



EMPLOYER BRANDING: THE “SECRET INGREDIENT” IN YOUR TALENT PLAN



**WE BUILD BADASS BRANDS
THAT PEOPLE WANT TO
WORK WITH AND FOR.**



81,396 hours.

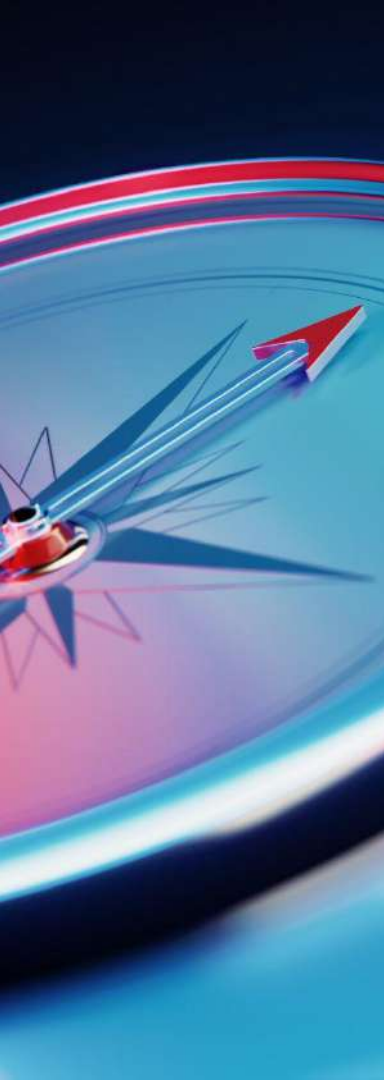




KATHY STEELE
CEO - RED CAFFEINE

AGENDA

- THE CRITICAL BRAND ELEMENTS
- EMPLOYEE VALUE PROPOSITION
- EMPLOYER BRANDING IDEAS



EMPLOYER BRAND IS YOUR BRAND.

A TALENT STRATEGY
IS A CORE DRIVER OF
YOUR BUSINESS.



BRAND AUDIT: THE MUST HAVES

VISION: WHAT DOES SUCCESS LOOK LIKE?



VISION:



To be earth's most
customer-centric company

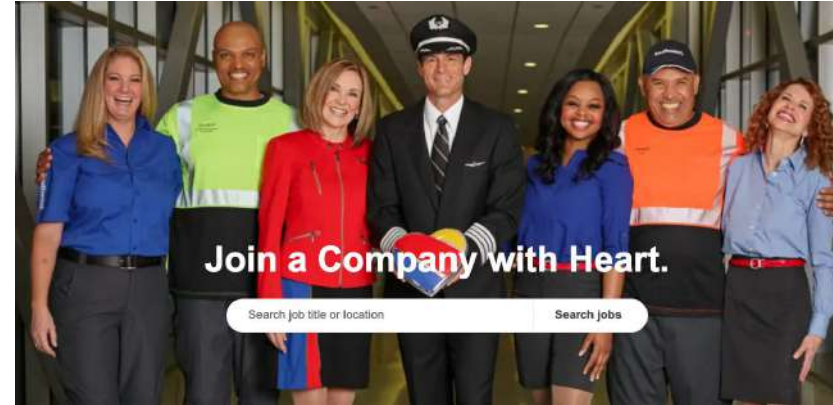


To create better everyday
life for the many people.



To become the world's most
loved, most flown, and most
profitable airline

VISION IN ACTION:



Southwest®



MISSION: CURRENT STATE OF WHY YOU EXIST



MISSION:



To provide the highest level of service, the broadest selection of products, and the most competitive prices



We want to entertain the world



To build badass brands people want to work with and for

MISSION IN PRACTICE:



People over process.





VALUES: CORE OPERATING PRINCIPLES & STANDARDS

VALUES



- Build the best product
- Cause no unnecessary harm
- Use business to protect nature
- Not bound by convention



- Trust: We act as trusted advisors
- Customer Success: When our customers succeed, we succeed
- Innovation: We innovate together
- Equality: Everyone deserves equal opportunities

VALUES IN ACTION



The CEO of Salesforce Found Out His Female Employees Were Paid Less Than Men. His Response Is a Priceless Leadership Lesson

Marc Benioff doesn't believe you can be a decent CEO in 2018 if you're not committed to paying women and men equally.



BRAND ARCHETYPE WHEEL

PERSONIFY YOUR BRAND

What is a Brand Archetype?

