

FORGING EMPLOYEE TRUST



Endeavor





WHY IS EMPLOYEE TRUST THE NUMBER ONE PREDICTOR OF ORGANIZATION EFFECTIVENESS?

How to Increase Employee Engagement and Trust That Results in a Culture that Employees Experience and Leaders Design

- How to create an overarching strategy for employee experience to sustain organizational effectiveness
- How to define, deliver, and reinforce a resonant employee value proposition
- How to develop leaders that create and reinforce the appropriate culture to sustain that employee value proposition
- How to link your organizational and marketplace strategy to employee engagement and the employee value proposition

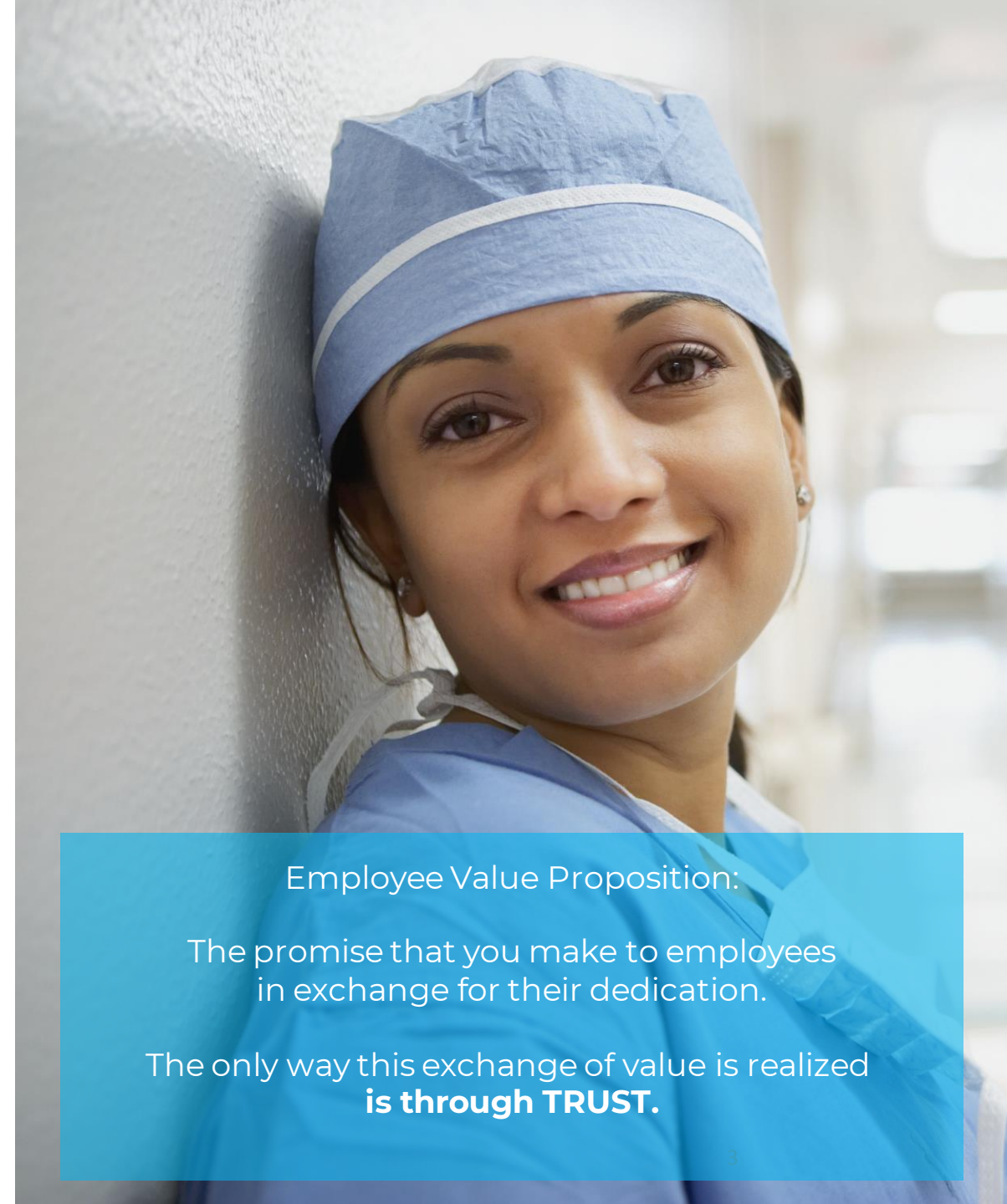
KEY CHALLENGES

ADDRESSING THE CORE ISSUE: **TRUST**

YOU ARE EXPLORING HOW BEST TO:

