



Designing and Implementing an Employment Image: Federal Talent Branding

The Human Capital Institute
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Today's Agenda

- Meet Your New Clients
- A Talent Brand Primer
- Too Many Feet and Plenty of Bullets
- A Goodwill Donation – Brand Equity
- Your Six-Step Program
- Leaving Needles in Haystacks
- Helping Change Take Hold
- Questions & Thoughtful Answers

Meet Your New Clients



In the Past Thirty Days,
Mark and/or Brenna Have....



Driven an Interstate

Taken a Prescription

Attended a Class

Paid Taxes

Visited a National Park

Hired Employees

Remained Free From Attack

Checked the Weather

Listened to the Radio

Purchased Gas

Consumed Untainted Food

Traded Stock

Flown on an Airplane

Consumed Foreign Goods

A Talent Brand Primer – Why It's Important

Seeing the road ahead is as vital to an organization's success as having the vision and planning to execute it.

People need to know why, how, and what, they and their organization are trying to achieve. And if you believe “a picture is worth a 1,000 words”, visualizing a talent brand and marketing it compellingly, consistently and frequently are essential factors to success.

Your Talent Brand Is ...

- A promise to your country, citizens and workforce
- Your point of differentiation
- An expression of your value proposition
- Your point of view
- The identity of your agency/department
- The heart and soul of your organization
- Your most powerful recruiting tool
- All of the above

... And A Good Talent Brand Must Be

- Relevant: Addresses the needs of your target audience
- Credible: Be able to delivery on it's promise
- Differentiated: Stand out in the competitive landscape
- Sustainable: Be something with staying power
- Aspirational: Portray who you want to be
- All of the above**

Too Many Feet and Plenty of Bullets



“Failure is the opportunity to begin again, more intelligently.” – Henry Ford

4 Quotes that Make Us Sound Intelligent

1. “Culture eats strategy for breakfast.”
2. “Never lose sight of the end goal.”
3. “Seeing the road ahead matters...”
4. “...and so does telling stories about what the future holds.”

Source: Our Brains + Other People’s Brains

A Goodwill Donation – Brand Equity



“One of the things I think I can bring to the presidency is to make government and public service cool again.

There’s such a hunger among young people for some outlet for their idealism.”

– Barack Obama

Your Six-Step Program (In Three Phases)

Define & Discover



A solid foundation for success through research, readiness assessment, and brand awareness.

Design & Deploy



A compelling communication plan that aligns the Agency/Department brand with current initiatives and outlines objectives and timing.

Distill & Deliver



A consistent internal commitment to sustaining success through delivery of ongoing communications materials and messages.

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Phase 1A - Define

- Assess current perception of the department/agency's brand. Analysis of this information influences the preferred approach and likelihood of success.
- Garner insights from internal and external stakeholders to develop an initial recommendation of strategic communication and marketing approaches.
- Define measurement tools and objectives for the brand.



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Phase 1B - Discover

- Research gaps and opportunities from various perspectives, including leadership, employees, citizens, and target audiences.
- Understand anticipated and unanticipated challenges, obstacles, and opportunities.
- Gather a deeper understanding of the impact the talent brand will have on the culture, social norms, intergovernmental position and engagement experience.
- Create a detailed strategy, initial recommendations and concepts.



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Phase 2A - Design

- Apply creative ideas and visual thinking to design and develop a talent branding program
- Develop a value proposition and key messaging that aligns with overarching agency/department missions and objectives.
- Meld the visual approach with the messaging to create an overarching program
- Create a multi-channel (on- and off-line) outreach communications schedule to deliver program



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Phase 2B - Deploy

- Assemble an integrated team to cascade the talent branding change communications program throughout the agency.
- Consider pilot groups or geographic targeting to measure efficacy prior to broad base distribution.
- Localize to the unique needs to various targeted constituencies.
- Include milestone communications that demonstrate objectives, outcomes, and results.



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Phase 3A - Distill

- Manage real time and ongoing feedback from employees, management, and external stakeholders to measure impact of communications and the overall success.
- Assess initial messages, mediums, and frequency to make recommendations for adjustments, enhancements, and/or clarifications of messages.
- Frequent reporting of feedback, impact analysis, and tiebacks to core recruitment metrics and documented objectives.



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Phase 3B - Deliver

- Adapt for continuous and autonomous management and program extension.
- Empower internal resources to ensure seamless delivery of branded change communications.
- Provide ongoing stewardship, maintenance and support.



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Leaving Needles in Haystacks



“Striving for excellence motivates you; striving for perfection is demoralizing.”

- Harriet Braiker

Helping Change Take Hold

Effecting A Sustainable Brand

Emphasize Outcomes

Focus on the "Client"

Leverage Visual Thinking / Design

Apply High Touch Communications

Revise, Rinse & Repeat

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Thank you!



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