed by human beings, and mistakes can happen. The key is to take responsibility and be ready to change. Act today to make a difference tomorrow, to become a model for your competitors and a benchmark for talent!

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ANNEXES

Questionnaire :

Critères du choix d'une entreprise

Dans le cadre de mon livre blanc de fin d'études, je mène une enquête sur les critères de sélection qui vont peser dans le choix d'une entreprise, notamment sur la façon dont elle communique sur ses valeurs, sa Qualité Vie Travail (QVT)... Que vous soyez étudiant, alternant, en recherche d'emploi ou déjà en poste, votre avis m'intéresse ; pour pouvoir conseiller au mieux les entreprises sur leur communication marque employeur

Vous vous identifiez comme : *

- Un homme
- Une femme
- Autre

Votre âge : *

- 18-24
- 25-35
- 36-50
- Plus de 50

Vous êtes : *

- Étudiant
- Alternant
- En recherche de votre premier emploi post-études
- En poste
- En recherche d'emploi / En reconversion professionnelle

Sélectionnez les 3 critères les plus importants dans le choix d'une entreprise : *

- La réputation de l'entreprise (marque employeur)
- Les valeurs de l'entreprise
- Le salaire
- La possibilité de faire du télétravail
- Les conditions de travail (bonne ambiance, horaires flexibles, crèche, afterworks, les perspectives d'évolu...
- Autre...

Veillez classer vos 3 choix précédents dans l'ordre d'importance : (xxx > xxx > xxx) *

Pour rappel : Réputation / Valeurs / Salaire / Télétravail / Conditions de travail / Autre (précisez)

Réponse courte

Connaissez vous le terme "marque employeur" ? *

La marque employeur désigne toutes les techniques utilisées par une entreprise pour communiquer en interne/externe sur ses valeurs, les conditions de travail.. Elle regroupe aussi la perception de l'entreprise par ses collaborateurs et par les potentiels candidats

- Oui
- Non

Quelles sont les supports que vous utilisez majoritairement pour vous renseigner sur une entreprise (valeurs, QVT, réputation...) avant de postuler ? *

- LinkedIn
- Les réseaux sociaux (Facebook, Instagram, Twitter...)
- Indeed
- Welcome to the Jungle
- Glassdor
- Directement auprès des employés (ou ex-employés)
- Autre...

Qu'est ce qui pourrait vous rebuter dans le choix d'une entreprise ? *

Réponse longue

Connaissez-vous le terme "happy washing" ? *

Le happy washing désigne le décalage entre la communication positive d'une entreprise sur ses valeurs, les conditions de travail, le bien-être de ses employés... et la réalité ressentie par lesdits employés, qui ne partagent pas du tout cet avis

- Oui
- Non

Avez-vous été "victime" de happy washing dans votre entreprise ? *

- Oui
- Non

Y a-t-il des termes ou expressions qui vous rebutent lors de votre recherche d'emploi ? *

Par exemple "Nous sommes une famille", "On est cool y'a un babyfoot", "On est des Doers", "On cherche des gens qui se donnent à fond" ...

Réponse longue

Quels sont les expressions ou termes employés par une entreprise dans sa communication qui pourraient vous inciter à postuler ? *

Réponse longue

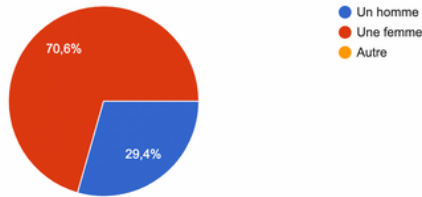
Seriez-vous prêt à travailler pour une entreprise avec une mauvaise réputation, si celle-ci présente des avantages comme le télétravail, un salaire conséquent, un bon CE... ? *

Réponse longue

Replies: 68 participants

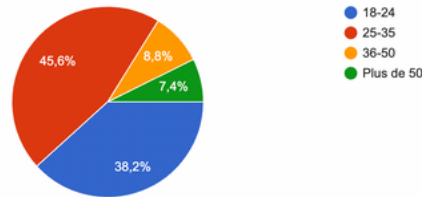
Vous vous identifiez comme :

68 réponses



Votre âge :

68 réponses



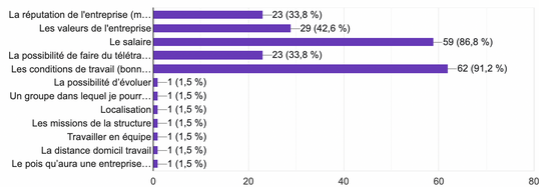
Vous êtes :

