

The Role of Marketing in Retention & Recruitment



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**Workforce
Concerns are
Blowing Your
CEO's Mind**

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External Challenges

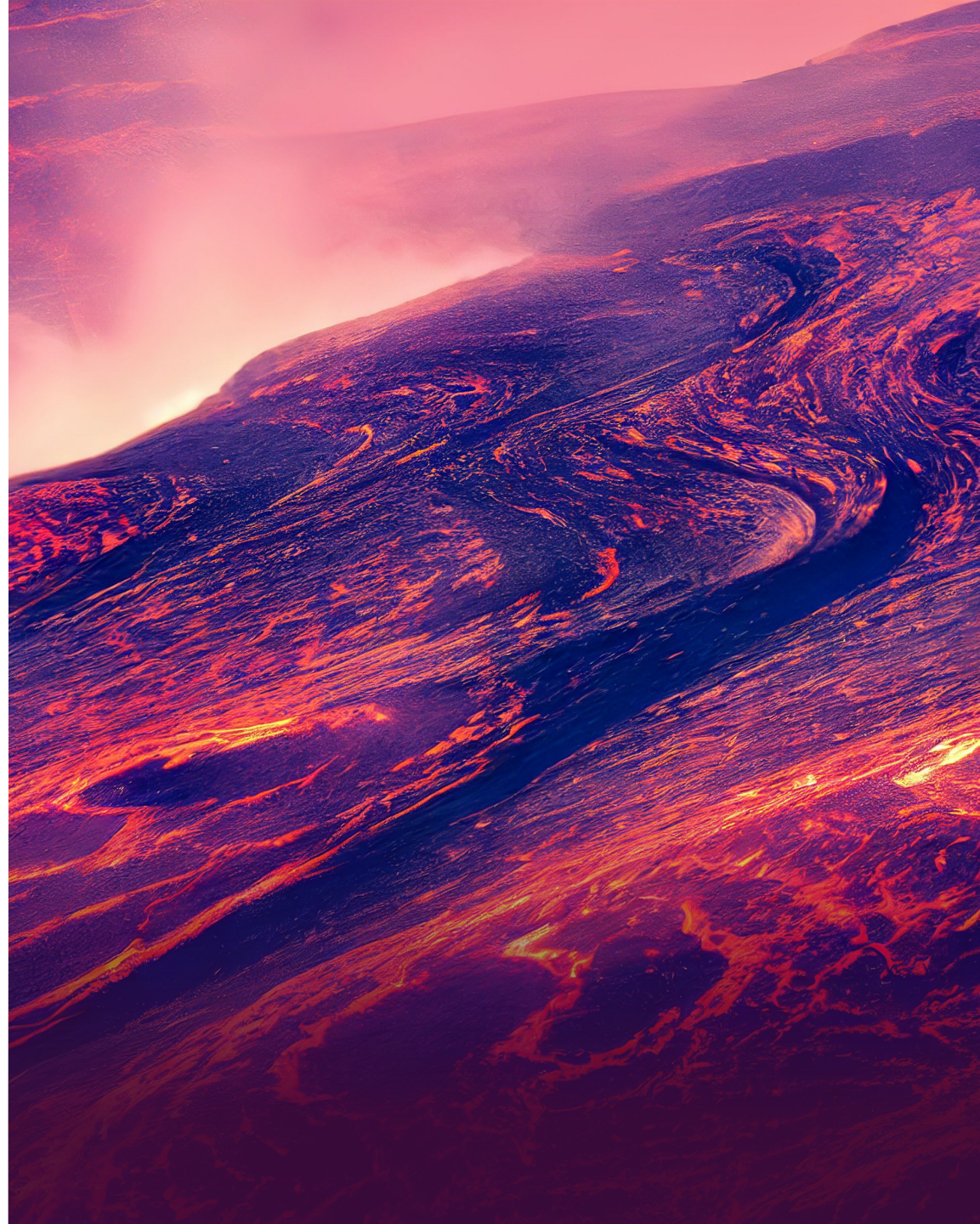
Dynamics are **changing** and creating **pressure**

Healthcare costs continue to be unsustainable

When it comes to talent, you're competing for limited resources

Technology advancements and pace of change is increasing rapidly

Healthcare is behind other industries, especially in patient experience





Internal Challenges

Emotional:

People are exhausted and burned out

Turnover is killing us

Declining trust in organizations and leaders

Unclear or misunderstood Employee Value Proposition

Decision making is too slow or not happening

Functional:

Lack of strategy/leadership alignment

Execution Issues

Communications Issues

Barriers to collaboration

We're All Rowing In the Same Direction



Work Environments Worth Raving About

What does the *story of your work* environment do?

Retain and engage

Put purpose first

Show an investment in your people

Create conversations

Transform your employees into
Organizational Ambassadors





RTRN

Purpose creates Connection

When **Purpose drives your people**, it makes a difference in how your people **show up**.

