

CONNECT. ENGAGE. RETAIN.

See how brands are discovering their own authentic employee-centric stories and bringing them to life within the walls of their organizations.

Thriving employees are
3x more likely to work
for a company with a
strong sense of purpose.

—MERCER GLOBAL TALENT TRENDS 2018 STUDY

Are Your Employees Connected to Your Purpose?

Discovering and sharing your compelling story sets the stage for authentic, lasting connections between your employees and your brand. And at ITA Group, we know how to do both, and help organizations communicate with team members on a personal level to align, inspire and engage for the long term.

See How Organizations Are Tapping Into Their Employer Brands

We'll show you how we've helped companies start—and maintain—a movement throughout their organization. One that is fostering an environment where employees love to work.



Creating Meaningful Connections

A new brand campaign is great for customers. But without a clear strategy, it will likely lack impact with employees. How do you ensure your external brand message resonates with internal team members?

In preparation for a major external rebrand, this healthcare system eased more than 20,000 employees into a unified brand across the network by reinforcing a shared brand message, core values and cultural norms. To ensure the external message mirrored the employee experience, they took efforts to help employees understand how they fit in to the brand message and how the organization would like their support advocating for it.



Team members began interacting with the organization’s values, helping each individual form a deeper understanding and connection with the values on a personal level.



The employer hosted fun activities during launch week that drove home the brand story and organizational values.



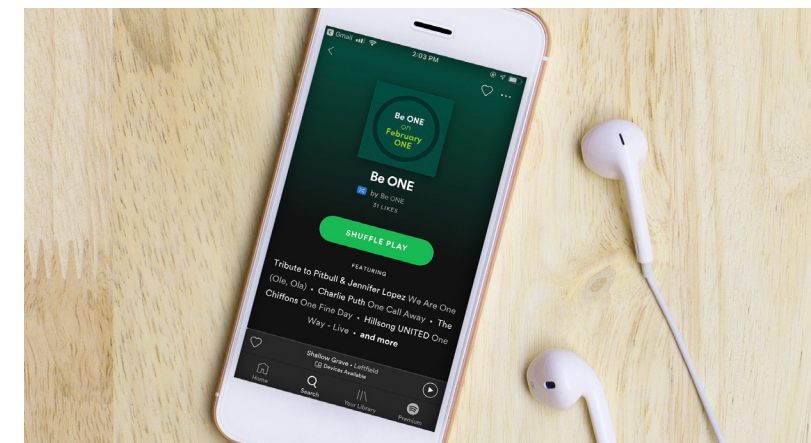
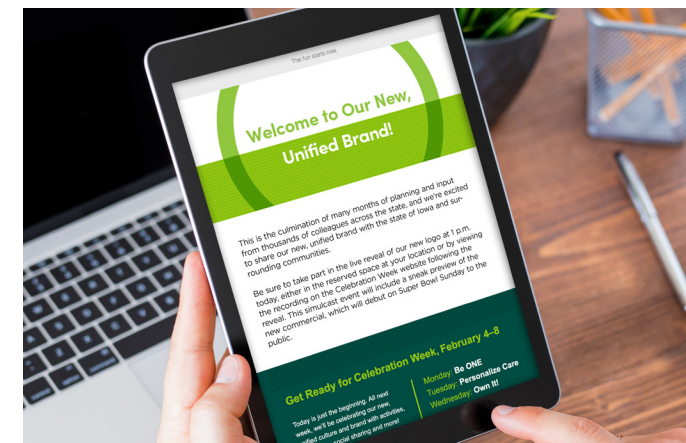
Bold building graphics connect key values back to the daily lives of employees within their work environment.



A microsite shares key information and creates sustained engagement.



The strategy has created a network of ambassadors to help support the brand rollout and answer team member questions.



