✕ Brazen is now part of Radancy. Together we're delivering the world's leading AI-driven talent acquisition platform. Learn more >>>

brazen
A Radancy Company

Solutions   Resources   About   Pricing   Support

Log In   SCHEDULE A DEMO

HIRING EVENT STRATEGY

# 3 Ways to Infuse Your Company Culture into the Recruiting Process

Jan 03, 2024  ·  Cat DiStasio

## Table of Contents

In today's fast-moving, high-stakes world of talent acquisition, HR leaders are increasingly prioritizing culture—through employee engagement initiatives, investments in employee experience technology, expanding employee benefits and perks, and more. Making strides to strengthen and improve organizational culture has moved steadily up the list of organizational goals in recent years, and we expect the focus to continue in the years ahead.

Investing in and improving organizational culture is a huge benefit to current employees. It can also be a major boost when it comes to talent attraction. Job seekers frequently take work culture into consideration when making decisions about where to apply and which potential employers to spend more or less time with. For companies with a great culture that effectively communicate their culture stories and employer brand throughout the recruiting process, it can become easier to attract and engage with the right candidates, saving time, money, and loads of headaches.

The benefits of infusing culture into the recruiting process don't stop there. Having a culture that makes talent attraction easier has been linked with a 33% increase in revenue. However, in order to reap the full benefits, you have to proactively work to convey your culture to your candidates throughout the recruiting process.

## Leverage Technology to Scale and Reinforce Culture

Using the right virtual recruiting platform provides a container for many types of culture messages—in the form of videos, employee stories, and messages from leadership—but that's not the sum total of how your culture is reflected during the recruiting process. Much of the impression candidates get about company culture comes through the conversations they have with screeners, recruiters, hiring managers, and other employees they might meet along the way.

Today's innovative technology solutions help TA teams scale conversations, while providing a consistent look and feel that represents your brand. Taking advantage of cutting-edge virtual recruiting features like on-demand recruiter chat, rep handoffs, group interviews, and more can all help strengthen your culture messages and offer opportunities for TA teams to invite candidates to engage with the organizational culture.

## Proactively and Strategically Communicate Your Culture

Clues, ideas, and messages about organizational culture come through every interaction candidates have with a potential employer, for better or worse. To err on the side of better, it's crucial for TA teams to create a strategic plan for communicating culture throughout the recruiting process and throughout the year. In the past, we've shared examples of ideas like employee resource group events and content that features employee stories and testimonials. Another brilliant example of conveying culture intentionally comes from Amtrak, which hosts a monthly diversity, equity and inclusion recruiting event that mirrors the topics and initiatives happening internally. Each event focuses on a different angle or issue, bringing candidates in for an inside look at this aspect of the company culture.

There are plenty of other ways to infuse culture into your recruiting process. Some employers are now offering candidates the chance to sit in on team meetings, shadow employees (virtually or in person), and attend other company events. Used strategically with the right candidates, these moves can convey a transparent, tangible look into their potential future. And because so many people want to work at an organization that shares at least some of their values, getting more than a glimpse into a company's work culture can help boost engagement with candidates who feel alignment, while weeding out those who do not see a fit.

## Invest in the Hiring Manager Experience

In many ways, hiring managers are ambassadors of your culture during the recruiting process. In fact, everyone who interacts with candidates is communicating culture, whether they're doing it well or doing it poorly. Ultimately, this is a training issue.

Implementing tools and strategies that ease the burden on hiring managers and create a great experience for them is a crucial baseline. TA teams might take for granted the ins and outs of performing interviews, evaluating candidates, and offering feedback, while hiring managers may have little or no training or experience. TA teams have the important responsibility of setting expectations with hiring managers, equipping them with tools and resources, and even conducting role playing exercises to increase their comfort with interview scenarios.

What does that actually look like? Here's a common example. Your organization may encourage people to add their pronouns to digital profiles and verbal introductions—and maybe all your hiring managers already do that. But are they comfortable asking candidates for their pronouns? Do they understand how to use inclusive language during interviews? Do they know the best types of interview questions (and which questions or topics to avoid)? What are their metrics for assessing the quality of a candidate? These are all questions TA teams should consider when preparing for recruiting processes that involve hiring managers, volunteer

screeners from outside the TA team, and anyone else who might meet candidates along the way.

