



**FOR IMMEDIATE RELEASE**

**Contact:** Simon Ferns  
(312) 284-2964

[Simon.Ferns@talentintelligence.com](mailto:Simon.Ferns@talentintelligence.com)

## **TALENT INTELLIGENCE ANNOUNCES EMPLOYER BRAND INTELLIGENCE PROGRAM**

CHICAGO, Nov. 3, 2016 — Global leadership risk management company Talent Intelligence today announced its new Employer Brand Intelligence program, designed to help companies assess and enhance their identity in the highly competitive talent marketplace.

In recent years, many organizations have placed an increased emphasis on employer brand — in essence, how they are perceived by potential job candidates.

With a strong employment brand, a CareerBuilder [survey](#) found companies attract at least 3.5 times more applicants per job posting than other companies in their industry.

By conducting live in-depth interviews to the targeted candidate demographic identified by their client, Talent Intelligence's Employer Brand Intelligence program produces a thorough assessment to help organizations accurately identify how they are viewed by both passive and active job candidates.

This assessment also reveals how the organization's compensation and benefits packet compares to its competitors'; career development and advancement opportunities the company may lack — and any areas for improvement within the company's hiring process that are causing it to lose out on top talent.

Recruiting and hiring qualified professionals is a crucial part of ensuring employee retention rates and profitability. For more information about how Talent Intelligence's Employer Brand Intelligence program can help companies strengthen their employment brand, please visit <http://www.talentintelligence.com/employer-brand-intelligence>.

### **About Talent Intelligence**

Talent Intelligence is a global management consulting firm that provides talent planning and human capital risk management services. The company offers its clients various talent intelligence applications in key areas — such as succession planning, organizational change, competitive intelligence, new product and/or market entry, mergers and acquisitions, diversity and leadership acquisition. With offices in London, Chicago and Sydney, Talent Intelligence serves clients in a variety of industries, including pharmaceutical, financial services and engineering.

**Talent Intelligence**  
400 N. State St. | 2<sup>nd</sup> Floor |  
Chicago | Illinois | 60654  
Telephone: +(312) 284 2950