Stronger contributions

More ownership

Better service delivery

Solutions-focused mindset

Brings meaning to the work

Simplifies and clarifies mission and vision

How your people show up
directly affects your bottom line.

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BRAND

Powerful Purpose Brings It All Together

Create a compelling narrative that **aligns** and **strengthens** the organization's **Brand, Operations,** and **Culture.**

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Investing in Employees is a Strategic Business Decision

Why is this a great place to work?

Do you have a winning Employee Value
Proposition?



Remember Your Most Important Channels

Most employees pay more attention to what **LEADERS** say and do than to any corporate communication channel.



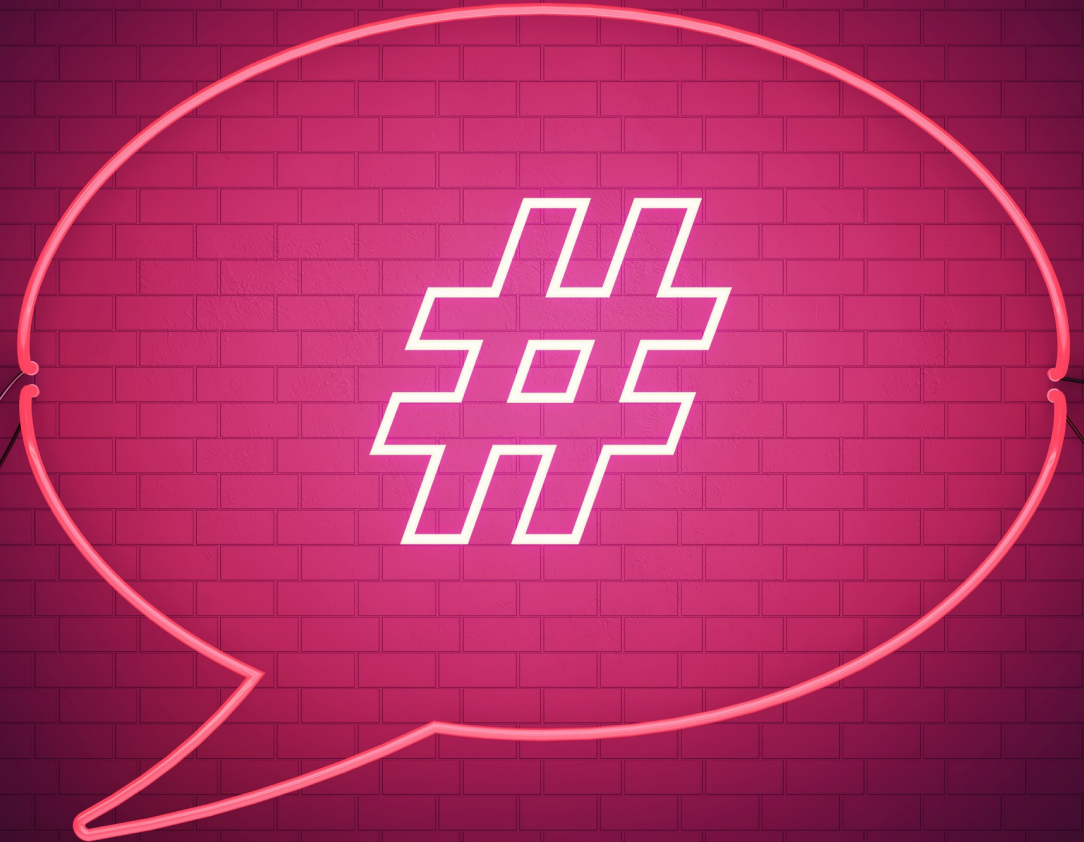
How Do You Create Organizational Ambassadors?

Apply **marketing** and **consumer experience** principles to **internal audiences**

1. Listen and learn
2. Design the employee experiences they want and need
3. Activate leadership and super-communicators at all levels of the organization
4. Deliver extraordinary communications

Activate Brand Ambassadors

1. Identify key target audiences and messages
2. Provide communications support
3. Identify channels (social media, conferences, community outreach)
4. Recognize and support important causes



Unleash Your Marketing Monster on Internal Communications

Strengthen and **streamline**
internal communications

Align with enterprise strategy

Analyze your stakeholders

Create an authentic message

Wow them with inventive creative



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**It's Not Cancer,
It's Recruitment**