It's a human persona you assign to your brand, based upon symbolism. The idea behind using brand archetypes is to anchor your brand against something iconic — something already embedded within the conscious and subconscious of humanity.



WHY IS BRAND PERSONALITY IMPORTANT?

To create differentiation within a market ...



THE EVERY(WO)MAN

Boy/Girl Next Door, Regular Joe, Best Friend



PURPOSE:

WORKING HARD
FOR SOMETHING WE
DON'T CARE ABOUT
IS CALLED STRESS:
WORKING HARD FOR
SOMETHING WE LOVE
IS CALLED PASSION.



PURPOSE

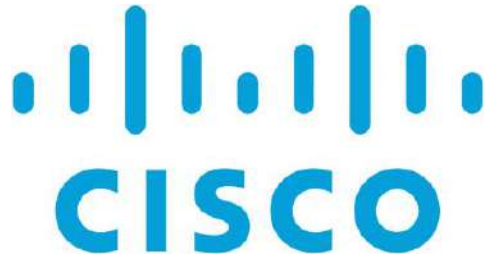
1984



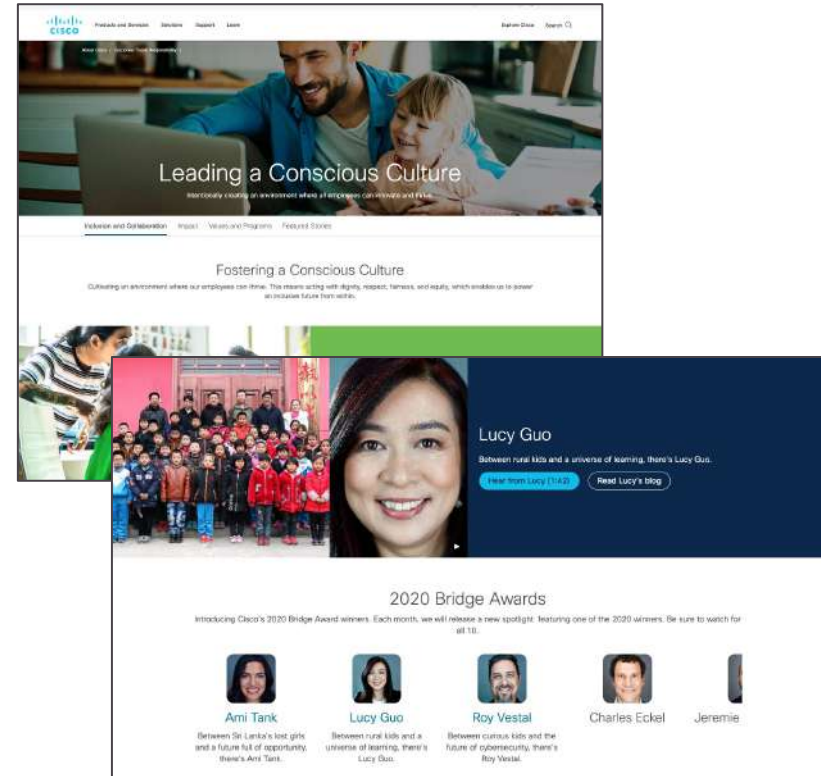
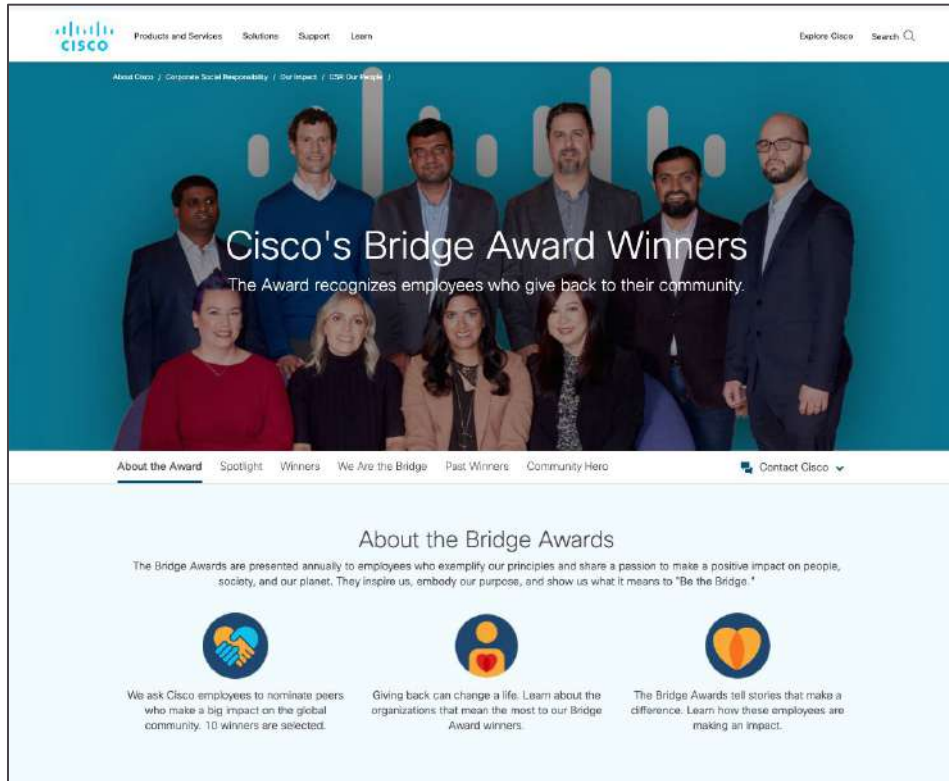
1996



