

# THE PLANNING BEHIND THE BRAND.

## Strategic Workforce Planning That Enhances Your Employee Brand

In [October's newsletter](#), we continued exploring the key strategic benefits of a top-tier Strategic Workforce Planning Program. We focused on Business Case #4—how HR drives business results.

**Workforce planning = enterprise agility.** With the right planning, your HR organization has the strategic credibility to drive business success.

Traditional workforce planning models are labor-intensive, often delivering low credibility plans that are not agile. The result: organizations cannot gain the talent knowledge needed to influence business strategy.

**A strategic workforce planning program handles cumbersome implementation and reduces planning cycles**—mitigating risk and overcoming internal hurdles so HR can enhance the organization's enterprise agility, improving its strategic credibility. **The result: the program pays for itself.**

Up this month: **Business Case #5 – How strategic workforce planning enhances your employee brand.**

### – RECOGNITION SPOTLIGHT –

Vemo is **proud to be recognized in the Gartner® Hype Cycle™ for HR Technology, 2025**—named a Sample Vendor in both Workforce Planning and Talent Analytics technologies for the **third consecutive year**.

- [Gartner, Hype Cycle for HR Technology, 2025, By Ranadío Chandra, 17 June 2025](#)
- [Gartner, Hype Cycle for Talent Management Technology, 2025, By Laura Gardiner, 25 June 2025](#)
- [Gartner, Hype Cycle for Workforce Transformation, 2025, By Emily Rose McRae, Tori Paulman, 31 July 2025](#)

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## Key Benefits of a Top-Tier Strategic Workforce Planning Program

### GREAT WORKFORCE PLANNING...

1. Delivers short-term and long-term competitive advantage
2. Manages talent risk
3. Drives increased profits
4. Is essential to delivering world-class HR
5. **Enhances your employee brand**

Great workforce planning is here to ensure your organization is ready to lead the market. **In this month's issue**, let's wrap up this series with **Business Case #5**, detailing how a top-tier strategic plan upgrades your employee brand.

### BUSINESS CASE #5: Great Workforce Planning Enhances Your Employee Brand

Workforce planning offers major benefits by enhancing your employee brand. **So why is this benefit of workforce planning often overlooked?**

### ATTRITION BACKFILL – SOLUTION OR TRAP?

Only a limited number of enterprises have momentous growth—so don't worry if your organization has relatively flat or modestly growing headcount. All this means is that your **primary hiring activity = attrition backfill**.

**Without planning**, your organization backfills a majority of positions without consideration whether those roles are aligned with the future direction of the enterprise. This is normal behavior because it is the path of least resistance that keeps all stakeholders satisfied.

#### The problem?

It's **only a reasonable solution for a temporary period**. Eventually, your organization will face extreme market pressures, including:

- New critical skills, tasks, and job roles
- Decreased value of other skills, tasks, and job roles
- Changes in competition
- Changes in the talent marketplace and overall market conditions

### How could these market pressures influence an organization like yours?

- Forced layoffs
- Reset in talent strategy
- **Worst case scenario** - an organization can get stuck in a repetitive cycle of downsizing that perpetually demoralizes its talent base

## AI-DRIVEN STRATEGIC WORKFORCE PLANNING SAVES THE DAY!

The process of AI-Driven SWP enables **continuous evaluation of internal demand vs. internal supply**, through a multi-lens perspective:

1. **Segmentation**, allows us to understand the drivers of attrition risk for employees in critical roles—enabling us to intervene if possible
2. **Forecast accuracy**, provides us a thorough understanding of gaps by job role—resulting from both attrition and internal mobility
3. **Agile scenario planning**, permits us to consider scenarios in minutes, rather than days—allowing us to more quickly identify emerging critical demand resulting from changing market conditions
4. **Faster planning cycles**, provides us better business engagement and a better foundation for identifying critical workforce needs in a timely manner

Segmentation ✓  
+ forecasts ✓  
+ scenario planning ✓  
+ faster planning cycles ✓

=

STRATEGIC  
TALENT  
APPROACH

**By activating these SWP lenses**, your organization will build a **strategic talent portfolio approach**. With more lead time, you can readily identify:

