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TrueBlue's PeopleScout Launches the Outthink Index, Setting New Standard for Measuring Employer Brand Effectiveness

Comprehensive Benchmarking Tool Enables Employers to Stay Ahead in Competition for Top Talent

TACOMA, Wash., April 24, 2025 /PRNewswire/ -- TrueBlue (NYSE: TBI), a leading provider of specialized workforce solutions, today announced that its global talent solutions provider, PeopleScout, has launched the Outthink Index—a proprietary benchmarking tool designed to measure and enhance employer brand performance—worldwide. The Index is designed to help organizations make informed decisions that drive positive change and create an employer brand that attracts the talent they need to succeed.



In a labor market impacted by talent shortages, shifting candidate expectations and increasing competition, employer branding has never been more critical—or more scrutinized. Yet many talent acquisition leaders are navigating these challenges with limited resources and no clear roadmap. According to LinkedIn, 80% of HR leaders say employer branding influences recruiting, but only 8% report having dedicated budget to address it. The Outthink Index helps translate the often-intangible elements of employer branding through clear, standardized metrics that span multiple industries, providing HR leaders the insight they need to create an employer brand that can stand out in any economic climate.

"The Outthink Index empowers employers to move beyond intuition and leverage data to optimize the value of their employer brand," said Rick Betori, President of PeopleScout. "With this tool, organizations can gain a clear understanding of their brand's performance—in relation to the competition and industry—and implement practical solutions that drive immediate results. Most importantly, for organizations facing budget constraints, the Outthink Index can help HR leaders focus employer branding investments on actions that deliver the greatest ROI."

The Outthink Index Offers Employers:

- **Comprehensive Benchmarking:** The Outthink Index scores organizations across nine key areas—from how easily candidates can find and apply to jobs, to how clearly a company communicates its culture and values, and how effectively it reaches and engages talent across digital channels.

- **Competitive Insights:** Employers can compare their brand performance against industry benchmarks and competitors, identifying strengths and opportunities for improvement and differentiation.
- **Data-Driven Employer Brand Optimization:** Talent leaders gain actionable insights on key touchpoints to guide branding strategies and recruitment marketing decisions to help employers attract the talent they need to succeed.

Developed by PeopleScout's in-house talent advisory experts, the Outthink Index draws on the company's 30 years of global experience and deep expertise in employer branding. It offers employers instant access to objective, data-driven insights—benchmarking their employer brand against hundreds of others worldwide. For those seeking a deeper dive, PeopleScout's experts are also available for personalized consultation and strategic guidance.

For more information about the Outthink Index and how it can enhance your employer brand strategy, visit [PeopleScout.com](https://www.peoplescout.com).

About PeopleScout

PeopleScout, a TrueBlue (NYSE: TBI) company, is a global talent solutions leader that provides unmatched scalability to meet the hiring needs of organizations of all sizes. It connects clients with top talent through Recruitment Process Outsourcing (RPO), Managed Service Provider (MSP), Total Workforce Solutions, and talent and technology advisory services. PeopleScout is helping talent leaders harness the power of data, drive decisions, and exceed expectations through tech-charged solutions founded on machine learning and AI. PeopleScout's legacy of service and partnership has led to consistent recognition as a leader by industry analysts. For more information, visit www.peoplescout.com.

About TrueBlue

TrueBlue, Inc. (NYSE: TBI) is transforming the way organizations connect with talent in an ever-changing world of work. As The People Company®, we put people first – connecting job seekers with meaningful opportunities while delivering smart, scalable workforce solutions for enterprises across industries and worldwide. Powered by innovative technology and decades of expertise, our brands – PeopleReady, PeopleScout, Staff Management | SMX, Centerline, SIMOS, and Healthcare Staffing Professionals – offer flexible staffing, workforce management, and recruitment solutions that propel businesses and careers. Discover how we're shaping the future of work at www.trueblue.com.



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