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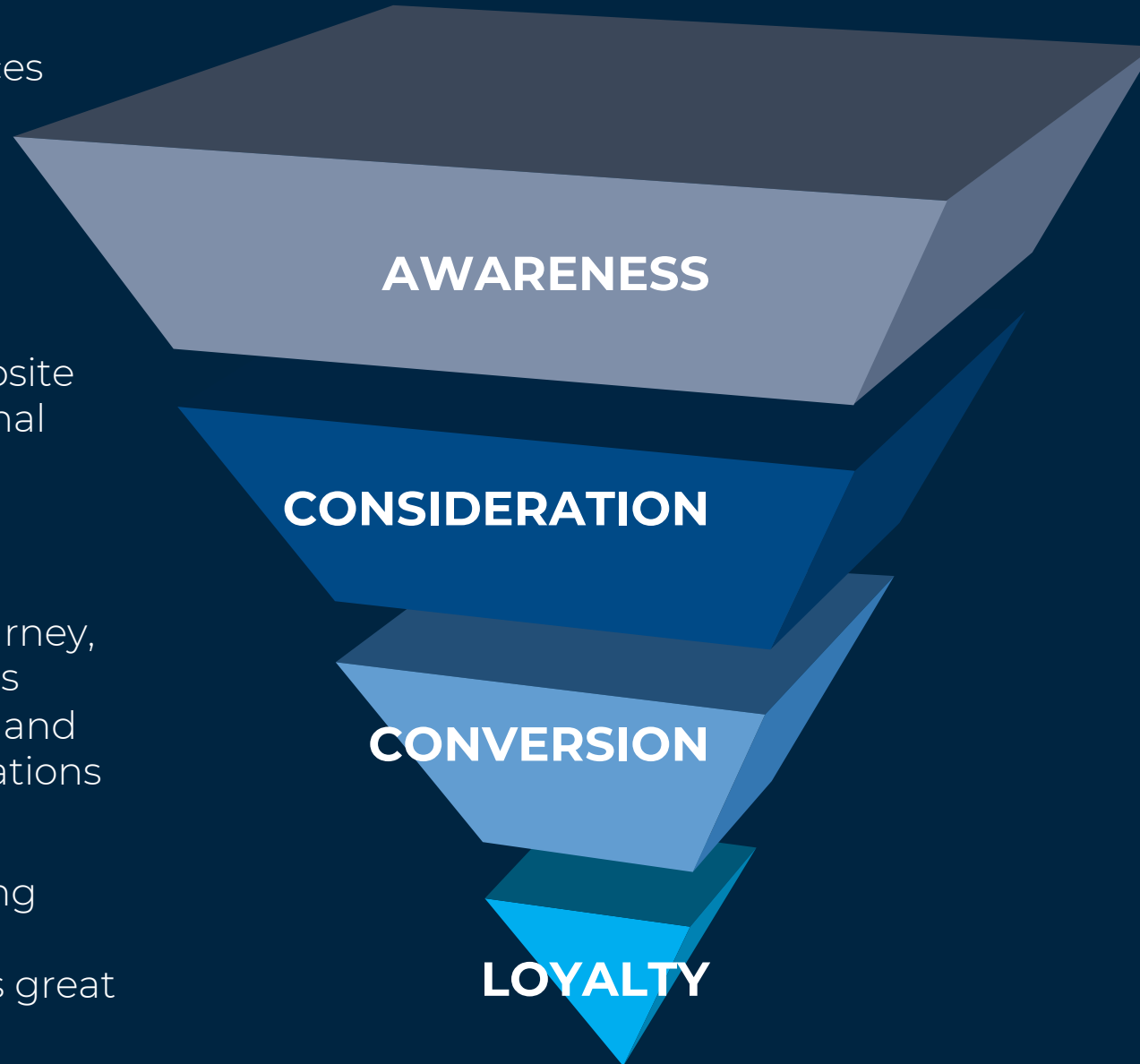
Marketing

- Understand audiences
- Optimize relevant channels
- Resonant messages and creative

- Optimize digital/website
- Activate organizational ambassadors

- Map recruitment journey, identify opportunities
- Engage in follow-up and decision communications

- Extraordinary ongoing internal comms
- Leaders equipped as great communicators



Human Resources

- Accurate and relevant job descriptions
- Optimal process with hiring leaders

- Proactive recruiters
- Timely responses to questions

- Optimal recruitment experience
- Great interview experience and follow-up comms

- Excellent onboarding and employee experience

Recruitment & Retention Never Stop

Ongoing measurement and optimization

Budget and resources

Opportunities to deepen engagement



Bringing It All Together

Critical Success Factors

Ensure organizational alignment
(we're all rowing together)

Your structure matters – where is the
intersection

Marketing has a role – approach humbly if
you're not aligned with purpose

Collaboration

Creating ambassadors

Pride in the workforce

Enable leaders to be strong communicators

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**When Your
Message Is True,
You Should
Peacock About It**



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Here's How We Can Help

Activating leaders as communicators
(Assessment, Vision, -> Strategy -> execution)

Activating super-communicators

Leadership Development

Organizational Performance Coaching

Be the leader no-one wants to leave (training)

Leading for engagement and performance (workshop)



**We'll
Partner
With You**



**Endeavor
Management
Has Over 55 Years
Of Experience In
Organizational
Transformation**

Our Company

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.



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THANK YOU

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