- WHAT IT WILL TAKE TO BECOME THE EMPLOYER OF CHOICE
- DEFINING A RESONANT EMPLOYEE VALUE PROPOSITION
- ALIGNING LEADERS AROUND A COMMON VIEW
- ACTIVATING YOUR EVP THROUGHOUT THE EMPLOYEE EXPERIENCE
- BECOMING MORE EFFECTIVE RECRUITING AND RETAINING EMPLOYEES

WE HELP ADDRESS THESE CHALLENGES BY WORKING WITH YOU TO CREATE FUTURE-PROOF STRATEGY WHICH INTEGRATES AND ALIGNS THE EFFORTS OF KEY ENTITIES ACROSS MULTIPLE EMPLOYEE AUDIENCES.



Employee Value Proposition:

The promise that you make to employees in exchange for their dedication.

The only way this exchange of value is realized **is through TRUST.**

BENEFITS OF TRUST

THE CONTINUUM

CREATE
LIFETIME
ADVOCATES

NURTURE
LOYALTY

ENRICH
RELATIONSHIPS

CREATE
ENGAGEMENT

BUILD
AWARENESS



ENTHUSIASM FUELED,
THE TIPPING POINT FROM LOYAL
EMPLOYEE TO ADVOCATE



INTERNALIZATION OF THE PURPOSE
CAUSING "VOLUNTEERISM"



HIGH LEVELS OF INTERACTION WITH BEST
CONTENT AND CHANNELS



SHARING INFORMATION WHEN
IT'S NEEDED

RETURN & REPEAT

UNDERSTANDING TRUST

LEADER'S CONUNDRUM – WHAT IS TRUST IN AN ORGANIZATION?



STRATEGIC TRUST

The trust employees have in the people running the show to make the right strategic decisions. Belief in the Vision, Mission and Purpose of the organization.



ORGANIZATION TRUST

The trust people have in the company itself such as competency in processes, fairness in decisions, and making good on promises. Do have their own managers listen and do what is right for the business not just themselves.



PERSONAL TRUST

The trust people have when interacting with others and are acknowledged, told the truth, and support mutually-agreed upon goals. Not judged, taken advantage, embarrassed, cheated or humiliated (a humanistic, achievement-oriented culture.)

TRUST



People use the word "Trust" to mean many different things.

OUR UNIQUE LENS

BREAKING DOWN SILOS BY CONNECTING MARKETING, HR, OPERATIONS AND LEADERS

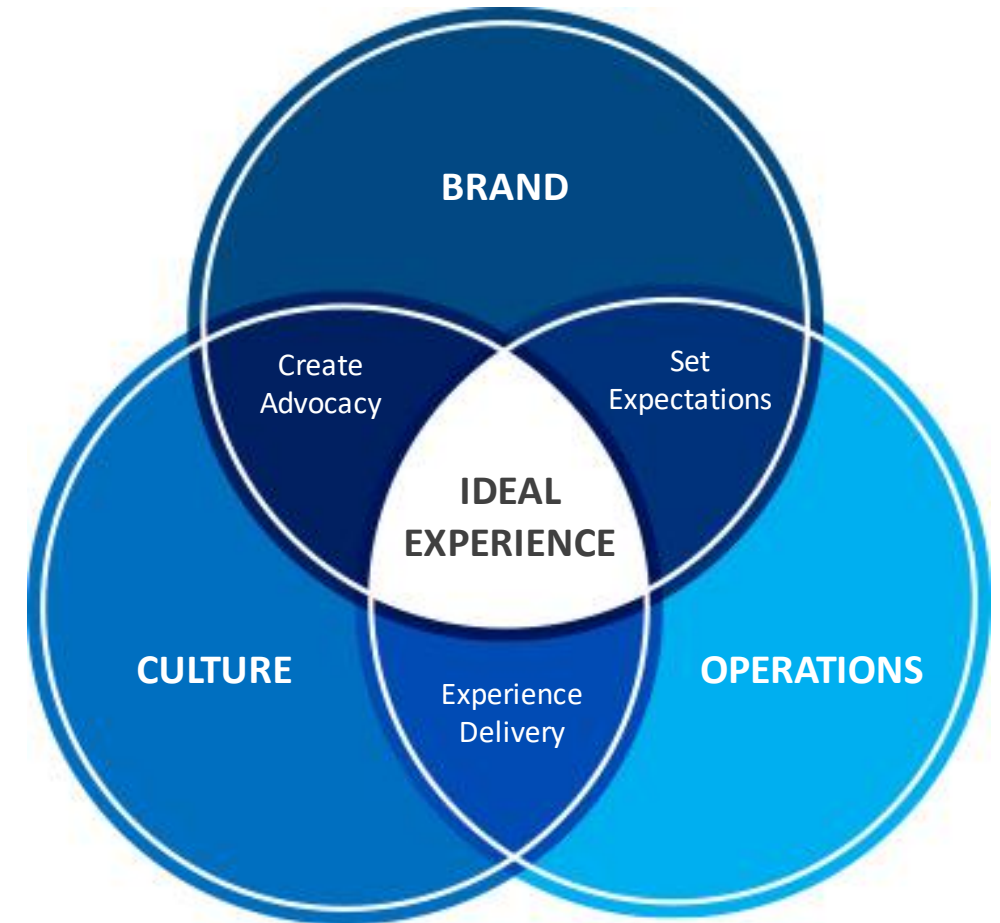
We believe that culture and your brand promise are linked through the experience delivered.