Current



POWER OF PURPOSE



POWER OF PURPOSE

[Inclusion and Collaboration](#) [Impact](#) [Values and Programs](#) [Featured Stories](#)



2020 CSR Impact Report and ESG Hub

Cisco is putting people, technology, and resources to work in service of an inclusive future where technology gives everyone the tools to thrive. Visit our Environmental, Social, and Governance (ESG) Hub.

[Explore ESG Hub](#)

Employee community impact

Employee actions included advocating for causes they care deeply about, taking action to help the environment, volunteering, donating, and participating in integrated programs. See what we achieved in 2020.

63K+

took action across a suite of global programs.

\$33M

in donations and matching gifts generated by Cisco employees.

491K

volunteer hours logged by our employees



Cisco named World's Best Workplace

For the second year in a row, due in part to our response to the pandemic and social injustice in the U.S., Cisco ranked first on the World's Best Workplaces list. Hear more from Cisco employees.

[Learn more](#)

[Home](#) [Courses](#) [Classes](#) [Support](#) [More](#)

Empowering all people with career possibilities

Cisco Networking Academy transforms the lives of learners, educators and communities through the power of technology, education and career opportunities. Available to anyone, anywhere.

We're currently providing assistance for you to teach and learn remotely.

[Explore remote links and tool](#)



An incredible opportunity is waiting for you. Technology is changing the world by connecting billions of devices and improving how we live, work, play and treat our planet. No industry is immune. Are you ready to change your life, and possibly make the world a better place?

World Possible and Cisco connect offline learners

World Possible, a nonprofit on location for a group of Cisco employees in 2020, is committed to ensuring better education, digital literacy and global career readiness for all.

[Learn more](#)



As educated, only all groups & when possible.

Investing in a regenerative and sustainable future

The Cisco Foundation is supporting 110+ different organizations to help advance global and local sustainability-related solutions.

[Our commitment](#) [Learn more](#)



2021 Cisco Global Problem Solver Challenge winners

The Challenge is an online competition that rewards participants with prizes in cash, college, and entrepreneurship, solving the world's most challenging problems.