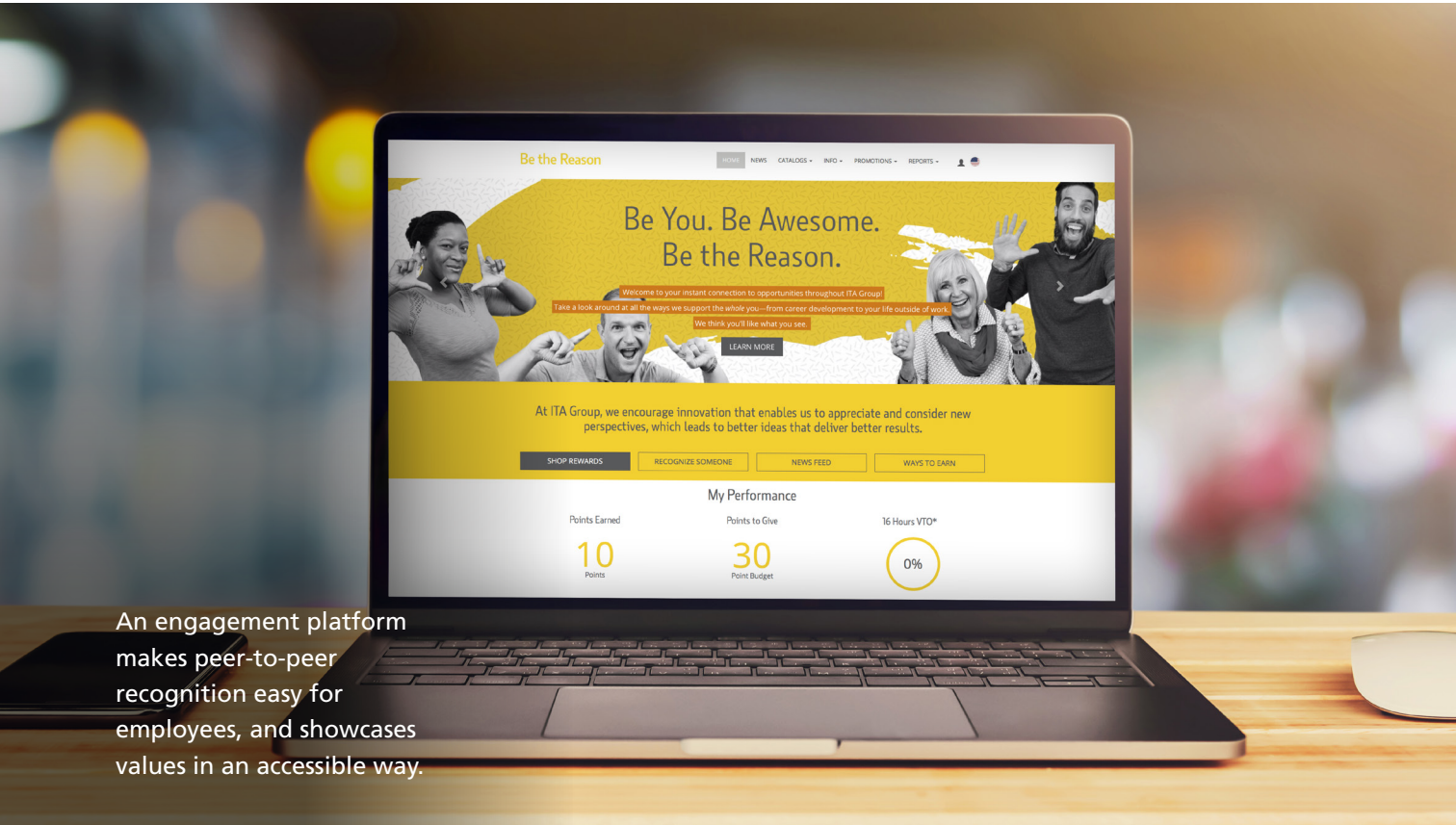


Starting a Movement

Connecting purpose to message brings power to our own organization. Bringing our mission to life in a way that put our team members at the heart made a significant impact within our walls. And an engaging campaign to communicate it has kept the momentum going.



