



UNANIMOUS

CULTURE ALIGNMENT

Recruit & Retain



Our Agenda

CULTURE ALIGNMENT: Recruit & Retain

01. About Me
02. Culture Alignment
03. Verbal Identity
04. Internal Communication
05. Q&A

About Me



Jamie Riha

UNANIMOUS MARKETING DIRECTOR

- Leads a team of marketing professionals
- Specializes in Verbal Identities & Marketing Strategies
- 10+ years at various agencies in Lincoln & KC
- Proud Boy & Girl Mom
- Loyal Chiefs Fan

Culture Alignment

Culture Alignment

The consistent harmonization of your mission, vision, values, and voice.





Alignment Benefits

RECRUIT & RETAIN WITH:

- **Purpose:** Build pride and excitement in achievement beyond financial compensation.
- **Clarity:** Provide clear expectations to promote understanding and unity among team.
- **Consistency:** Establish trust and confidence in leadership and the organization.
- **Differentiation:** Enhance organizational uniqueness and recognizability.

Verbal Identity

Verbal Identity

Your verbal identity is the baseline for all brand communications, internally and externally. These verbal elements are crucial components of a comprehensive and complete brand. Creating a thoughtful verbal identity will set you up for success by speaking to your ideal audiences and creating a culture that not only attracts but retains talent.

1. Internal Communication

- 1.1. Mission
- 1.2. Vision
- 1.3. Values
- 1.4. Voice
- 1.5. Audiences

2. External Messaging

- 2.1. Promise
- 2.2. Positioning
- 2.3. Messages
- 2.4. Pitch
- 2.5. Tagline

Internal Communication

Internal Communication

True transformation starts from within. Internal elements of your verbal identity are the foundation of your brand. Specifically, internal communications impact your company culture, drive the direction of your organization, and cast a vision for the future. Effective internal communication will result in a more engaged and collaborative workforce, improved productivity, and increased job satisfaction and performance.

WHERE TO USE

- Training & Onboarding
- Employee Handbooks
- Company Website
- Annual Report
- Brochures
- Job Posting/Descriptions



A grayscale image of an astronaut floating in space, wearing a full spacesuit with various equipment and a helmet. The astronaut is positioned on the left side of the slide, angled diagonally.

01. Mission

Your mission statement should provide clarity to your purpose. It is the who, what, and why of your organization. It is an action-based statement conveying why you exist and how you serve your audience.

- **Brodstone Healthcare:** *Our mission is to provide exceptional and progressive healthcare to the communities we serve.*
- **Community Hospital:** *Our mission is to lead our region to a healthier future.*
- **UNANIMOUS:** *We are devoted to developing authentic brands, ensuring our clients look and sound their very best.*





02. Vision

Your vision is your desired end state; it is what you desire to be as a company or a brand. This is your inspiration and what provides a framework for your strategic planning.

- **Brodstone Healthcare:** *To be the region's preferred healthcare choice for generations to come.*
- **Community Hospital:** *To cultivate healthy living through progressive and proactive care.*
- **UNANIMOUS:** *To be well known in the industry and recommended by our peers and clients for developing thoughtful strategies, creative concepts, and fully aligned brands.*





03. Values

A well-defined set of core values sets the groundwork for your company's growth and success. Your values shape your vision and build a focused, consistent, and intentional culture. Avoid cost-of-entry values. Instead, choose values that you can use to hire, fire, and evaluate people. This will attract and retain like minded talent.

- **Brodstone Healthcare:**
Caring. Advocating. Reliable. Engaged.
- **Community Hospital:**
Excellence. Ownership. Integrity. Compassion.
- **UNANIMOUS:**
Expertise. Positivity. Tenacity. Unity.



Expertise

We are devoted to our craft. We are professional, highly skilled, and masters of our domain. We pay attention to market trends, bring innovative ideas to the table, and have the talent, experience, and portfolio to prove it.





04. Voice

While your messages drive your communications, your voice guides how you say them. Your brand voice creates consistency, conveys your brand's personality, and helps You—and your team—accurately express who you are.

- **Brodstone Healthcare:**
Unified. Trusted. Progressive. Compassionate.
- **Community Hospital:**
Caring. Intelligent. Approachable.
- **UNANIMOUS:**
Approachable. Clever. Confident. Polished.



Approachable

We invite conversation. We present information in language our clients understand and can apply. We welcome partners from all industries and find common connections to unify our efforts.

APPROACHABLE IS:

- Conversational
- Receptive
- Friendly
- Genuine
- Thoughtful
- Positive

APPROACHABLE IS NOT:

- Distant
- Pretentious
- Arrogant
- Insensitive
- Judgmental
- Unresponsive



A grayscale photograph of a hand holding a round compass. The compass is held over a path that recedes into the distance, creating a sense of direction and journey. The background is dark and out of focus.

05. Audiences

Recruiting Profiles: Fictional characters are created to represent a particular segment of your recruiting audience. These personas are developed to uncover key motivators for your potential employees and create intentional marketing and communications strategies.

- **Brodstone Healthcare:**
Administrative. Provider. Nurse. Board Member.
- **Community Hospital:**
Marketing. Provider. Foundation. Volunteer.



Provider Patricia

Patricia is passionate about healthcare and wants to work for a renowned organization committed to progressive medicine and high-quality patient care. She values small-town hospitality and is proud to be an active leader in the community.

MOTIVATORS:

- Reputation
- Progressive Technology
- Flexibility
- Salary

CHALLENGES:

- Schedule
- Location
- Staffing
- Burnout



Questions?



UNANIMOUS

THANK YOU!