



EMPLOYER
BRANDING!

Maxine O'Mahony

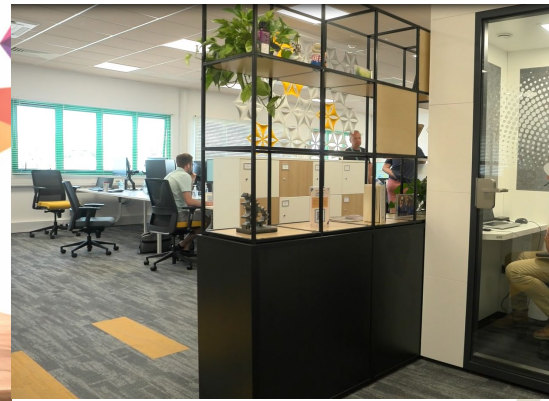
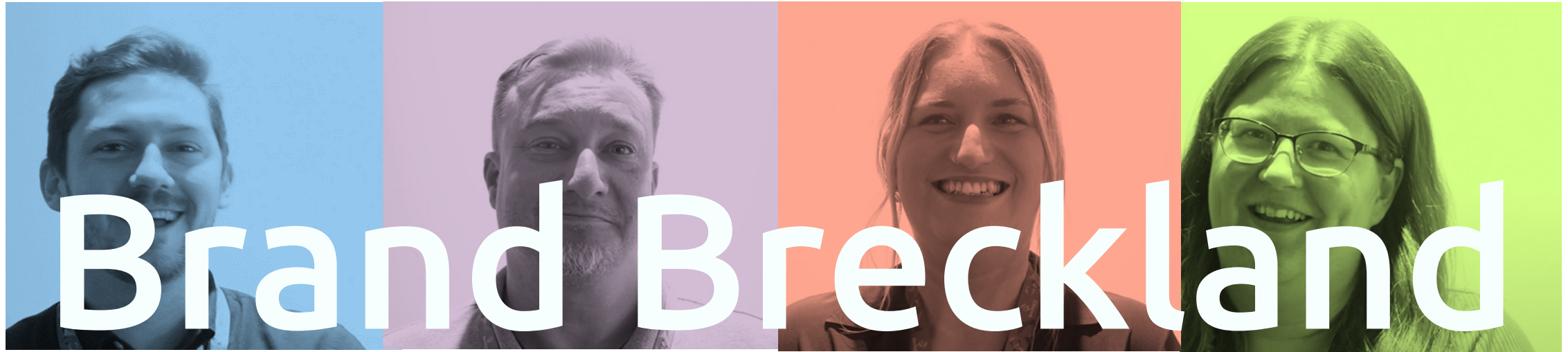
**Chief Executive
Breckland Council**

What is a brand?



What is employer branding?





82% would
recommend
Breckland

So
what?

94% feel
trusted &
empowered

98% scored
highly on feeling
supported





What is your brand?

And...

How do we develop a brand for Local Government?





**THANK
YOU**