Leaders translate employee expectations back into the organization, assigning priorities, modeling and reinforcing expected behaviors.

We explore what promises are made and how those stack up against expectations – what you say, where you say it, and how well it resonates.

We intentionally examine the differences between functional needs (what is done) with emotional needs (how audiences feel about the interactions). This is a reflection on how the journey continues using processes and technology, and through interactions and communications with your care teams.

Our experience with integrated delivery systems and academic medical centers predicts that when you are aligned with expectations you can create an exceptional experience and a sustainable competitive advantage.



MOVING THROUGH UNCERTAINTY

ENDEAVOR'S TOOLS TO DESIGN AND IMPLEMENT YOUR EMPLOYEE ENGAGEMENT STRATEGY

ENVISION

ENGAGE

ENERGIZE

ENABLE

CHALLENGES

<p>What is our future ideal state?</p>	<p>How can we engage and align others across the organization to deliver this change?</p>	<p>What's the plan to adjust processes, systems and metrics for this to be successful?</p>	<p>How well is it working, and what is necessary to make this sustainable?</p>
<h2>CORE ACTIVITIES</h2>			
<p>YOUR STORY - THE EVP BLUEPRINT FOR THE FUTURE YOUR WHY EXPECTED BEHAVIORS</p>	<p>AGILE ACTION WORKSHOPS (QUICK HITS) CURRENT EXPERIENCE ASSESSMENT MESSAGE AND CONVERSATION MAPS</p>	<p>EMPLOYEE ENGAGEMENT FOR RETENTION RECRUITMENT PROGRAM CREATION AND IMPLEMENTATION PLAN PROCESS REDESIGN</p>	<p>SCALING PLAN SUSTAINABILITY PLANNING CHANGE MONITORING LONG-TERM SUSTAINABILITY MEASUREMENT</p>



BENEFITS OF OUR APPROACH

CONSULTING WITH CREATIVE FLAIR

- Build and energize prospect and employee communities around your purpose – Key to Engagement and Employee Brand Building
- Apply proven consumer marketing methodology to employee communications
- Create a more compelling story—for all employee audiences
- Access creative firepower from a fast-moving industry
- Deepen your understanding of your employee segments
- Extend your team and move faster
- Measure the effectiveness of tactics and content for continuous improvement
- Make cultivation and stewardship easier for your team using templates/pre-made content

CONFIRM YOUR PURPOSE

EXPRESS YOUR WHY

EVERY CHANGE FOR THE BETTER BEGINS HERE

- Purpose drives engagement at all levels and leads to more invested constituents internally and externally.
- A purpose-driven communication strategy helps you align, rally and accelerate action.
- Articulate organizational purpose through powerful and imaginative storytelling.
- Build community within that drives behaviors and amplifies the culture you desire
- Internal story becomes heart of external narrative

