

# Why employer branding in the 21st century for young talent

Why you should focus on employer branding



**3WaySwitch**

[www.threewayswitchlive.com](http://www.threewayswitchlive.com)

#employer branding  
#intangible asset  
#human capital

## 4 reasons you should focus on employer branding

The use of employer branding can be promoted for many reasons particularly in the 21st century

1

Intangible assets such as brand, culture, leadership and innovativeness have become more important than tangible assets in terms of a company's competitive advantage



2

The principal driver of intangible assets is people. Human capital is the primary promoter of growth and profitability more than financial capital



3

The labour market has become more flexible and the cost of switching jobs has declined as well



4

The three generations of 'baby busts' (lower birth rates) following the 'baby boom' generation have led to the scarcity of talent supply