With consistency and authenticity at the core, we've seen strong results. Employee retention and customer retention are above 95%.



An engagement platform makes peer-to-peer recognition easy for employees, and showcases values in an accessible way.



Attention-getting messaging with desk drops reinforce key takeaways for team members.



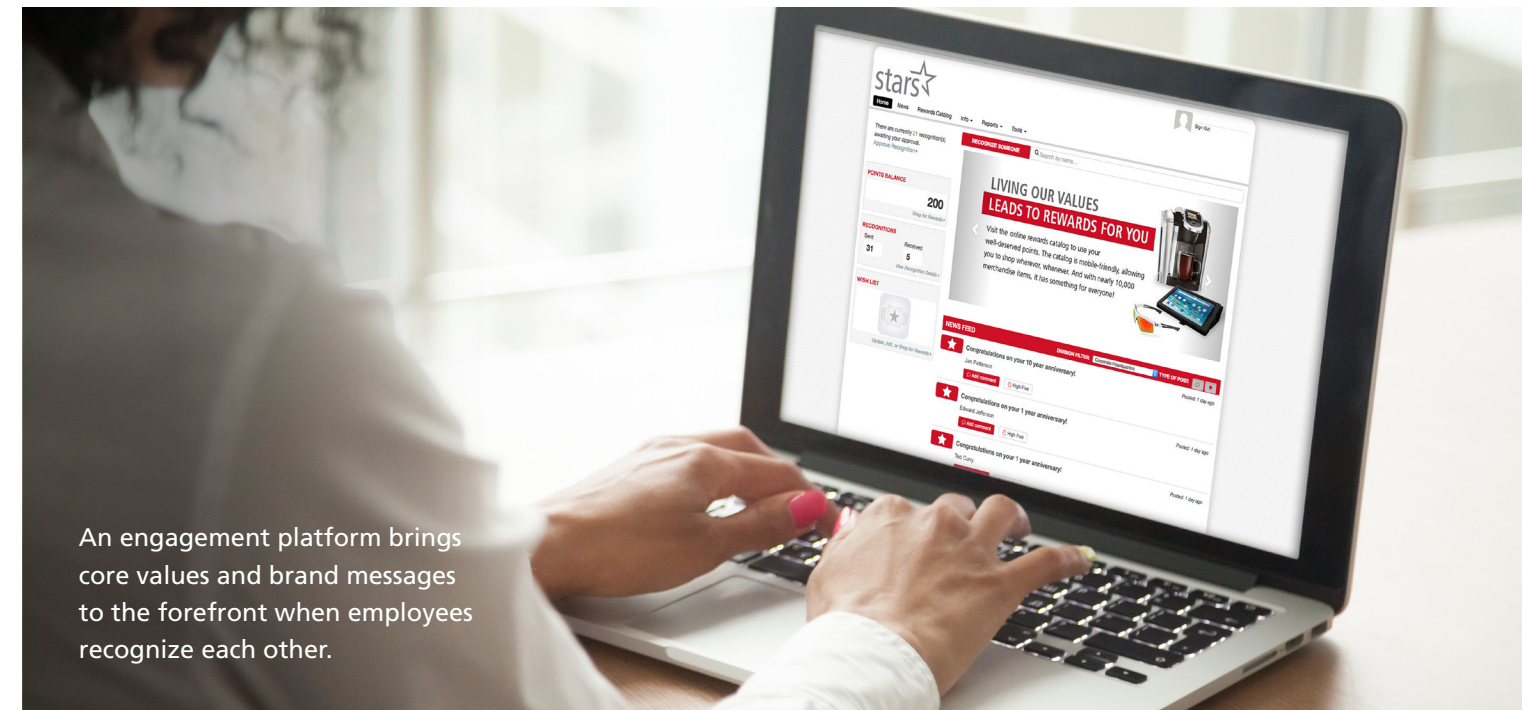
Showing Team Gratitude Around the Globe

Working to make a difference in the world around us, no matter the industry, can be intense. How do you make sure employees feel valued day-to-day—even when they're spread across the globe?

