EMPLOYER BRAND AND ANALYSIS OF INDIVIDUAL POTENTIAL

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Abstract: As companies and individuals to live their best release? What should companies and individuals were the most successful? What job would bring the most satisfaction and opportunities for further development? What would be the fastest way led to the realization of corporate goals and their own?

Answers to these questions can be obtained through analysis of employer brand and Analysis of individual potential (AIP). Employer brand analysis and analysis of individual potential is the process of identifying the strengths and potential of the company as well as a person. In this way, determining what it is that a company or person works best, how to motivate people and to the field of application of discovered talent. The main objective of this procedure is the development of an overall as well as personal and professional development of individuals in the direction of those activities and areas that will bring long-term satisfaction.

Keywords: *employer brand, the analysis of individual potential, organizational culture*

INTRODUCTION

The easiest way to find out the answer to the question of whether to Serbia recognizes the importance of employer brand is to be flipped Newspapers and look for job listings. We will see that most multinational companies are concerned about their own brand, and in many local companies, there is still not the case. Often we come across advertisements that contain only a job title, a list of tasks and requirements that students must meet. Those ads do not give any information about the employer, the employer who is, what it stands for and what we offer to the successful candidate. On the ads we encounter partly because certain employers do not consider the role that the brand has in attracting and retaining appropriate candidates because they want to save it by taking a smaller inventory. [1]

However, you should know that in this case the big question when and how to attract a given position, and the cost generated by selecting the wrong candidate is much greater than the cost of an adequate advertising. However, this is not the most serious flaw, even bigger omission is based on the ad to

show that the employer does not comply with certain legal provisions, such as for example the prohibition of discrimination, well, let's say, clearly states the age limit up to which the applicant may apply. Are you in this case is that the employer does not have a full Labour candidates or bills that do not know the legal provisions or is a habit that in Serbia, many laws are passed, but few are implemented and respected. Whatever it comes to know that unnecessarily put themselves at risk to be punished with fine which may amount to a million dinars, or prohibition of activity, in the worst case. In this regard, the analysis of individual potential involves the following steps: determining personality traits, motivations, talents, values and inhibiting efficiency.

FIRST EMPLOYER BRAND

Brand actually make intangibles such as perceptions, emotions and associations that exist in one's mind of the employer. The ultimate goal in creating the brand is attracting and maintaining customers just as in this case, the consumer current or future employees. The brand has become a tool for attracting, hiring and retaining candidates. Reflects the core values and vision of the company, an offer that is unique and different from the competition and meaningful message that is sent to the target group.

1.1. Of which depends on the success of the brand?

The most important prerequisite for the success of the brand's credibility. The brand should reflect the organizational culture firm. If the brand is not consistent with the organizational culture CCE candidates will be drawn on the basis of false images and promise, which is also a waste of time and a waste of money. Brand should not be based primarily on what the company aspires to that, but first of all on what the company is,

because it is based on an employer's ability to fulfill the promise. In a word, the employer needs to understand their organizational culture, to turn into a brand that employs and in accordance with it.

SECOND TYPES OF ORGANIZATIONAL CULTURE

There are several different divisions, but it is most useful division of the following types of organizational culture [2]:

- First guild,
- Second ad hoc,
- 3rd hierarchical, and
- 4th market.

Key values that are in the clan culture insists the unity, harmony, background, taking part in decision-making, teamwork, loyalty, trust.

In an ad hoc organizational culture insists on entrepreneurship, innovation, creativity, adaptability, flexibility, tolerance, and all because they are looking for new markets and new development opportunities. Hierarchical organizational culture deals with herself and poorly directed outward, turn the key values, rules, monitoring and control.

Market organizational culture develops competitive spirit and orientation on performance, and the highest value is to achieve results.

