# Define Your Desired Employee Brand

To help define your desired employee brand, think about the following questions:

How can you leverage your current employee brand?

What are other schools and districts doing?

Do you have a specific desired employee brand? What is it?

What is keeping you from realizing that desired employee brand?

What’s your biggest struggle in establishing your desired employee brand?

What aspects of your employee offering (i.e. rewards, recognition, compensation, or benefits) can be altered to help realize your desired employee brand?

Are there current employees that personify your desired employee brand?

What role can staff play in defining and realizing your desired employee brand?

What role can your social media presence play?