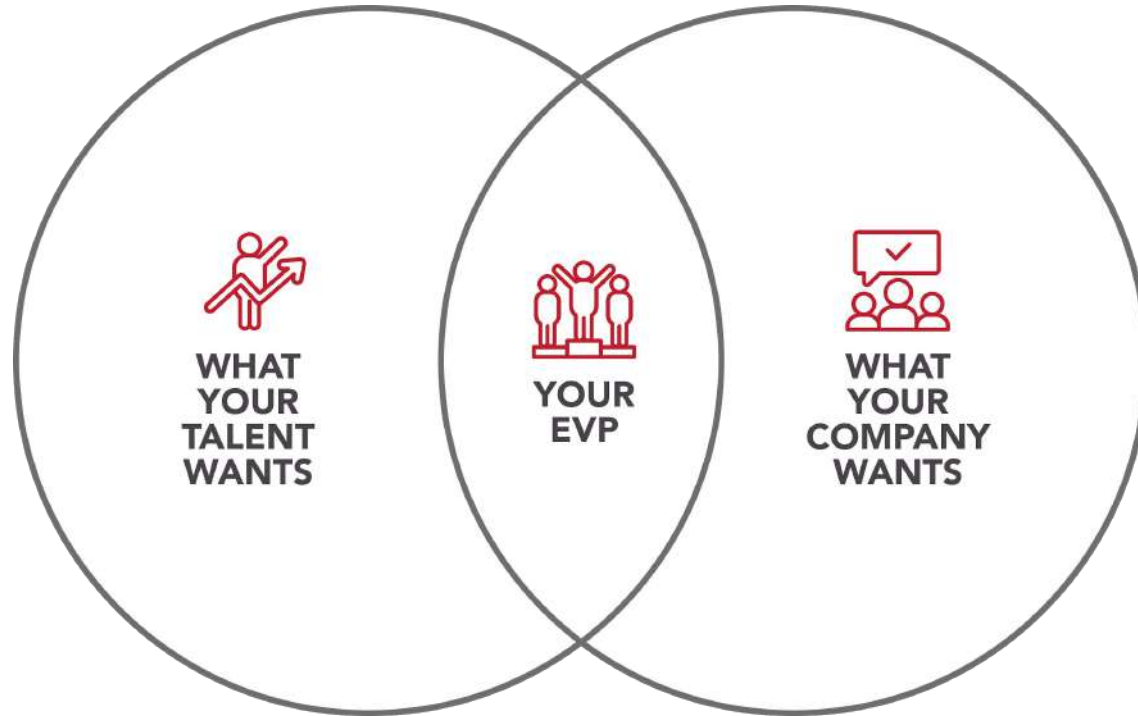
LAST MUST HAVE:





**BE AN EMPLOYER
OF CHOICE**

EMPLOYEE VALUE PROPOSITION (EVP)



THE VALUE PROPOSITION

WHAT DOES IT LOOK LIKE?

VALUE PROPOSITIONS HAVE THREE KEY COMPONENTS

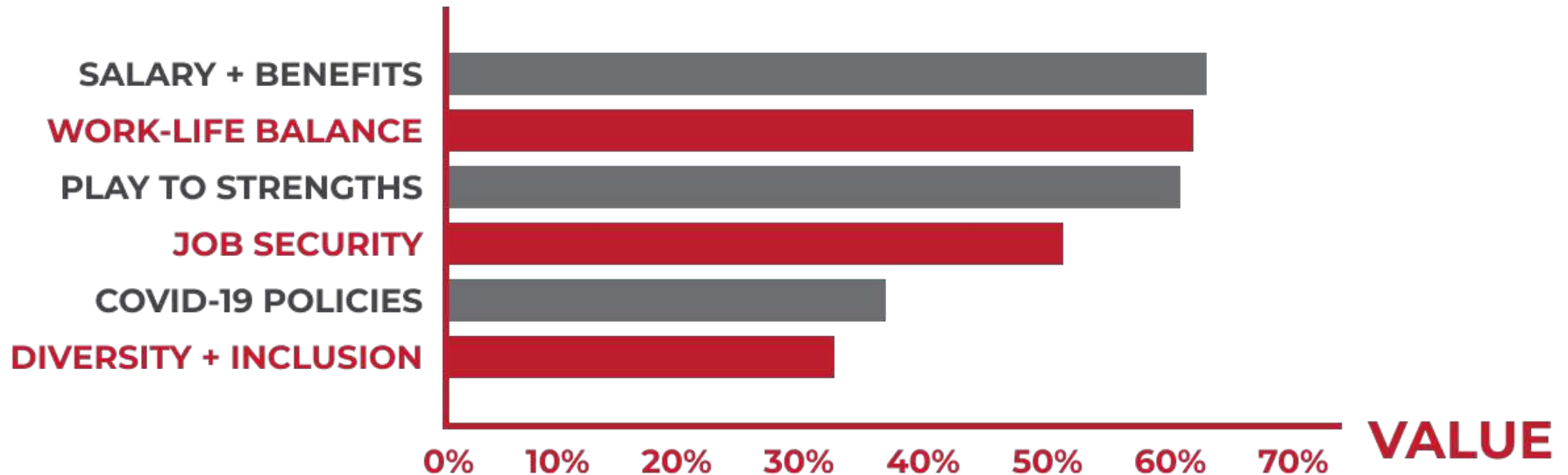
- **RELEVANCY**...HOW YOUR BUSINESS IMPROVES
EMPLOYEE EXPERIENCE
- **VALUE/BENEFITS**...WHAT SPECIFIC BENEFITS DOES
THE EMPLOYEE GET
- **DIFFERENTIATION** ...WHY EMPLOYEES CHOOSE YOU
OVER YOUR COMPETITION