How to determine the organizational culture of their own companies? The organizational culture of most companies is in fact a mixture of two or more cultural type, where, however, stands one who dominates. Setting up simple questions such as: what are the relationships in our company, as the work is done by us, who can advance in the company to help us determine our organizational culture. How important is it to know its own organizational culture and recruit according to her is the fact a recent survey according to which 75% of the main reason for the failure of the executive director does not indicate a lack of expertise, but their incompatibility with the organizational culture of the company. This fact is not surprising since all the employees and management have to live the brand or

company organization culture and contribution to the chief executive (CEO) is a critical and invaluable, it has to be a model corporate value. The person making the recruitment and selection should assess how the candidate fits into the organizational culture of the company. The assessment is made on the basis of the knowledge of the value system of organizational culture on the one hand and the value system of the candidates on the other.

Attempts to define organizational culture through the key competencies at the corporate level and seeking candidates with competencies date have failed. If a company believes that its organizational culture reflects teamwork, communication and interpersonal skills that is too broad framework for decision-making, as all companies require teamwork and communication skills and interpersonal skills, while in terms of organizational culture are different. Recently there has been in the United States tested a new instrument assess cultural fit titled "Culture link" that provides reliable information to the employer's organizational culture and on the candidate's work style, specific approach and philosophy of life and their compatibility with the employer's organizational culture.

There are several ways to display the value system of candidates, but it is most useful for practical purposes, it scales from 32 values on which candidate should be self-assessment. According to the scale candidate can be important different things such as achievement, advancement, authority, balance between professional and private life, belonging, contribution, creativity, nursing homes, enjoyment, excitement, fame, family, freedom, friendship, professional development, independence, integrity, knowledge, loyalty, money, success, power, quality, recognition, religion, security, self-realization, kindness, spirituality, stability, teamwork and victory. [3]

It is important that the candidate be offered employer to recognize in addition to psychological and material gain, and emotional income. Recall that research has shown that the salary in the last place on the

list of reasons why employees leave the company.

3. ANALYSIS OF POTENTIAL OF INDIVIDUAL

The analysis procedure of individual potential is created within the Institute for Cognitive Management in Stuttgart. In our country it is conducted by psychologists these centers, certified for application of this procedure.

Analysis of individual potential involves the following steps: determining personality traits, motivations, talents, values and inhibiting efficiency.

Personality traits - a person's tendency to act in a certain way. In the process of AIP is very important to determine whether our talents based on relevant personality traits.

Motivation - gives us the answer to the question: What drives us? Why we do certain activities? Motives can sometimes be functional (positive) and functional (sabotaging). Applying AIP to determine what it is that drives a person and whether it is useful for her.

Talent - an ability of a person to an activity performed better than all the other activities that may take place. Talents, defined through AIP, and they all have the need to find them. They can be cognitive, verbal, creative, social, motor ...

Value - indicates the field of application of our talents. They show us why it is important and significant that we do what we do. In choosing our area further development, values play a very important role.

Blockade efficiency - indicate thinking and behavior that we can block and impede the development of their own potential. One of the tasks of the AIP and identifying them and giving suggestions for overcoming them.

3.1. The analysis procedure of individual potential

The procedure involves AIP specially structured interview aims identify talent,

motivation, values and inhibiting efficiency, while personality profile is determined personality tests. An integral part of this process is the part of the reporting and advisory services, with particular emphasis on the application of specific talents and areas for further professional and personal development of the person.

AIP is intended:

a) Individuals who want to make a decision about a career change, further professional training and development.

b) Companies that want to optimize operations through better knowledge of its employees, through this process the company will provide useful information about employees on the basis of which they can make decisions on promotion and development of personnel.

People who complain and grumble all day long they can live longer than others, according to a research group of German scientists at the University of Jena. Scientists, who have been followed more than 6,000 patients, have come to the conclusion that people who tend to express negative mood are less affected by physical or mental illness, reported today the French media.

In contrast, people who hold negative emotions in themselves are vulnerable to cardio-vascular disease, high blood pressure, cancer or kidney disease.

The scientists, whose research is published in the scientific journal JHP (Health Journal Psychologies), however, did not specify how many years the "advantages" of those who express a bad mood, but noted that it is good for people to express negative emotions.

