

INTERNAL BRAND TOUCHPOINT AUDIT

TOOLKIT

- ✓ The Internal Touchpoint Map
- ✓ The Onboarding Stress Test
- ✓ Manager Enablement Audit
- ✓ Internal Activation Scorecard

Frameworks from

The Talent Brand by Jody Ordioni

*Your talent brand isn't what you say externally.
It's what employees experience internally.*

You Can Destroy an Employer Brand in One Monday Morning.

Beautiful careers page. Thoughtful interview process. Then the new hire shows up and the manager says, “I didn’t know you were starting today.”

The gap between external promise and internal reality — that’s where employer brands fall apart. This guide shows you how to find the gaps and close them.

1 Onboarding — Where you prove the promise was real — or break it.

2 Manager enablement — They’re your brand in action, like it or not.

3 Internal communications — Every message either reinforces or contradicts.

Want us to look at what your brand is actually communicating internally?

We offer a free 30-minute Talent Brand Diagnostic. branding@brandemix.com

Signs Your Internal Brand Might Be Broken

You don't need a survey to know something's off. These patterns are the signal.

New hires can't describe what makes you different

If your onboarding doesn't teach the EVP, employees arrive without context — and leave without conviction.

☐

Managers are surprised by their new hires' start dates

An unprepared manager on day one tells the new hire exactly how this organization actually operates.

☐

Your EVP lives in recruitment materials — nowhere else

If employees have never heard your brand pillars, external employer branding is expensive false advertising.

☐

Internal comms contradict what you promise externally

"We value work-life balance" and a 7pm all-hands aren't the same message. Employees notice every time.

☐

Exit interviews reveal surprises that onboarding should have caught

If people leave citing problems you should have surfaced at 90 days, your feedback loops are broken.

☐

If you checked two or more — your internal experience is working against your employer brand. This guide shows you where to start.

What's Inside

01 The Internal Touchpoint Map

Every moment an employee interacts with your org is a brand moment

02 The Alignment Test

Four questions to ask at every touchpoint — ruthlessly

03 Common Internal Brand Gaps

Six patterns that expose the promise before candidates do

04 The Onboarding Stress Test

Proving the promise from offer letter to day 90

05 Manager Enablement

They're your brand in action — audit them accordingly

06 Internal Activation Scorecard

Rate six categories, find your total, know where to start

07 Close the Gaps

Prioritize, fix, measure — and repeat quarterly

The Internal Touchpoint Map

Every moment an employee interacts with your organization is a brand touchpoint. Check the ones you've audited.

PRE-ARRIVAL

☐	Offer letter Tone, language, and warmth — does it reflect the brand?	☐ Audited ☐ In progress ☐ Not yet
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☐	Pre-boarding communications What happens between accept and day 1? Silence is a message.	☐ Audited ☐ In progress ☐ Not yet
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☐	New hire paperwork Is it painful or pleasant? Friction signals bureaucracy.	☐ Audited ☐ In progress ☐ Not yet
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DAY ONE

☐	Physical arrival Greeting, setup, workspace ready — or scrambling?	☐ Audited ☐ In progress ☐ Not yet
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☐	Technology setup Does it work? Is help available? This sets expectations fast.	☐ Audited ☐ In progress ☐ Not yet
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☐	Manager preparedness Welcoming and structured — or distracted and rushed?	☐ Audited ☐ In progress ☐ Not yet
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Touchpoint Map — continued

WEEK ONE

- | | | |
|--------------------------|---|--|
| ☐ | Onboarding structure
Clear path forward — or 'figure it out'? | ☐ Audited
☐ In progress
☐ Not yet |
| ☐ | Brand & culture education
Do they learn the EVP and brand pillars explicitly? | ☐ Audited
☐ In progress
☐ Not yet |
| ☐ | Peer connections
Buddy system, mentorship, introductions — or sitting alone? | ☐ Audited
☐ In progress
☐ Not yet |

