



How Effective is Your Brand At Recruiting the Best Talent?

Want to know how your current brand stacks up when it comes to recruiting the best of the best? Use these tips to get a handle on how recent graduates perceive your firm's brand.

Interview the Younger Members of your Firm

Your first and second-year associates can tell you a lot about how they perceived your brand when they first encountered it. Talk to them and ask them to reflect on their job-hunting journey. What factors were important to them when considering an employer? What about your firm's branding was attractive to them? Which elements, if any, seemed off-putting? Keep in mind that junior associates may not feel as free to provide critical feedback. To ensure that you get the most honest feedback, consider hiring a neutral third party to interview staffers. While you're at it, you might even consider interviewing last-year law students to get their impressions of your brand.

Check Out Online Reviews of your Firm to get the Dirt

Find out what current and previous employees are saying about your firm by checking out review sites like Glassdoor and the Vault. These reviews — both positive and negative — can give you an important window into how your workplace is perceived from the inside. This will give you a sense of what you need to fix and what you ought to amplify. The best branding is authentic, so your first order of business will be to address any major issues that stand in the way of authentically presenting your firm as an excellent place to work.

Understand the Importance of Diversity.

Diversity and inclusivity are increasingly important qualities for all organizations to proactively embrace. The millennial generation cares deeply about working for organizations that include minorities and treat them well. What is your firm's reputation for how it treats women, racial groups, and other minority groups? Know that your firm probably already has a reputation in this category. If your reputation is less than stellar, it's time to make improvements.

Look Beyond the Visual

Remember that branding goes beyond visual execution. Your brand isn't just a piece of graphic design. Your logo is just a visual representation of your brand. As you assess your current brand, look at everything from your logo and website design to the writing on your website, the way you communicate with clients, and even your company culture.