

## Leading Scottish Adviser Features in International Communications Book

An essential new international book for Communicators featuring a chapter from leading Scottish employee engagement adviser, Alan Crozier was launched on Monday 5 June 2006. The IABC Handbook of Organisational Communication offers a comprehensive collection of practical knowledge and insights about effective corporate communication and its impact on organisational success. The chapter by Alan Crozier addresses Employer Branding, the process of creating an identity and managing the image of an organisation in its role as an employer.

Alan was a pioneer of the employer branding philosophy in the mid-nineties and has continued to work on a practical level with a number of well-known companies. He was asked to contribute his views and experience for the publication. Alan comments: "Employer branding is often misunderstood as

packaging the recruitment process, but this is like thinking a relationship is just about the first date! It is much broader and in fact is about the total employment experience from start to finish. Organisations where employees are truly engaged with their employer perform in a different league – as much as 75% better in terms of Total Shareholder Returns. This seems common sense, but we now have the hard numbers to back up the "soft" impression and that's particularly important for the boardroom."

Alan has developed a diagnostic tool, known as Q4 Profiler™ which assists organisations in identifying the key levers to improve employee engagement and build a strong brand. This is outlined in the book, along with a range of other organisational topics including internal communication, public relations, marketing and communications strategy.