## AC1.1 Explain how organisations strategically position themselves in competitive labour markets.

In the current scarce talents in labor market, organizations must do very hard effort to win the top talents by becoming employer of choice, enhance its employer brand, and position itself in the market and perfect its organizational image among others.

SAP is a renowned technology company who won *employer branding* award SAP came up with a campaign that reflects the importance of work-life balance (Clark, 2019). Work-life balance is an important factor that help organizations boost its employer branding. SunEnergy can take a similar route and enhance employee’s well-being and work-life balance to support its employer branding.

Clark (2019) explains that the message of SAP was to “Bring Everything You Are. Become Everything You Want” which have the opportunity, purpose and growth meaning. That means that the culture of SAP empowers their employees to advance their career on their own terms and encourage them to leave a legacy and provide them with the resources to advance their skills. That positive experience plays a significant role for an organization to be an *employer of choice* (McCartney, 2017).

SunEnergy could focus on L&D activities including self-directed and social learning to empower employees to be able to position itself as an employer of choice.

SAP has a wide range of diverse workforce including people with disability, refugees, and women in leadership positions (Clark, 2019). Diversity and inclusion do not only play a significant role legally, but it also improves the company’s image worldwide. SunEnergy must work hard to be an inclusive workplace that has a diverse workplace.