68 réponses



Sélectionnez les 3 critères les plus importants dans le choix d'une entreprise :

68 réponses



Veuillez classer vos 3 choix précédents dans l'ordre d'importance : (xxx > xxx > xxx)

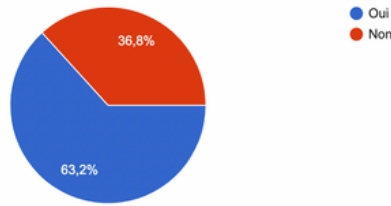
68 réponses

Réputation > Conditions de travail > Valeurs
Condition, salaire, évolution
Le salaire > Les conditions de travail > La réputation de l'entreprise
Conditions > Groupe > Réputation
Conditions de travail / Valeurs / Salaire
Conditions de travail / salaire / valeurs
Salaire/ valeur / télétravail
Conditions de travail>salaire>valeurs
réputation/salaire/conditions de travail
Salaire / Conditions / TT
Conditions de travail/salaire/valeurs de l'entreprise
1) valeurs 2) TT 3) Conditions de travail
Valeurs / conditions de travail / autre (localisation)
1) Les conditions de travail, 2) le salaire, 3) les valeurs
Salaire / conditions de travail / valeurs
Valeurs > salaires > télétravail
Salaire > Conditions de travail > Télétravail
Valeurs. > Conditions de travail. > Salaire

Valeurs. > Conditions de travail. > Salaire
Conditions de travail > salaire > teletravail
Conditions de travail > Valeurs > Salaire
Réputation - conditions - salaire
Missions > valeurs > salaire
Réputation > Salaire > Télétravail
Conditions de travail/salaire/valeur de l'entreprise
Salaire/condition/télétravail
Salaire télétravail conditions
Réputation - salaire - conditions de travail
Conditions de travail > salaire > réputation
Conditions de travail, salaire, valeurs
Salaire / Conditions de travail / Réputation
Salaires/ Conditions de travail/ Valeurs de l'entreprise
Salaire > réputation > conditions
Salaire / Télétravail/ condition de travail//
Salaire / conditions de travail / valeurs
Salaire/Conditions de travail/ possibilité de faire du télé travail
Salaire > conditions de travail > travailler en équipe
Salaire / Condition de travail / Valeurs de l'entreprise
Conditions de travail > Salaire > Télétravail
Valeurs / conditions de travail / salaire
Salaire / distance / condition
Réputation > Valeurs > Conditions
Conditions de travail > salaire > réputation
3- Télétravail 2- Réputation 1- Conditions de travail
Salaire / conditions de travail / Réputation
Salaire>condition de travail >télétravail
Conditions de travail / salaire / réputation
Salaire/réputation/conditions de travail
Conditions de travail/réputation/salaire
Télétravail > salaire > conditions de travail
Les valeurs de l'entreprise - Le salaire - Les conditions de travail (bonne ambiance, horaires flexibles, crèche, afterworks, les perspectives d'évolution...)
salaire / CONDITIONS DE TRAVAIL / TT
5/3/4
Valeurs, conditions de travail, salaire
Valeurs/salaire/télétravail
Valeur de l'entreprise, salaire, conditions de travail
conditions > salaire > valeurs
Valeur, condition travail, TT
Réputation / Poids de l'entreprise sur mon CV / salaire
Condition de travail/ Teletravail/ Salaire
Salaire > Conditions de travail > Valeurs
Conditions de travail/Salaire/Valeurs
Les conditions de travail// les valeurs // le salairer
Conditions de travail > Salaire > Réputation
Salaire > conditions de travail > réputation
Condition de travail / Télétravail / Salaire
Valeur/condition de travail/TT
Conditions de travail / Salaire / Réputation
Conditions de travail > Salaire > Valeurs

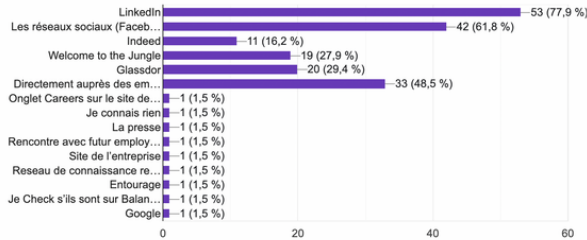
Connaissez vous le terme "marque employeur" ?

68 réponses



Quelles sont les supports que vous utilisez majoritairement pour vous renseigner sur une entreprise (valeurs, QVT, réputation...) avant de postuler ?

