EMPLOYER POSITIONING · THE INTERVIEW METHOD

First find what's already there. Then build.

I help organisations develop, activate and live up to their employer story — so the right people join, and stay. Not as an agency on the sidelines, but as one partner inside the team.



Robert Chevalier, employer branding & positioning · Amsterdam

30 years
in communication and creative direction

15–25
employees in my own companies — I know being an employer from the inside

2 weeks
from first interview to a well-founded foundation

When to call me

When the story about your organisation no longer matches how things really are.

01 Vacancies that stay open too long

02 Rising turnover, especially in the first year

03 Fast growth that puts the culture under pressure

04 A merger, acquisition or new strategy

05 An employer brand that no longer matches reality

How I work

Four steps. You decide at each step whether to continue — never committed upfront.

STEPS 1 AND 2 · THE FOUNDATION — Completed within two weeks at most

01

Discover

Interviews on location

With Leadership, HR, operations — and explicitly new employees too.

- Every conversation has its own mandate, tailored to the role
- I ask for concrete examples and moments, not opinions
- What's uncomfortable stays in — no sales pitch

10 interviews · On location

02

Position

One well-founded employer positioning

For Leadership and HR, as the basis for every next decision.

- Patterns, themes and verbatim quotes from every conversation
- One cross-overview with the common thread
- Usable for recruitment, retention and brand communication

Review of the foundation

STEPS 3 AND 4 · IMPLEMENTATION — Only after you've seen the foundation

03

Activate

From foundation to execution

With My regular senior creative team, together with your HR and communications.

- Creative development of the positioning
- A story recruitment and communications can use right away
- Recognisable to your own people, not just attractive on the outside

Separate step · Never bought upfront

04

Secure

Involved in the rollout

For Organisations that really want to live up to the story.

- Actively involved in the rollout on a retainer basis
- Follow-up measurement six months after delivery
- New interview round with up to five people

Ongoing · Tested with the people themselves

AT EVERY STEP

One point of contact, from intake to result.

No project manager handing it off, no rotating team relearning the context. I guide it myself, from the first conversation to execution.

WHY THIS WAY

Most programmes start with communication.

A concept, a campaign, a tone of voice. It looks good, but a company's own people often don't recognise it. I start the other way round: first find what's already there, then build. The conversation itself already builds engagement — before anything has been communicated.

What you get

01 An interview format per participant, tailored to their role

02 Processed interviews: patterns, themes and verbatim quotes

03 One cross-overview with the common thread across all conversations

04 One well-founded employer positioning as the foundation for recruitment, retention and brand communication

What it delivers

After 2 weeks
You know why people really choose you, and which culture you unconsciously project.

After 3 months
The positioning is in place: it lives inside the company and on the outside.

After 6 months
Internal and external HR conversations run faster, more successfully and more clearly.

After 12 months
In-house recruitment leads — less dependence on external recruiters.

This is the expected course, not a guarantee.

What clients say

> "What sets Robert apart is that he doesn't start with solutions, but with genuine curiosity. He takes the time to understand people, the organisation and the underlying dynamics. That builds support and trust. At the same time, he doesn't get stuck in analysis."
>
> **Director HRM & HSEQ, Feenstra**

> "In interviews, Robert quickly brings to the surface what really drives people, spots patterns others miss, and turns them into clear insights and workable solutions. And he doesn't stop at advice — he actively helps with the implementation."
>
> **Manager Consumer Market & Brand, Feenstra**

> "Robert listens well, asks the right questions and quickly finds the common thread in a wide range of input — without making it his own story. We now have a much sharper, more recognisable picture, including where we are strong and where things sometimes chafe."
>
> **COO, technical service provider in the energy sector**

Does your employer story still match reality?

Book a short intake call. The investment follows after that, tailored to the number of interviews and locations.

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