4. INTRODUCTION ENTERTAINMENT IN ORGANIZATIONAL CULTURE STRONGER EMPLOYER BRAND

Entering the entertainment business stronger employer brand which increases the company's ability to attract quality candidates, and employees become more satisfied, more engaged and motivated, and to a greater extent invest in the company. Then, reduce

the amount of stress at work, increase team spirit all of which contributes to a longer retention of employees in a company or in the absence of fluctuations are reduced. With all that fun at work starts increasing productivity and creativity, and all together it has a positive impact on the profitability of the company. That these are not idle claims testify studies conducted on the subject.

4.1. The desirability of fun at work

The group of American university professors has conducted research on the desirability of fun at work among senior students. The results were published in a publication called "The fundamental role of entertainment at work in attracting candidates" ("The Fundamental Role of Workplace Fun in Applicant Attraction" issue of Journal of Leadership & Organizational Studies, 2012). The study involved nearly four hundred university students at three U.S. universities. The subjects were asked to read and evaluate the desirability of different ads for the fictitious company's business, which is called for recently graduated candidates.

Ads have differed among themselves as to whether it offers fun on the job, earning prestige or the possibility of rapid advancement.

After you read the ad respondents answered a series of questions in terms of the extent to expect that the work will be interesting and fun, assess the extent that they fit into the organizational culture of the company and what would be likely in real life to report on one such ad.

The results showed that the extent to which respondents perceived to have a fun job positively influence their decision to apply for jobs and assessment to fit right into the organizational culture of the company. Also, the extent to which respondents perceived to have a fun job has a greater positive impact on their assessment that would fit right into the organizational culture of the company compared to the profit or prestige possibility of rapid advancement.

Nevertheless, the results are related primarily to those who are just entering the

labor market so that they can not be generalized. Therefore, the conclusion that can be made is that the offering as an integral part of the entertainment business and one of the key corporate values should be the main way to recruit graduates. In support of this is the fact that in 2012. The Google ranked first company on the Fortune 100 list of the most desirable companies to work for you (2012 FORTUNE "100 Best Companies to Work for it), among others, and because the company did make it fun to be a part of doing business with the firm.

After all that has been said, the question that arises is how to enter the entertainment business, entertainment and do business. [4]

4.2. Creating fun at work

There are countless ways you can become a fun part of the job. But here are some suggestions that can be found on the Internet [5]:

1. Give each employee a certain freedom and resources to design decorate their work space and that in a way that you're personal touch. Then select the best decorated corner commending the work of originality and creativity.

2. Use bright colors in the interior. Color bar are not expensive and can significantly improve mood.

3. Place the posters on the walls. Faces of celebrities can be replaced by a person employed who seems ridiculous, but also motivating.

4. Make a party on the occasion of the upcoming holidays are a great opportunity to socialize employees.

5. Celebrate success; treat yourself with cookies or other food.

6. Enter the day of wacky clothing.

7. Declare open day for pets, children, parents.

8. Smile. Rejoice. If you as a manager moody and lethargic so will everyone around you.

9. Set up a playroom in the room where people spend a break or lunch.

10. Play music and organize dance or karaoke party. Capture and record all the ridiculous poses.

11. Enlist a professional photographer to take pictures of your employees, and most successful showcase photos in a prominent place.

12. If your employees wear uniforms stitched to order an original, fun, funny uniform.

13. Enter a pause of several minutes for the collective exercise or relaxation.

Namely, what are unexpected are the new and fun, and everything that the child be employees or customers instead adult. For example, if training on communication call in the usual way as communication skills that may seem boring as something that has already seen a hundred times, but if they have the skills and tactics training call, then it sounds more interesting.

CONCLUSION

For employers to decide whether to be an employer of choice or compulsion. And to remind you, to what we have noted in the previous issue dedicated to the concept of social responsibility of the company to play an increasingly important role in building brand employer.

In any case, all that fun has the power to initiate energy, attract and motivate why should plan to bring entertainment into the organizational culture of the company and make the job fun because it's one of the ways to attract and retain quality people in your company, especially when it comes of young people who are entering the labor market and who are generation Y.

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