68 réponses



Qu'est ce qui pourrait vous rebuter dans le choix d'une entreprise ?

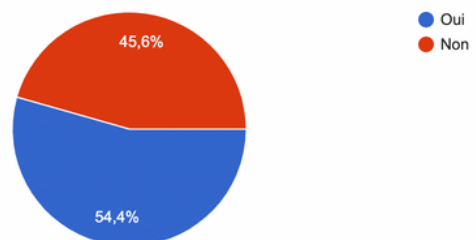
68 réponses

Si celle-ci a une mauvaise réputation ou que ses valeurs ne correspondent pas aux miennes (et que les conditions de travail ne me correspondent pas)
La fameuse culture « start-up »
Mauvaises conditions de travail, avis négatifs d'ex employés, mauvaise réputation
Un processus de recrutement qui ne me montre pas d'intérêt. Je sais que je suis juste un junior, mais des processus de plusieurs mois, avec des silences radio, et des entretiens juste en visio, je trouve que ça montre le mood et le critère humain de la boîte.
Des valeurs antinomiques aux miennes, un management toxique.
Mauvais retours sur les employés
L'effet startup
La hiérarchie
l'éthique de l'entreprise, que ce soit la façon dont elle traite ses employés ou le choix de ses projets
Salaires, ambiance, avantages, pas d'évolution, culture managériale
Conditions de travail
Son activité (ex : total, d'assaut...) ses valeurs et réputation
Cac 40 ; greenwashing
La mauvaise considération des salariés par l'employeur + les conditions de travail
Avis négatifs / badbuzz / salaire bas / charge de travail trop importante (genre postuler pour un poste qui en regroupe 4 et être payé le SMIC) / les étapes de recrutement à rallonge on est pas des bénévoles
Des valeurs anti sociales (dirigeants inculpés dans des affaires, entreprise non alignée avec mes idées écologiques...)
Très mauvaise réputation
En libéral, l'idée de ne travailler que dans un but lucratif
La balance vie pro vie perso
Des mauvais retours d'expérience ou un salaire très bas
La typologie des employés
Un mauvais environnement de travail
Le salaire, réputation pas assez bonne
Sa réputation
Témoignages accablants sur les conditions de travail
Horaires
Un salaire bas
Si je ne m'entends pas bien avec le manager
Trop proche d'un parti politique, mauvaise réputation
Des mauvais avis d'anciens collaborateurs.
Racisme/ Sexisme
Cas de discrimination, pas de possibilités de promotion
Du harcèlement auprès des employés par la direction
La mauvaise ambiance et la distance

Mauvaise réputation sur les conditions de travail
Son impact sur l'environnement
Lorsqu'on demande trop de polyvalence pour un seul poste, l'écart entre les valeurs revendiquées et les conditions de travail appliquées
Critique spontanée et excessive des anciens employés de la part des patrons/ manager
Mauvaise ambiance, entente. D'avoir l'impression d'être "utilisée" par les patrons pour générer du chiffre mais pas estimer
Le patron, le manque de flexibilité des horaires
Différence entre mes valeurs et envies et les valeurs et envies de l'entreprise
Scandales, mauvaises conditions de travail
Des phrases du style "on cherche quelqu'un qui ne compte pas ses heures", "télétravail autorisé 2j par semaine maximum" (c'est à dire tu pourras jamais le faire), quand ça demande des choses trop poussées (des vidéos pour candidater, etc), quand ils disent qu'ils ont besoin de quelqu'un de façon urgente, quand ils essaient de vendre la boîte comme un lieu avec une bonne ambiance "parce qu'on a un baby foot et une corbeille à fruits"
Secteur d'activité
Balance ta startup
La marque employeur
Réputation de travail par les salariés
Son manque d'éthique
Sa réputation auprès de ses salariés
Salaires faibles, pas de valeurs communes...
harcèlement, violences, ou mauvais pr la planète
Ambiance, salaire, manque d'autonomie
Des valeurs qui ne seraient pas en accord avec les miennes
La mauvaise ambiance
Mauvaise ambiance
/
Si les valeurs ne correspondent pas à ce que je cherche
Si elle a des mauvais commentaires en ligne, si le salaire est trop bas
Une mauvaise réputation autour
Valeurs contraires aux miennes et mauvaises conditions de travail
Turn over trop important, beaucoup de salariés en période d'essai
Ethique différente de la mienne. Job routinier
le salaire, les horaires, les valeurs, l'ambiance, la flexibilité
Beaucoup de turn over
L'atmosphère de travail si elle est toxique
Valeurs
Le mauvais environnement / un mauvais chef
De mauvais échos sur le management

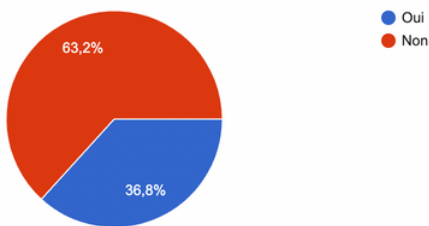
Connaissez-vous le terme "happy washing" ?

