the modern employer brand

COMPANY CULTURE VS. EMPLOYEE ENGAGEMENT

COMPANY CULTURE	EMPLOYEE ENGAGEMENT
About organizational performance and leadership.	About individual performance and motivation.
The way we do things here in order to execute our business strategy.	How I feel about the "way we do things here" in order to execute the business strategy.
About the mission, vision and the purpose of the business.	How the mission, vision and the purpose of the business inspires an individual to exceed themselves.
Offers the organization a source for competitive advantage.	Impacts the employee experience and offers a source for competitive advantage as an employer.