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Glossary

EB: Employer branding

HR: Human resource

SRE: Site reliability engineers

EVP: Employee value proposition

KPI: Key performance indicators

Exco: Executive committee

CEO: Chief Executive Officer

Appendices

Interview questions:

1. Why do you think employee engagement is important for a company's brand as an employer?
2. What strategies or initiatives has your company implemented to enhance employee engagement with the brand?
3. What steps does your company take to ensure that employees understand and align with the company's brand values and mission?
4. Are there any challenges or obstacles your organization has faced in improving employee engagement with the brand? How did you overcome them?
5. Where do you see the role of leaders and managers in driving employee engagement with the brand?
6. How does your company recognize or reward employees who actively contribute in representing or advocating for the company?