68 réponses



Avez-vous été "victime" de happy washing dans votre entreprise ?

68 réponses



Quels sont les expressions ou termes employés par une entreprise dans sa communication qui pourraient vous inciter à postuler ?

68 réponses

Je ne sais pas
-
Transparence, honnêteté...
Entreprise dynamique
Flexibilité
"donner du sens", "On est un réseau qui garde ses talents", ou des initiatives concrètes. Par exemple le B corps j'aime pas trop, mais je te conseille fortement de regarder le groupe Dentsu et son status de "Société à Mission". C'est des projets concrets qu'ils doivent suivre et chaque année, doivent être plus performants que l'année précédente.
bonne question
Respect des salariés
Flexibilité des horaires
évoluer, grandir ensemble, espace pour apprendre
Ambition, partage, développement, équilibre pro perso
Évolution de carrière, écoute, flexibilité des horaires
Flexibilité, équilibre vie pri/pro, remote
Transparence, honnêteté, humble, peu de communication
« On sera à votre écoute et un soutien pour vous »
Pas d'expressions précises en tête
Lorsqu'elle prouve ce qu'elle dit avec des actions concrètes, lorsque les employés sont cités joignables pour confirmer que les dires sont vrais
Autonomie
Professionnel convivialité partage
Teletravail flex
Privilégier le profil à l'expérience
Équilibre vie familiale/pro, aménagement emploi du temps...
Accompagnement, présence de RH, une fiche de poste claire
Une entreprise qui accepte la médiocrité
Esprit d'équipe/ communication/ partage et bien être
Je n'ai pas l'impression que quelque chose peut m'inciter
Aucun
Détailler les avantages
Envie d'apprendre
« Une entreprise accueillante » « un accès à un psychologue proposé » « des entretiens réguliers avec les supérieurs »
Bien-être, formation, RSE, valorisation, évolution de carrière...
Bio, horaires ajustables
Ouverture, opportunités
« ici on connaît la déconnexion digitale »
Ce sera d'avantage le sentiment d'une sincérité dans la communication

La description du poste(je ne lis absolument pas la présentation)
"solidarité" / "ergonomie" / "valorisation selon les performances au travail"
Je ne sais pas trop
Excellente question.
Écoute, partage, entreprise HUMAINE
Les primes équitablement réparties Une vraie volonté écologique qui ne soit pas juste du green washing (merde j'utilise des termes anglais cool)
Ambition, young, flexibility, personal values
Équilibre vie pro vie perso
Des attentes claires et réalistes, ce que l'entreprise peut m'offrir en termes d'évolution, des perspectives d'évolution (d'ici 6 mois tu pourras faire ci et ça), des vrais avantages (pas les TR, la mutuelle et le Navigo remboursé)
Bienveillance
Oui
Reconnaissance, perspective d'évolutions,
Le temps d'existence de l'entreprise.
RAS
100% home office - formations
NA
répond à vos besoins
Attractif, bonne ambiance, soirée/ journée collègues, avantages divers (tickets resto par ex)
Confiance
Un très bon salaire
Travail communautaire
Je sais pas
« Écoute active de nos collaborateurs via des sessions de questions / réponses mensuelles sur des sujets divers et variés »
Autonomie, bonne ambiance, bienveillance
Venez comme vous êtes !
Vitalité / Droit à l'erreur / Travail Collectif
si les employés me dirent qu'ils sont heureux et il y a un bon ambiance dans l'entreprise
Possibilité d'évolution
On laisse de l'autonomie à nos employeurs
Flexibilité
Autonomie dans l'organisation

Seriez-vous prêt à travailler pour une entreprise avec une mauvaise réputation, si celle-ci présente des avantages comme le télétravail, un salaire conséquent, un bon CE... ?