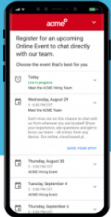## Leading with Culture Drives Better Hiring Outcomes

Creating strategies for infusing culture into your recruiting process is an art as much as it is a science. Here, culture isn't just a buzzword—it's the heartbeat of an organization's success. From leveraging technology for seamless cultural immersion to empowering hiring managers as culture ambassadors, every interaction is a brushstroke adding to your employer brand canvas. As you strategically infuse your culture into every facet of the recruiting journey, remember: it's not just about finding talent. It's about crafting an irresistible narrative that helps attract, engage, and retain the best.

## Like this post? Try these!

- [What Candidates Want in 2024](#)
- [Mastering Talent Acquisition: A Deep Dive with Bill Blackford on the Evolution, Strategies, and Future of Talent Acquisition](#)
- [How to Make Sure Your Employer Branding Attracts the Right Candidate Personas](#)

**Stay in the Loop. Join 10,000+ Talent Acquisition Leaders**

- [Subscribe to our newsletter here.](#)



Interested in learning more about Brazen's virtual career fair platform?

Sign up now to schedule a free demo.

**GET FREE DEMO NOW**

## FAQ: Company Culture & Employer Branding in the Recruiting Process

### How do you build an employer branding strategy that communicates your company culture?

To build an effective employer branding strategy that communicates your company culture, begin by clearly defining and articulating your values, mission, and unique attributes. Develop a compelling narrative that reflects the authentic experiences of your employees and showcases the positive aspects of working at your company. Utilize various platforms, such as your company website, social media, and employee testimonials, to consistently communicate this narrative and create a strong employer brand. Encourage employee involvement in sharing their stories and experiences to add authenticity to your messaging.

### How do use company culture to improve the candidate experience?

To leverage company culture in improving the candidate experience, integrate your cultural values into every stage of the recruitment process. Craft job descriptions and communication materials that align with your company's culture to attract candidates who resonate with those values. Aligning these with an authentic company culture helps ensure everyone who is a part of the hiring process, from talent sourcers to recruiters to hiring managers and interview teams, is reinforcing your company culture in a way that resonates with candidates. Provide candidates with insights into your company culture through office tours, virtual meetings with team members, and informational materials, fostering transparency and helping candidates make informed decisions about their fit within the company.

### How do you use recruiting events to communicate company culture to candidates?

When using recruiting events to communicate company culture to candidates, focus on creating immersive and interactive experiences. Design the event to showcase your company's values, mission, and work environment. Incorporate elements like virtual office tours, live demonstrations, and interactive activities that allow candidates to get a feel for the company culture. Ensure that representatives from different departments are present to share their experiences and perspectives. Additionally, host Q&A sessions or panel discussions where candidates can engage with current employees, gaining valuable insights into the company's work culture. Host events that feature your ERGs or BRGs (employee resource groups or business resource groups) so that candidates can connect with this aspect of your culture. By offering a multi-dimensional experience, recruiting events become powerful tools for effectively communicating and embodying your company's unique culture.

## Related Articles/Posts

Jan 25, 2024

### 3 Secrets to Amtrak's Hiring Event Success

Amtrak, a long-time Brazen client, has developed a best-in-class hiring event strategy to meet the unique challenges and fluctuating volume of hiring needs. Here are three key aspects of Amtrak's hiring event playbook that are helping them successfully hire thousands of employees they shared on a recent webinar with us.

Read More

Jan 23, 2024

### Building a Better Campus Recruiting Playbook

Create your campus recruiting playbook for 2024: balance virtual and in-person events, collect the most useful data, enhance candidate experience and leverage technology for success.

Read More

Jan 22, 2024

### 12 Best Virtual Career Fair Platforms & What to Look For

Virtual career fair platforms are one of the most powerful tools for connecting employers and job seekers on the market today. Whether you are a company looking to host a virtual hiring event to find top talent, a University looking to connect your graduating students with employers, or an organization looking to host a multi-company virtual career fair, we've got you covered in our review of the best virtual career fair platforms of 2024.

Read More

## Want to see Brazen in action? Our team of product experts will walk you through our platform.

SCHEDULE A DEMO     CONTACT OUR TEAM

---

🔥 brazen

Build a seamless virtual event experience that attracts, engages, and converts with Brazen.

SCHEDULE A DEMO

### Solutions

Talent Acquisition & HR

Colleges & Universities

Government & Workforce Development Organizations

Job Boards & Membership Groups

### Resources

Podcast

Webinars

Videos

Subscribe to Newsletter

### About

About Brazen

Careers

Privacy Notice

California Privacy Rights

Terms of Use

Master Subscription & Services Agreement

Notice at Collection