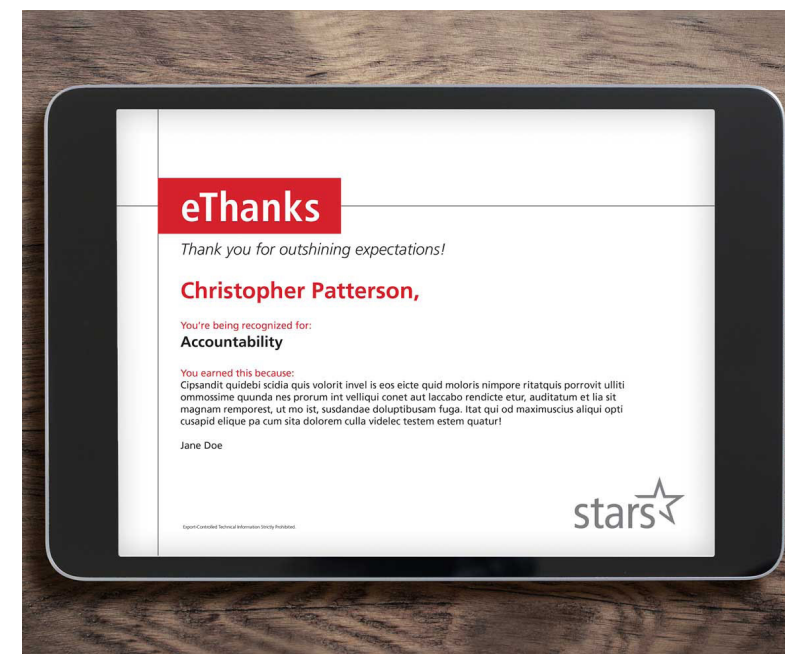
This defense technology company created an employee recognition and reward program that empowers team members to celebrate exceptional performances and underscores shared purpose. Employees reward each other with recognition that directly connects with organizational values, driving home the meaning of those values each time a team member gives or receives recognition.



The result? An engaged, unified workforce that's taking on whatever challenge comes their way.



An engagement platform brings core values and brand messages to the forefront when employees recognize each other.



Employees choose personally relevant awards that reinforce their connection to the organization.





Recognizing Standout Care

Employee burnout is a major concern, no matter the industry. How do you help team members stay connected to their sense of purpose, even when intensity is high?

This leading healthcare provider started by framing core values around employee goals and providing a platform for employees to shine. Team members recognize each other for demonstrating core values, and their recognition is made public via the platform's website and ongoing internal communications. Team members can see each other and how they live their purpose, and appreciate their continual hard work.



After launch, employee survey results showed more than double-digit improvement in employees' motivation to do their best work.



Thank You for Committing to Our Core Values!

STAND OUT RECOGNITION

You've been recognized for...

- Patients and Partners First
- Honesty and Integrity
- Quality and Compliance
- Collaboration
- No-Limits Mindset

Congratulations! You've received 2,000 POINTS

To add these points to your personal account:

- Visit **StandOutForCare.com**
- Click the "Redeem On-the-Spot" button on the home page
- Enter your code: **<<CODE>>**
- Hit "submit," and you're done!

You've been recognized for...

- Patients and Partners First
- Honesty and Integrity
- Quality and Compliance
- Collaboration
- No-Limits Mindset

On-the-spot cards allow team members to recognize each other in person.

