



**EPISODE 12: HOW TO LEVERAGE PAY EQUITY
TO BUILD YOUR EMPLOYER BRAND**

June 22, 2021

INTRO

What is “Employer Brand”

*“Your employer brand is **your organization’s reputation as an employer**. In simpler terms, it’s what job seekers and employees really think of you. It’s what they tell their friends and family when you aren’t around.” — builtin*

INTRO

Gender & Racial Pay Equity = Trust

2X More Important

According to employees, gender and racial pay equity is “*at least twice as important as increasing share price or profits.*”

**Edelman Trust
Barometer 2021**

INTRO

Pay Equity Disclosures are More Common

39% → 58%

“58% of the 198 companies we analyzed that reported conducting a gender pay equity analysis also disclosed their results, up from 39% last year (of 206 companies conducting either a gender or race/ethnicity analysis).”



“Equalizing pay...has landed us the #1 spot on Fortune’s list of best companies to work for and the top spot in People magazine’s list of “Companies That Care” — contributing to our ability to **attract the very best and brightest talent in the country.**”

Marc Benioff, CEO, Salesforce

Excerpt from "*Trailblazer, The Power of Business as the Greatest Platform for Change*"

SURVEY QUESTION

How do employer brand and pay equity overlap?

- A. Not at all, they are completely separate**
- B. Pay equity is one of many components of employer brand**
- C. Pay equity is one of the key pillars in the employer brand**

EPISODE 12: SPEAKERS



Susan LaMotte
Founder and CEO



Sharawn Connors Tipton
Chief Diversity and Inclusion Officer



Tisha Leslie
Director, Employer Brand



Katie Bardaro
SVP, Customer Experience
Moderator



What We'll Cover

1. **What are the pillars of employer branding?**
2. **Why is pay equity important for employer brand?**
3. **What step-by-step process can employers use to get started?**
4. **What are the best practices that help ensure success?**
5. **Q&A**

Live Q&A with EVP Total Rewards, Salesforce

How Salesforce Approaches Pay Equity

June 24, 9am PT/12pm ET

Register via Resources section of our site

www.syndio.com



LIVE DISCUSSION

How Salesforce Approaches Pay Equity

Stan Dunlap
EVP, Global Rewards

Maria Colacurcio
CEO

salesforce

syndio

JUNE 24, 2021 **9 AM PT | 12 PM ET**

Don't miss episode 13 of our Fairness At Work series

How To Incorporate Pay Equity into your ESG Strategy

July 27, 9am PT/12pm ET

Registration details coming soon!





THANK YOU

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