VALUE PROPOSITIONS = WRITTEN IN THE LANGUAGE OF THE EMPLOYEE

- NOT A TAGLINE
- NOT A SLOGAN

WHAT EMPLOYEES WANT

2022 CRITERIA



Source: GALLUP

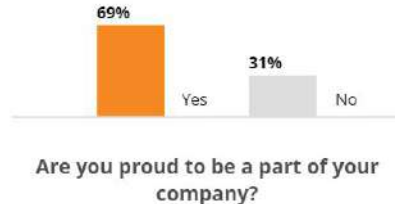
COMPETITIVE ANALYSIS

Company Values at FedEx

A Company's Values are established by leadership and have a profound impact on how a company's culture is formed. Teamwork & winning are the most important values to FedEx employees and because of this 69% of employees are proud to be part of FedEx.

Transparency & Integrity	35%
Teamwork & Winning	35%
Speed & Innovation	14%
Fun & Passionate	10%
Diversity & Inclusion	6%

Which of the following set of Company Values is most meaningful to you?



Competitors Employee Engagement

	DHL C- Overall	>
	TNT C- Overall	>
	C.H. Robinson C Overall	>
	UPS C Overall	>
	Deutsche Post	>
	FedEx B+ Overall	>



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- ✓ Great Benefits!
- ✓ \$1,000 Sign On Bonus

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Maintenance Technicians - LME Required

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HIRING EVENT
\$3,000 SIGNING BONUS
JULY 25TH • 10AM-6PM
2408 N BIG SPRING ST., MIDLAND, TX

ONE OF OUR TEAM MEMBERS
WON THIS
BRAND NEW CHEVY CAMARO!