FIRST 90 DAYS

- | | | |
|--------------------------|--|--|
| ☐ | Manager 1:1 cadence
Are regular check-ins happening — or are they ghosted? | ☐ Audited
☐ In progress
☐ Not yet |
| ☐ | Learning & development access
The growth you promised — is it materializing? | ☐ Audited
☐ In progress
☐ Not yet |
| ☐ | Feedback loops
Are they getting input? Can they give it? Both matter. | ☐ Audited
☐ In progress
☐ Not yet |
| ☐ | 90-day review
A structured conversation about fit, not just performance. | ☐ Audited
☐ In progress
☐ Not yet |

ONGOING

- | | | |
|--------------------------|--|--|
| ☐ | Internal communications
All-hands, newsletters, updates — do they reinforce the EVP? | ☐ Audited
☐ In progress
☐ Not yet |
| ☐ | Recognition programs
Who gets celebrated? How? Does it reflect brand values? | ☐ Audited
☐ In progress
☐ Not yet |

The Alignment Test

For each touchpoint, ask these four questions — honestly.

QUESTION	NOTES	RESULT
☐ Does this touchpoint REINFORCE our EVP — or CONTRADICT it?	Name the specific EVP pillar it should reflect. _____	☐ Yes ☐ Partial ☐ No
☐ Does it reflect our brand pillars in practice — not just in principle?	Evidence matters. What actually happens here? _____	☐ Yes ☐ Partial ☐ No
☐ What does this touchpoint actually communicate vs. what we think it communicates?	Ask a recent hire. You'll be surprised. _____	☐ Yes ☐ Partial ☐ No
☐ If this were someone's only experience with us, what would they conclude?	This is your brand distilled to one moment. _____	☐ Yes ☐ Partial ☐ No

Common Internal Brand Gaps

These are the six patterns that expose the gap between what you promise and what you deliver.

YOU SAY ☐ "People-first"	EMPLOYEES SEE Onboarding is chaotic — managers aren't briefed, workspace isn't ready, day one is a disaster.
YOU SAY ☐ "Growth & development"	EMPLOYEES SEE No clear development paths exist. The training budget is real. The path forward isn't.
YOU SAY ☐ "Innovation"	EMPLOYEES SEE New ideas are killed with bureaucracy. Approvals take months. Risk is punished quietly.
YOU SAY ☐ "Work-life balance"	EMPLOYEES SEE All-hands at 7pm. Emails at 10pm. "Flexible" means flexible for the company — not the employee.
YOU SAY ☐ "Collaboration"	EMPLOYEES SEE Performance reviews are individual-only. Teams compete for resources. Silos win.
YOU SAY ☐ "Authentic culture"	EMPLOYEES SEE EVP lives in recruitment materials and nowhere inside the building. Employees have never heard it.

The Onboarding Stress Test

Onboarding is where promises are proven or broken. Audit it ruthlessly.

BEFORE DAY 1		
☐	Time between offer and start How many days of silence? Every day is a missed brand moment.	☐ Pass ☐ Partial ☐ Fail
☐	Pre-boarding communications Are they welcomed and excited — or left in the dark?	☐ Pass ☐ Partial ☐ Fail
☐	Paperwork burden Simple and manageable — or overwhelming before they've started?	☐ Pass ☐ Partial ☐ Fail
DAY 1		
☐	Workspace readiness Ready and welcoming — or scrambling to find a chair?	☐ Pass ☐ Partial ☐ Fail
☐	Technology functionality Working on arrival — or frustrating from hour one?	☐ Pass ☐ Partial ☐ Fail
☐	Manager preparedness Structured and warm — or distracted and late?	☐ Pass ☐ Partial ☐ Fail
☐	Team awareness Expecting them and excited — or surprised they showed up?	☐ Pass ☐ Partial ☐ Fail
WEEK 1		
☐	Structure clarity Clear plan for the week — or 'figure it out'?	☐ Pass ☐ Partial ☐ Fail
☐	Culture education Do they learn the 'why' behind the work? The EVP? The brand pillars?	☐ Pass ☐ Partial ☐ Fail

Manager Enablement

Managers are your employer brand in action. Audit whether they're equipped to deliver it.