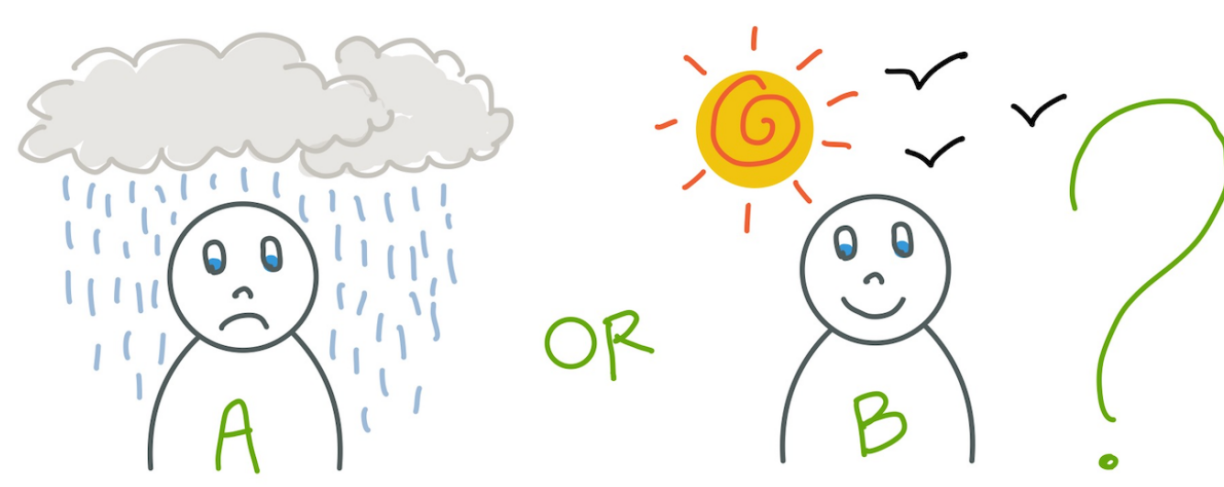
- Critical jobs with increased demand → **Now** you can ensure that hiring covers both attrition and net new demand, **mitigating** the risk of understaffing your most critical talent
- Jobs of constant value that will be backfilled → **Now** you can ensure hiring is performed in a timely manner, **maintaining** constant demand
- Jobs of declining value that will not be backfilled → **Now** you can manage natural attrition and reorient internal mobility programs to fill other jobs, **avoiding** staffing up in jobs not aligned with the organization's direction

## The Choice Is Yours: Who Would You Rather Work For?

Picture yourself as an employee of **Company A**. Company A does not prioritize planning. A non-planful organization will face:

- Shortages in critical talent that overextend the current workforce
- Overhiring in jobs with declining value

Ultimately, Company A's failure to plan will fail to prevent the biggest costs to its organization—talent shortfalls, burnout, and lower productivity. Eventually, talent shortages and unwarranted overhiring will lead to reductions in force.



Now, in contrast, picture yourself as an employee of **Company B**. Company B **does** prioritize planning, which means:

- Critical roles and adequate value are prioritized and ensured
- Roles with declining value are identified
- Decreased demand is managed through attrition—not painful reductions in force

## HAPPY EMPLOYEE, HAPPY COMPANY

Naturally, it is preferable to work for company B—who avoids talent shortfalls, burnout, and lower productivity through a **strategic talent portfolio approach**.

The SWP-driven long-term talent portfolio approach is **not only good for the company, it's good for the employee**.

A planning organization optimizes the employment experience of its workforce—and **makes it an employer of choice**.

Book A Demo!

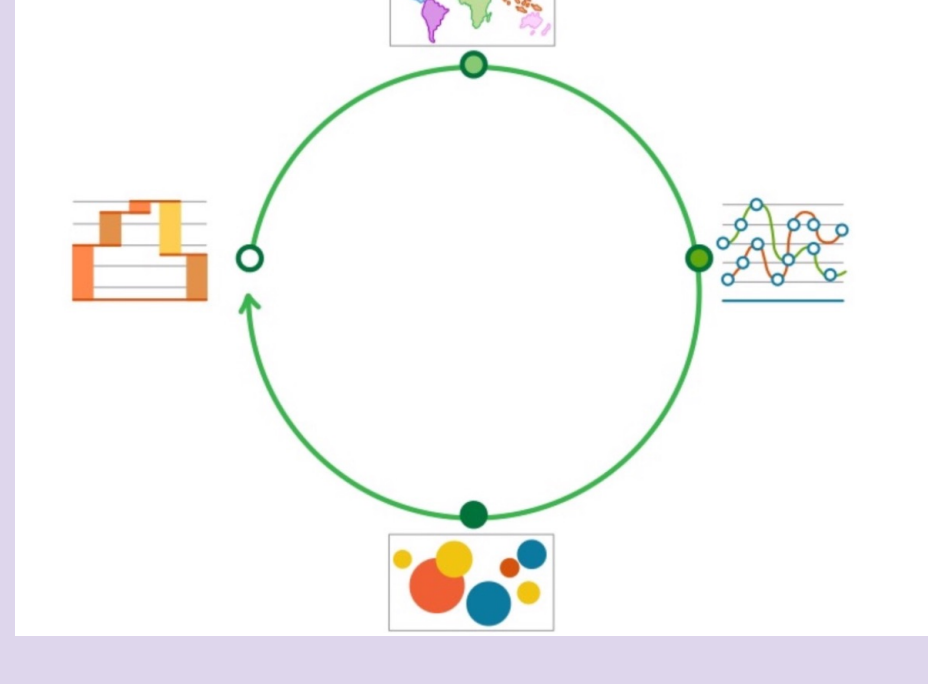
**"We'd like to thank Vemo for their support. Their expertise and steady guidance was instrumental in helping our team realize our broader strategic goals and cross the finish line."**

- Energy and Utilities Leader

**Ready to secure the future of your success?** Use the button above to book a demo. Or, if you are not yet ready for a demo but would like to get organized for your future strategic workforce planning efforts, use the same link to schedule time with our experts so **we can assist you**:

- Build your business case with clear ROI targets
- Conduct a strategic risk assessment

Thanks for wrapping up our series with us! [Stay tuned—our experts have more insights on the way!](#)



### ABOUT US

Vemo combines powerful software with expert consulting to help clients tackle the unique challenges of workforce planning, workforce analytics, and resource management. [Continue Reading.](#)