WIN A CAR
THE KENT COMPANIES

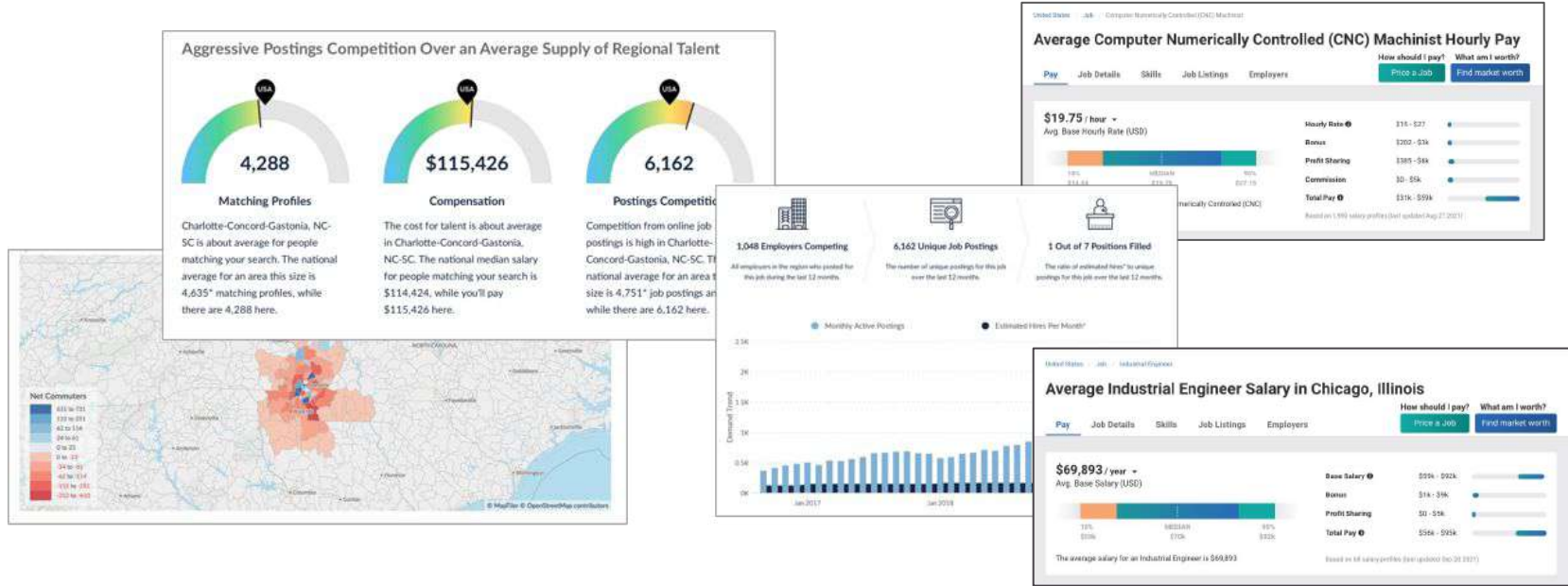
VISIT WWW.THEKENTCOMPANIES.COM FOR MORE INFORMATION



OLIMAKA SOTELO JUST
WON A BRAND NEW
CHEVY CAMARO!



WORKFORCE MARKET DATA



Source:



PERSONAS



DEMOGRAPHIC INFORMATION

Candidate Persona Name:
Joe Davies

Age: 25 Gender: Male

Education: College graduate

Willingness to move: Yes

MOTIVATIONS

Work history, education, location

Work-life balance: Wants a work environment that supports growth, offers remote working options

Work Interest: Math, Economics, Physics, Statistics or related degree

Personal Interest: Sports, Fitness, Food, Craft Beer, Music

GOALS

Professional goals: Wants to improve skills but receive training options to grow leadership skills

BARRIERS

Frustrations, comp, growth path

Frustrations with Employer:

Unnecessary Meetings
Lack of Communication
Boredom

Expectations:

Clear performance and growth goals
Professional Development
Collaborative Work Environment

INFORMATION

How do you get information:

Active on social media, podcasts, industry and technology influencers

CULTURE ADD

6 CHARACTERISTICS OF A RC ROCKSTAR



BRAND STORY

#ThisIs (rc)

Current Employees: Culture Club VIP

You are living our purpose to fuel meaningful impact for our team, our clients and our community. You help set the standard for our mission: building badass brands that clients want to work with and employees want to work for.

You are passionate about being a part of an entrepreneurial environment that allows you to have a voice. You love what you're doing, where you're doing it, and who you're doing it with. You value open book transparency and fair, competitive pay practices. You have clear expectations of your performance expectation and growth opportunities.

Recruit: Want to Be a BadAss?

We hire for culture first because it takes trust, collaboration, and inspiration to continually produce work that can move the needle of our clients' businesses.

Is there a place for you on our team? You must share our core values, prove you have what it takes to fuel meaningful impact, let us know what you totally geek out on and why it moves you, and be ready to break down boundaries because we're going to push you to do your best work.

Prospects/Clients: Work with a BadAss

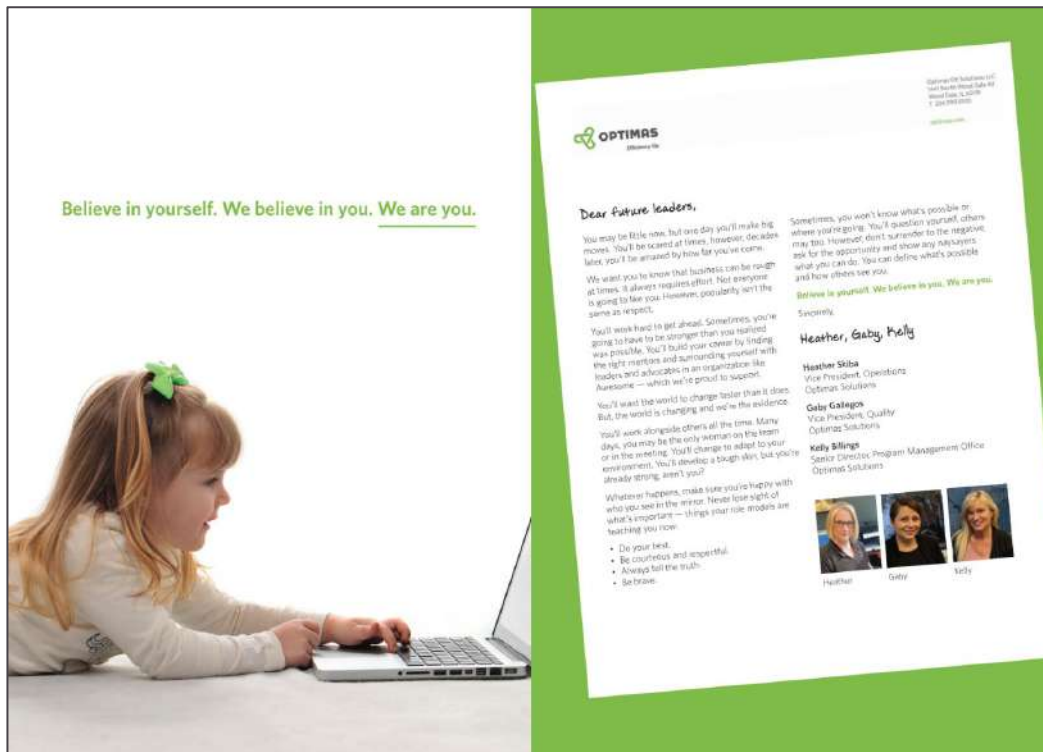
Work with a company that values profit but not at the expense of people. Our purpose is to fuel meaningful impact for our team, our clients and our community. And our mission is ss brands that clients want to work with and employees want to work for.