AUDIT QUESTION	STATUS
☐ Do managers know the EVP? Can they articulate the brand pillars without prompting? Can they connect their team's work to the larger brand promise?	☐ Yes ☐ Partial ☐ No
☐ Do managers have onboarding scripts or guides? Or do they wing it every time? Day-one quality shouldn't depend on individual manager effort.	☐ Yes ☐ Partial ☐ No
☐ Are managers measured on employee experience — not just performance? What gets measured gets managed. If experience isn't in the scorecard, it won't be prioritized.	☐ Yes ☐ Partial ☐ No
☐ Do managers know how to have development conversations? Growth you promise externally needs to be delivered in 1:1s. Are they equipped to have that conversation?	☐ Yes ☐ Partial ☐ No
☐ Is manager communication consistent with internal brand voice? Every team meeting, every email, every feedback conversation is a brand touchpoint. Train accordingly.	☐ Yes ☐ Partial ☐ No
☐ Do managers know how to handle critical moments? Promotion conversations, role changes, team disruptions — these moments define your brand more than any career page.	☐ Yes ☐ Partial ☐ No

Is your internal brand experience living up to what you promise externally?

We run Internal Brand Audits for HR and leadership teams. We review your onboarding materials, manager guides, internal comms, and touchpoint map — and tell you exactly where the promise breaks down, what's working, and what to fix first.

Let's audit your internal brand →

branding@brandemix.com · brandemix.com

Or continue to the Internal Activation Scorecard →

Internal Activation Scorecard

Rate each category honestly — 1 (poor alignment) to 5 (excellent alignment). Total out of 30.

CATEGORY	SCORE	BIGGEST GAP
Pre-arrival experience reinforces brand promise	1 2 3 4 5	
Day 1 delivers on the external recruitment promise	1 2 3 4 5	
Onboarding teaches brand and culture explicitly	1 2 3 4 5	
Manager behaviors reflect brand pillars	1 2 3 4 5	
Internal comms reinforce EVP consistently	1 2 3 4 5	
Performance management aligns with culture claims	1 2 3 4 5	
TOTAL SCORE ___ / 30		

25–30

Strong internal activation

18–24

Alignment gaps exist

Below 18

External promise, internal problem

Close the Gaps

Not every gap requires a brand overhaul. Most require decisions, not budgets.

1

Prioritize

Which gaps cause the most damage to brand credibility? Start with the ones candidates or new hires experience first.

Your top priority: _____

2

Quick wins — 30 days

Email templates. Manager prep checklists. Pre-boarding communications. Most of these take hours to fix, not months.

Quick win identified: _____

3

Systemic fixes

Onboarding redesign, performance review structure, EVP education programs. These require planning — but the damage of not fixing them compounds.

Systemic fix needed: _____

4

Measure

Survey new hires at 30, 60, and 90 days. Ask one question: does the experience match what you were promised during recruitment?

Measure starting: _____

5

Repeat

Audit quarterly. The gaps you close today will be replaced by new ones. Internal brand alignment is maintenance, not a project.

Next audit date: _____

BELOW 18

If your scorecard came in below 18, your employer brand is making promises your internal experience doesn't keep.

Employees know the truth. Eventually, candidates will too.

This is fixable.

We build internal brand activation programs — from onboarding redesign to manager enablement to EVP integration — that close the gap between what you promise and what employees experience.

Let's fix it →

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Here's how we help.

We've spent 20+ years helping organizations build employer brands that look credible, sound human, and convert. Here's what that looks like in practice.

EVP Development

We research what's genuinely true about your organization — through employee interviews, focus groups, and competitive analysis — and build an EVP that's specific, defensible, and real.

Delivered 200+ EVPs across industries

Employer Brand Strategy

Once your EVP is validated, we build the brand architecture and messaging system that lets it show up everywhere — from job posts to onboarding to all-hands meetings.

From strategy through activation

Internal Brand Activation

We audit your onboarding, manager enablement, and internal communications — then build the systems that make your employer brand real from the inside out.

Where promises become experience

Let's talk about what your brand is actually saying inside.

A 30-minute conversation. We'll look at what you have, tell you what's working, and talk through where to go next. No pitch.

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Your talent brand isn't what you say externally. It's what employees experience internally.

Make sure both are saying the same thing.

We audit internal brand experiences and build the systems that close the gap. Career sites that promise great cultures need onboarding that delivers them.

[Book a 30-minute call →](#)

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