THE WHY

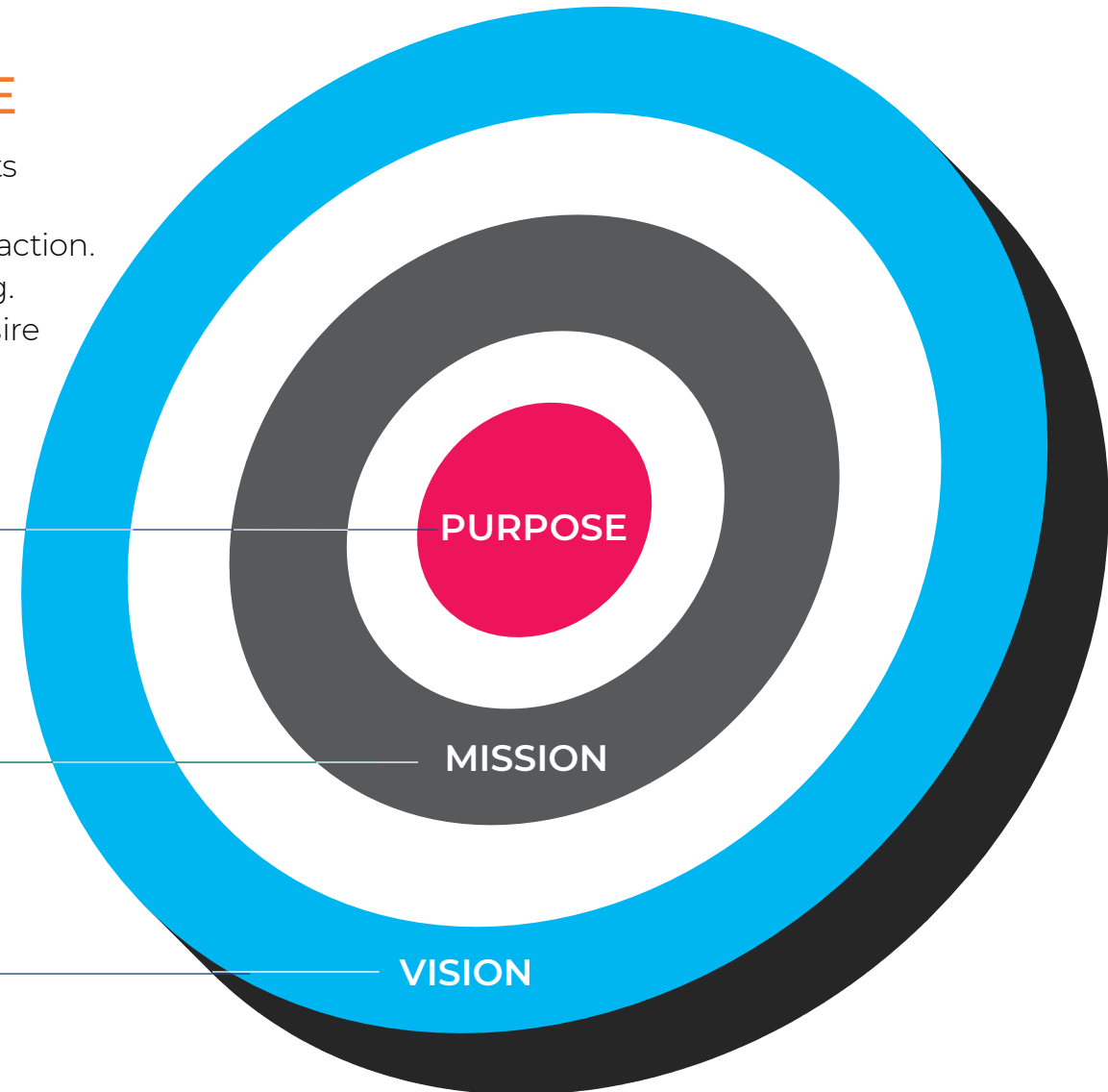
OUR REASON FOR EXISTING

THE HOW

REALIZING OUR PURPOSE DAY TO DAY

THE WHAT

THE FUTURE WE ARE CREATING



BUILD EMPATHY

ASSESS THE STRENGTH OF EMOTIONAL NEEDS OVER FUNCTIONAL

Functional

Reputation of the Organization

Access to Benefits

Skills Development

Access to Expertise

Quality of Life Considerations



Emotional

Confidence in the Company

I Feel Valued

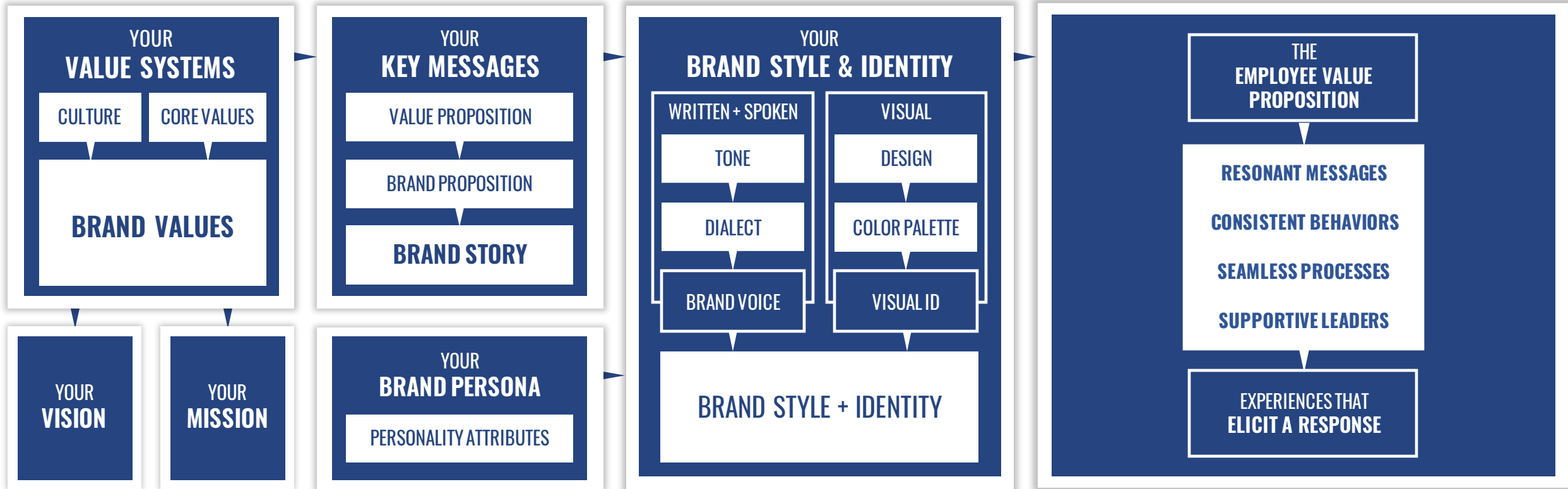
I Feel Respected

My Family Needs Considered

