

## iO / FAQ

A Talent Branding Program Launching April 2021

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INSIDE OUT

### ***That was a lot to read... what exactly are you selling?***

A 6-week program where I teach your team (up to 3 people) how to leverage your culture to attract, retain, and engage top talent. I teach, you have homework, we have group classes, and there are templates galore. You end up with a yearlong plan and confidence in your culture brand.

### ***What problem does this solve exactly?***

The problem is that few organizations have a single unified plan to align HR, marketing, and leadership around culture so that they are attracting the best candidates and engaging their best people to stick around for the long haul. This is that single unified plan.

### ***What do I actually get? What will we make together?***

We/you will create:

- A brand messaging roadmap for how to talk about your culture
- Overhaul of your employee internal communications as they relate to hiring/retention
- Overhaul of your email program to staff
- A blog and social media content plan for a year
- Short list of website content ideas/needs (using templates)
- Event ideas for hiring and engagement
- A shareable yearlong calendar for ALL recruiting/retention/engagement activities
- Measurement tools tracker
- Checklist for portal updates / improvement (Glassdoor, etc.)
- Paid ad creation checklist
- Video storytelling plan for culture
- 15 checklists, templates, and story starters!

### ***But we're not creative.***

Exactly. That's why you're considering joining... and remember I'll tell you what to do each step of the way. Creativity welcomed but not required.

### ***I'm the CEO. Just how much time of mine is going to be required each week?***

1 hour initial kickoff call, 1 hour/week group call, 2 hours/week (recommended) homework time with your team. Additional group time and interim calls optional but not required.

### ***This seems expensive.***

Well... take your average referral bonus (\$3k?), your indeed and Glassdoor premium prices (\$10k?), recruiter costs (\$90k/year), and onboarding costs (\$80k/person). If you come out of this program with strategies to make each of these other tools more effective then, IMHO, totally worth it! And don't forget... I am teaching you how to fish.