

TALENT MARKETING

Your talent brand is what your talent thinks, feels and shares about your company as a place to work. Influencing this talent brand in a positive way is the purpose of talent marketing.

A strong talent brand can help you reduce cost per hire by 50%, reduce turnover rates by 28%, and increase profitability by 16%. (LinkedIn and Gallup)

Your company's ability to **attract and retain talent** is a tremendous competitive advantage (or disadvantage). Invest in this just like you invest in attracting and retaining customers.



TALENT MARKETING

Pepper Group's Talent Marketing Framework has three key areas:

- 1. Talent Brand Messaging**

Identify and package your company's strengths.

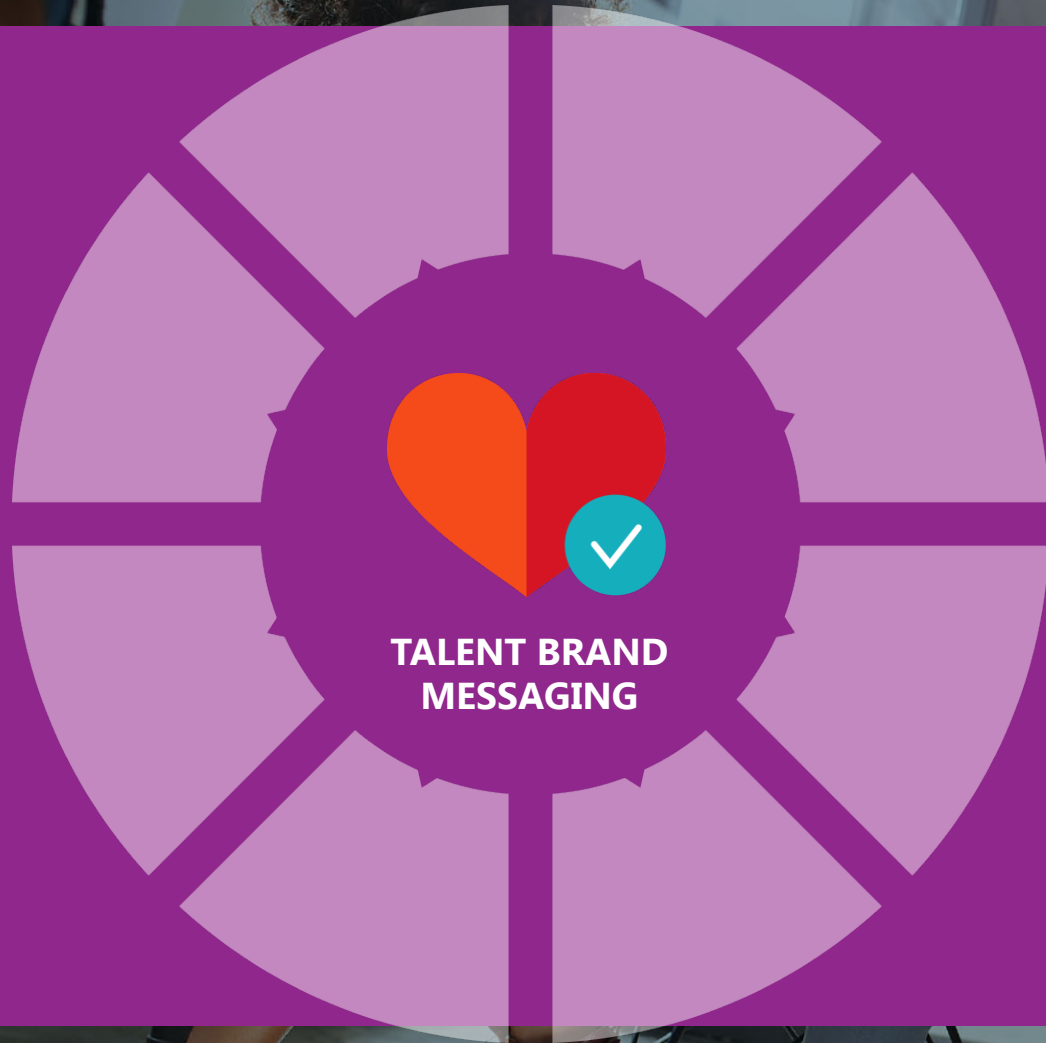
- 2. Integration**

Bring the talent messaging to life.

- 3. Traction**

Drive a culture by design vs. a culture by default.





TALENT BRAND MESSAGING

Goal Identify the heart & soul of the company via interviews, surveys, internal & competitive analysis

Key Aspirational but credible

Employee "DNA"

Higher Purpose

Core Values

Philosophy

Brand Promise

Leadership Rollout



INTEGRATION

Four key elements bring the message to life internally and externally, and ensure new employees are also brought onboard.



TRACTION

The next four elements ensure the message is used to create results, driving a culture by design rather than a culture by default.

**Internal
Brand
Awareness**

**Environmental
Reinforcement**

Digital Presence

**New Employee
Welcome**



**Internal
Communications**

Community Activities

Recruiting Outreach

Team Bonding

**TALENT BRAND
MESSAGING**

PEPPER GROUP CAN HELP YOU ATTRACT AND RETAIN THE BEST TALENT POSSIBLE

Tell us your goals, and together we'll apply the Talent Marketing Framework to identify the top priorities. With a plan in place, we'll create powerful recruitment materials, web microsites, onboarding kits, employee newsletters, videos, engagement tools and more—just like we've done for these great Pepper Group clients:

- Edlong
- Navistar
- Griffith Foods
- Omron
- Follett
- Advanced Resources
- Assurance Agency
- RedMane Technologies
- TmaxSoft
- Gerber Collision & Glass



To see examples and case studies, or to learn more about our Talent Marketing Framework, call us at **847.963.0333**, email us at pepper@peppergroup.com,