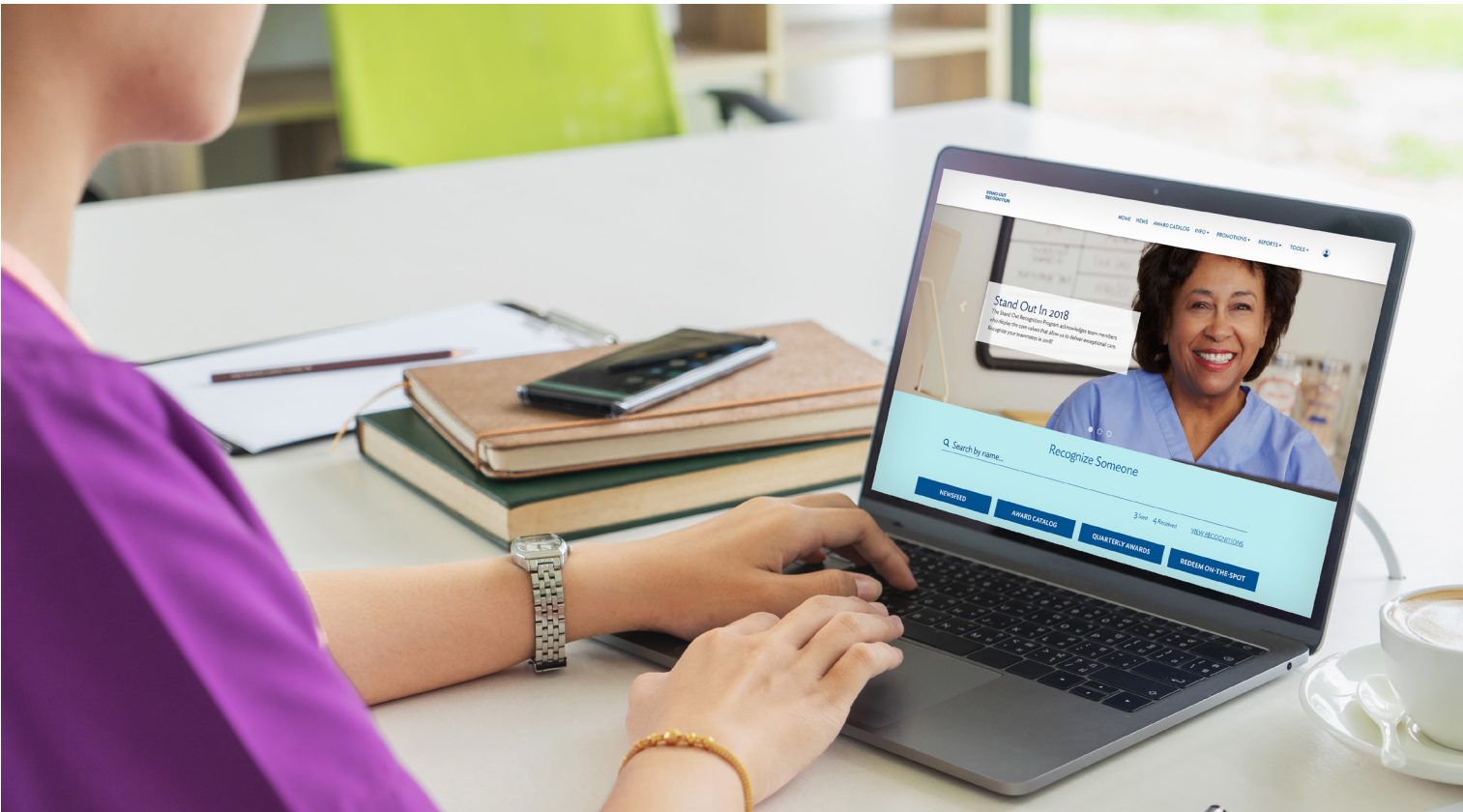
YOU SPREAD JOY WHENEVER YOU'RE ON THE JOB

GREAT JOB STANDING OUT!

AMAZING DEDICATION TO PUTTING PATIENT NEEDS FIRST

YOUR NO-LIMITS MINDSET IS CONTAGIOUS

Customizable e-cards give team members the tools to connect with the organization on the go.



Trained managers act as brand advocates who reinforce team members' alignment with the organization's purpose.

Let's Uncover & Share Your Amazing Story

Contact Us Today

itagroup.com