You Help Advance My Career

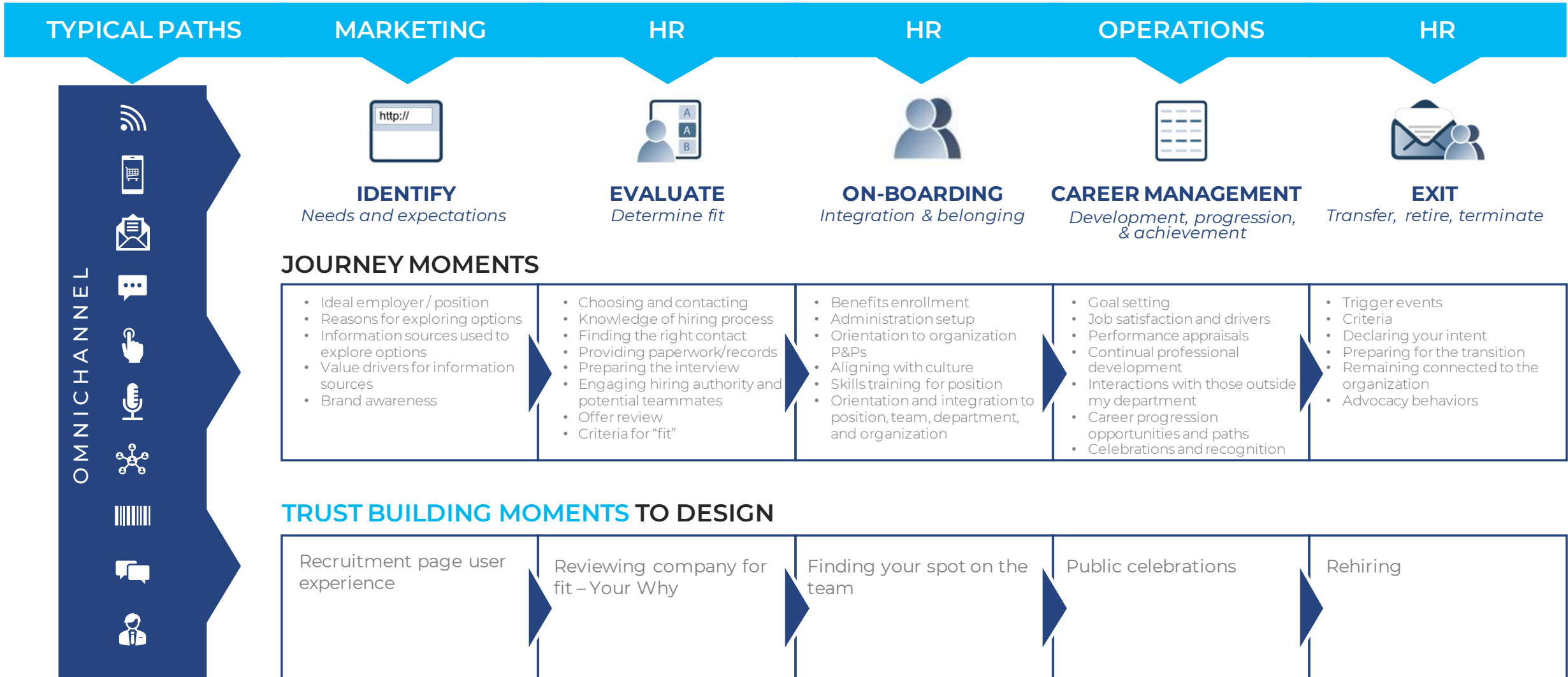
EXPRESS YOUR STORY

ALIGN EVP WITH YOUR BRAND



IDENTIFY TRUST BUILDING MOMENTS

DEFINE DESCRIPTIVE CHARACTERISTICS



RECRUITING THE BEST TALENT

IDENTIFYING PROSPECT NEEDS TO DRIVE COMMUNICATIONS

The St. Jude Fellowship Experience

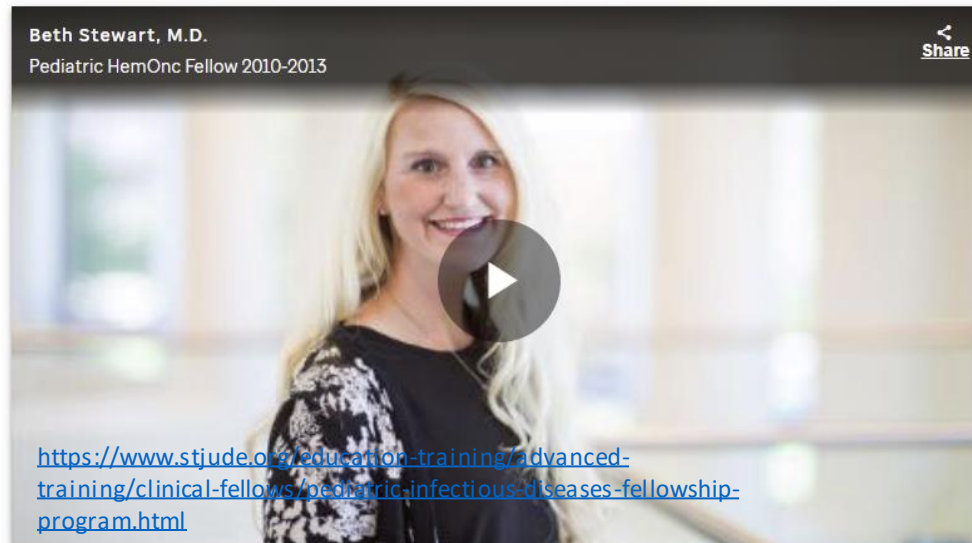
A clinical fellowship at St. Jude Children's Research Hospital means joining an exceptional community devoted to advancing science and giving our patients the best possible care.

We are committed to ensuring your fellowship is a fulfilling experience that prepares you for the next step in your career.

In these videos, current and former St. Jude fellows speak about their unique fellowship experience.

How to Apply

Fellowship Programs



We worked with program leadership align the program design with prospective fellow needs.

Our work resulted in a clear design for the fellow experience from process to behaviors.

The new fellowship experience is reflected in this microsite.

