**EMPLOYEE ENGAGEMENT**

**Learning Outcome 2: ACTIVITY 6**

**PAIRS ACTIVITY**

**Employee engagement and the employer brand**

In pairs, complete the following:

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| **Activity** |
| Read the article by Bernard Kunerth and Richard Mosely (2011), ‘Applying employer brand management to employee engagement" Strategic HR Review, Vol. 10 Issue: 3, pp.19-26. (This article will be available in your online student resources.)  The article details how Coca-Cola improved employee engagement by converting the employer brand into observable progress.  In pairs, consider an organisation that you are both familiar with.   * What is the employer brand? * In your view, does the employer brand support high levels of employee engagement? Be prepared to justify your answer. |