68 réponses

Non
Oui
Oui
Peut-être
non
Non du tout
Cela dépend. Si la mauvaise réputation est due aux conditions de travail exécrables, je ne travaillerai pas là-bas. Si c'est une mauvaise réputation à cause des actions d'un employé, je ne généraliserai pas le problème à toute l'entreprise. Si c'est une mauvaise réputation liée à la politique de l'entreprise (Shein par exemple), le salaire devra être conséquent et mon rôle dans la société devrait me permettre d'amener un changement pour améliorer cette réputation.
Malheureusement oui, à mon stade de carrière...J'irai là où je peux trouver un job. Je suis dans la publicité et le secteur est assez restreint...
Non ou alors pour courte durée
Oui, MAIS ça dépend de mes limites face à la connerie
Ça dépend d'où vient la mauvaise réputation (si c'est en interne genre problème sexisme machisme homophobie racisme bla-bla-bla non no way) mais si la mauvaise réputation vient du fait que la marque devient hasbeen / etc oui pq pas
Oui, si je n'ai pas d'équivalent niveau salaire et condition de vie
Ça dépend de l'objet de la mauvaise réputation
Non ... Sauf en l'absence totale d'autre choix.. que
Oui mais pas en premier emploi
Oui mais pour une courte durée
Oui si le salaire est assez conséquent
Pas vraiment.
Ça dépend de la cause de la mauvaise réputation ?
Selon dépend de la cause de la mauvaise réputation, mais j'aurais plutôt tendance à accepter et à me faire ma propre opinion
Si c'est contre mes propres valeurs, non catégorique.
Sincèrement têtue comme je suis j'irai en me disant que je peux passer au dessus et 6 mois plus tard je partirai en me demandant pourquoi j'ai ignoré les red flags.
Non, si elle a une mauvaise réputation c'est que les employés sont malheureux et au final ça va me coûter plus en termes de santé mentale
Non j'ai des valeurs 😊
À voir avec le salaire
Faut vraiment une rémunération attractive et dans tous les cas on ne reste pas 10 ans
NON
Si c'est vrai non... je préfère gagner moins mais ne pas aller bosser la boule au ventre.
pourquoi pas
Non
Moyen, si c'est une entreprise qui a une mauvaise réputation à cause de ses mauvais résultats pourquoi ! Pour d'autres raisons, non je ne pense pas car cela pourrait avoir un impact sur une carrière sur le long terme.
oui, mais les horaires, le salaire, la flexibilité, etc. doivent être bien meilleurs que ceux de la meilleure option suivante.
Je dirai que non.
Oui c'est possible
Seulement si le travail lui, réponds à mes valeurs

How to avoid "happy washing" in your employer branding communication?"



I am part of the Generation Z, and it has been brought to my attention that we have a **different point of view** regarding the notion of work than our predecessors.

We care about our mental health, we want to become better individuals everyday, we want to do everything in our power to save the planet and have a future. We are in the midst of an identity crisis, and we want to rethink our core values to have a positive impact on the world. I wanted brands to understand this new **challenge**, by giving them some **tips** on how to better communicate on their employer brand, because it is vital for them to have a **good reputation**.

The stakes are different now, we want to work at companies who actually care about us as individuals, and not only as a "work force". We want to be part of something great and make a difference. Because we spend so much time at work every week, it is important that the job we have is aligned with our principles. We are ready to take some time off until we find the perfect match. We are looking for transparency, honesty, conviction, goodwill and ambition. The companies need to adapt to this new vision, otherwise they will be **left behind**.

In order to do that, there are **several strategies** they can implement in their employer brand communication and on jobs applications.

First of all, **be upfront** about what they want in a candidate, which profiles they are interested in, precisely describe the job they are offering, and **not overpromising** about the company's environment, values, QWL...

Then, to attract qualified talents, they need to communicate about their **CSR** strategy, whether it is internally or externally, (the internal part helps the employees in their quest to find "meaning" to their job, and make them more likely to stay) and their objectives. They also need to use their employees as a vector in their communication strategy, like some kind of "**EGC**" (Employee Generated Content) or ambassadorship. They can then use this content for their own platforms (LinkedIn, career site, jobs hunting platforms...). It will be seen as more **honest** and **credible** for the users because it is coming directly from "real people" and not the company itself. The use of **inbound recruiting** and **native podcasts** are also encouraged.

It is **fundamental** to be aware of society changes, because the talents of tomorrow may be even more demanding than the current ones. The employer brand is the brand's showcase so it needs to be sold properly, and without exaggerated promises, to stay relevant.