ABOUT US

The Basis of Our Insights



OUR EXPERIENCE

WE STRIVE TO REMAIN THE TRUSTED ADVISOR

55 YEARS

of continuous work
with clients



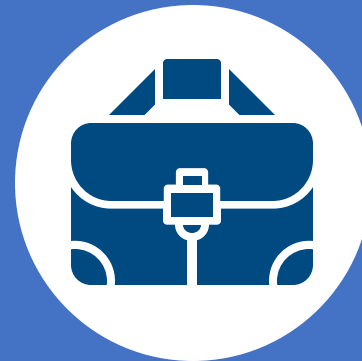
10+ YEARS

Average length of
client relationship



500+

Companies



250+

Consultants
and Advisors



ENDEAVOR PORTFOLIO

WE CONFIGURE RESOURCES FOR THE RIGHT FIT

Endeavor

Endeavor Analytics

Endeavor Expert Advisory Group

Endeavor Institute

RTRN

MANAGEMENT CONSULTING

GROW & OPTIMIZE
YOUR BUSINESS

- Process-based
- Transformational Strategy Design
- Culture and Performance Implementation
- Monitoring

ANALYTICS

BUSINESS
AS A SCIENCE

- Data Synthesis & Analysis
- Data Visualization
- Modeling & Simulation
- Research & Analytics as a service
- CRM & CX Monitoring Programs

EXPERT ADVISORY GROUP

BEEN THERE.
DONE THAT.

- Practical, Implementable Solutions
- Trusted & Impartial Advisors
- Former Industry Executives

INSTITUTE

COMMUNITY OF
THOUGHT LEADERS

- Thought Leadership Communities
- Building Leadership Tools
- Professional Development for Leaders

STRATEGIC COMMS

MAXIMIZE
RETURNS

- Research + Creative
- Marketing as a Service
- Communications as a Service

OUR FIT

INSIGHTS + EXPERIENCE = PRACTICAL STRATEGIES



INDUSTRY EXPERTISE

- Endeavor is uniquely positioned to assess the current state given our depth of expertise in organizational performance and transformational change.
- We bring cross-functional expertise to this assignment with national leaders in healthcare.
- A team that includes those with prior healthcare leadership experience.
- Deep understanding of the healthcare system environment, from the most complex (academic-community partnerships) to most competitive (regionally-based systems).
- Trusted advisor to many well-regarded healthcare systems in the country.



RESEARCH-DRIVEN INSIGHTS

- A 55-year heritage of research innovation to drive strategic decision-making.
- Use of proven research tools and frameworks for brand, experience, culture and operations management across industries.
- We are uniquely positioned for this having led a strategic transformations with marketing and communications benchmarking programs with Endeavor's own steering committees of national leaders in healthcare.



COLLABORATIVE APPROACH

- We appreciate both the functional and emotional components of a change of this nature – it is possible that best practices suggest significant changes to the power centers of the status quo.
- Consensus-driven decision-making processes to ensure the strategy is embraced.
- Engagement processes to maximize the potential for advocacy of the strategy, both internally and externally.
- Our team has a deep experience working with executive teams in designing effective strategies which require a high degree of internal change.

OUR COMPANY

WHAT'S YOUR ENDEAVOR?

For over 50 years, market leaders have turned to Endeavor to address their strategic imperatives. We work collaboratively with our clients to merge market insights and industry expertise to design and implement practical strategies. Our clients keep coming back to us not only for a near-term game plan, but as a long-term trusted partner.

Understanding the Why and the What

We believe that market leadership is based on a keen understanding of the underlying drivers of key constituencies – whether your customers or your employees. It's not just how we do things here, but how we do things here that creates real business value.

Endeavor Management's solutions help properly frame the strategic decision(s) and evaluate the critical elements required to reduce decision risk. Using insights to formulate strategy results in alignment of leadership to fully support the charted course.

Using advanced tools for insight development and collaboration, we guide strategy development toward a path that truly resonates.



Making the How a Reality

This is where Endeavor Management's experience comes in. Our clients include many of the most recognized and well-regarded organizations in the world, with a focus those with the most complex needs.

We bring best practices and success to the table. Our seasoned consultants have been in your shoes, having decades of experience serving in leadership positions within organizations just like yours.

You can count on us to understand the challenges of navigating the most challenging of situations – from competitive environments to resource constraints.

We work with you to implement practical strategies to accelerate business performance at a pace that's manageable for your organization.

Endeavor