

# Navigate Forward: 5 Strategies To Improve Your Employment Brand With Anne Sample

Podcast The RecruitingDaily Podcast October 5, 2021



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## Episode



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GUEST

**Anne Sample**

CEO & Owner Navigate Forward

Anne is an experienced, creative and accomplished executive, strategist and business leader. Her past experience as a Chief HR Officer (CHRO) positions her to add value at the intersection of business strategy and people strategy.

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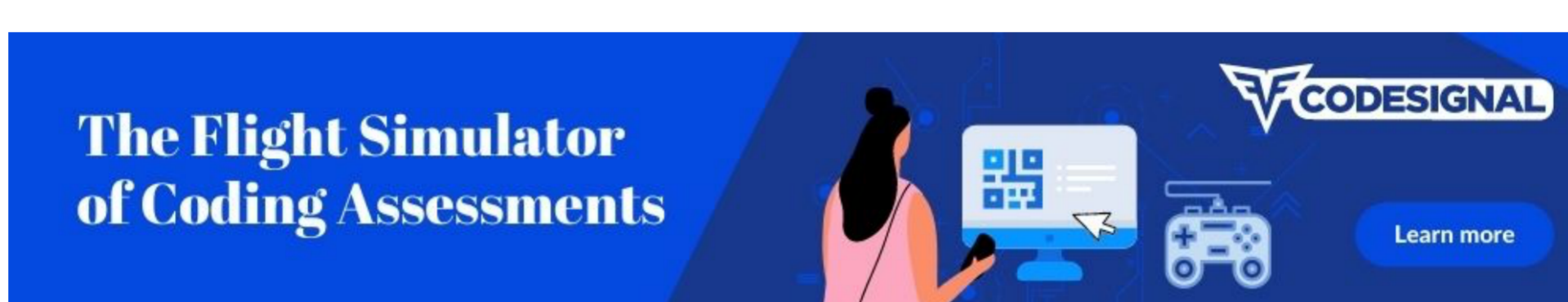
Today on the RecruitingDaily Podcast, we welcome a very special guest and visionary, Anne Sample, CEO and owner of [Navigate Forward](#). We'll discuss five strategies to improve your employment brand.

[Anne deBruin Sample](#) is an accomplished business and HR leader with an innate passion for relating to people and helping them live more fulfilling lives. Through collaboration with clients, consultants and peers, the firm has grown while focused solely on helping others navigate change and reach their potential. Previously, Anne was head of HR and strategy at Pepsi Americas, Thrivent Financial and Caribou Coffee and Bagels.

Navigate Forward is a Minneapolis-based consulting firm that assists executives in driving transformation in many areas, including employment brand. With over 40 years of combined experience, the team builds customized services for executives preparing for their next challenges and clients in need of executive outplacement.

Some podcast highlights: Structurally and process-wise, what does the ideal candidate map look like? How much time should go into online presence? Why do 60 percent of leaders who come into a company from the outside fail within 18 months?

And naturally, we'll also cover Anne's five employment brand strategies.



Of course, there's more. You have to listen to find out! Please drop your thoughts in the comments!

Listening Time: 34 minutes

## Enjoy the podcast?

Thanks for tuning in to this episode of [The RecruitingDaily Podcast with William Tincup](#). Of course, comments are always welcome. Be sure to subscribe through your favorite platform.

### Transcript

#### Music: 00:00

This is RecruitingDaily's Recruiting Live podcast, where we look at the strategies behind the world's best talent acquisition teams. We talk recruiting, sourcing, and talent acquisition. Each week, we take one over complicated topic and break it down so that your three-year-old can understand it. Make sense? Are you ready to take your game to the next level? You're at the right spot. You're now entering the mind of a hustler. Here's your host, William Tincup.

#### William: 00:33

Ladies and gentlemen, this is William Tincup, and you are listening to the RecruitingDaily podcast. So, today we have Anne on from Navigate Forward going to talk to me about the five strategies to improve your employer brand, employment brand. Employer brand and employment brand sometimes are used as synonyms. She's going to actually school us on that. But we're [crosstalk 00:00:55].

#### Anne: 00:54

They're the same thing.

### Podcast

The RecruitingDaily Podcast



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### Authors



**William Tincup**

William is the President & Editor-at-Large of RecruitingDaily. At the intersection of HR and technology, he's a writer, speaker, advisor, consultant, investor, storyteller & teacher. He's been writing about HR and Recruiting related issues for longer than he cares to disclose. William serves on the Board of Advisors / Board of Directors for 20+ HR technology startups. William is a graduate of the University of Alabama at Birmingham with a BA in Art History. He also earned an MA in American Indian Studies from the University of Arizona and an MBA from Case Western Reserve University.

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