We hold ourselves to a higher standard and work hard to elevate our employee experience so we can elevate our client experience. We measure ourselves via employee and customer satisfaction surveys and Best Places to Work marketplace programs.



WHAT NEXT?

1) MARKET AWARENESS



2) BRAND (RE)LAUNCH

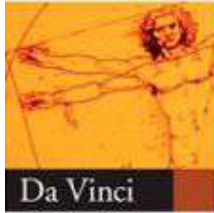


3) BRANDED ENVIRONMENTS

Great minds think
differently



BRANDED ENVIRONMENTS



BRANDED ENVIRONMENTS



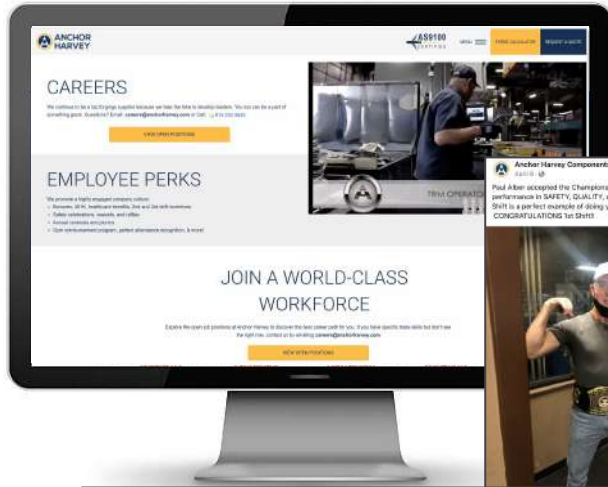
4) REINFORCE MESSAGING

	OUR MISSION	OUR GOALS	OUR STRATEGY	OUR CULTURAL VALUES
 2020 Baxter				
	Save and Sustain Lives	Top Quartile In: ✓ Quality and patient safety ↗ Industry-leading performance 👤 Best place to work	» Portfolio and innovation management » Operational excellence » Financial strength » High-performance organization	- Compassion for patients - Collaborate and play to win - Drive results with urgency and accountability - Learn quickly and adapt to change - Courage to fail fast and forward - Think global, act local
				Ethics and compliance in everything we do 

REINFORCE MESSAGING



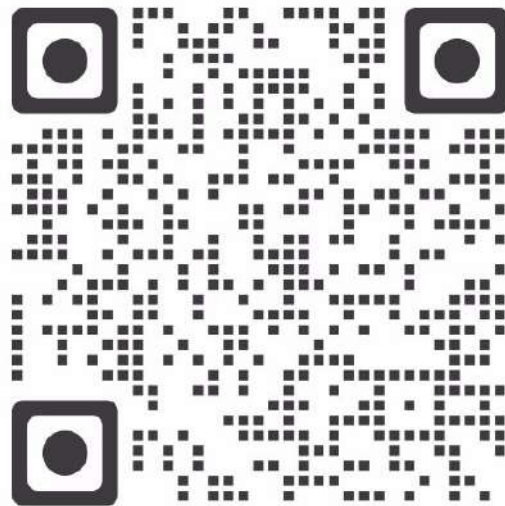
5) MARKET EVERYWHERE



NEED HELP?

**Bring Us Your Biggest
Employer Branding Challenge**

**Enter to win a 2-Hour Talent
System Strategy Session**





red
CAFFEINE
a growth consultancy

**LET'S GET
GROWING!**

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