



Career/Life Alliance Services, Inc.

## Communication & Branding

Our Clients want their initiatives to drive business results and address their challenges. Our Communication and Branding team creates breakthrough traditional and social media campaigns that deliver.

Communicating initiatives effectively fosters commitment and resilience in employees, enabling Clients to deliver “inspired results” and meet demands of a high performance organization, while positively impacting the bottom line and positioning the organization more favorably in the external business environment. CLAS works to develop internal Brands that support the Client's strategy and educate all employees about the value of the programs and services at all stages of their career.



## Our Approach

CLAS uses a phased approach as a standard for all project implementations. This phased approach involves sequential development in the following areas:

**Advisory Team** - CLAS will work with an internal advisory team to ensure that all critical areas of the organizations are represented. CLAS will assist with the selection of this team as needed. We will also be available to help with the planning and hosting of meetings as appropriate.

**Benchmark Best Practices** - Conduct an external gap analysis to assess competitiveness of current programs compared to industry competitors, select local employers and "Best Place to Work" companies – resulting in a framework for strategic design and development.

## Design and Execution

Audit Current Culture for Clear Understanding of Existing Challenges and Opportunities

- Review organization's vision and mission, along with strategies and key goals
- Examine the values of the company, identify underlying beliefs and hidden assumptions
- Understand the leadership at NG, what leadership styles are utilized
- Discuss practices, behaviors and intergroup relationships
- HR data collection to include: turnover specific to new hires, voluntary, involuntary, and return from leave. Absenteeism, performance management data, EAP utilization, exit interview data, etc.
- Collect information on all HR benefits and review current branding and messaging
- Assess HR policies to identify possible barriers to meeting needs of the company & employees
- Report back on findings



## Integration Strategy Including Business Value Proposition

- Partner with leaders and Advisory Team to develop strategy & determine critical areas of focus
- Conduct focus groups
- Develop vision, charter, and plan of action
- Engage Client's vendors and identify existing programs and services that can be leveraged and aligned
- Identify external programs and services to build solutions
- Craft and brand key messages tied to brand promise, core values, mission, vision and strategy.
- Develop ongoing measurement and evaluation process
- Implement rollout
- Provide projected ROI on measures

## Sample Designs

### Brochure:

# Innovative Choices for Life!



**My Life**

- Flex work policy
- Flex work definitions
- Flex work request

**My Finances**

- EAP
- Retirement
- Resources

**My Career**

- Milestone Recognition
- Retirement

**My Time**

- College Coach

**My Community**

- Back up care
- Eldercare

**My Wellbeing**

- HealthWaves
- Quit For Life Program
- Best Doctors
- Virgin Pulse
- Weight Watchers
- Financial Engines

**MISSION STATEMENTS**

**ABC Company** recognizes the value of each employee as an individual and brings quality work-life solutions to all employees that reflects a culture of inclusion, engagement and top performance.

**LEADER MESSAGE:**

The purpose of Flex Success is to support and respect our dedicated employees. All of us must make sure that it is implemented in a way that builds our business and benefits our patients as well.

**VISION STATEMENT:**

Become a global leader that values and supports Work-Life Integration for all employees to drive top performance.

**MISSION STATEMENT:**

recognizes the value of each employee as an individual and brings quality work-life solutions to all employees that reflects a culture of inclusion, engagement and top performance.

**2015 OBJECTIVE:**

To create and execute an effective Work-Life branding campaign and communication strategy that educates employees at all levels about the value of the Work-Life programs and services at all stages of their career.

**CORPORATION, SUPPORTS YOUR TIME WITH WORKPLACE FLEXABILITY SOLUTIONS TO LIVE YOUR BEST LIFE.**

**There are basic principles that underlie all flexibility**

While the use of Flexibility solutions will vary among business functions and staff, these core assumptions remain the same for the entire company.

- **Flex solutions** support our business
- **Flex solutions** are not an entitlement
- **Flex solutions** may be applied creatively
- **Flex solutions** are not right for everyone or every job
- **Job performance** makes a difference
- **Flex solutions** are a shared responsibility

**STORY OF FLEX SUCCESS**

Poster:

**LEVERAGING WORK-LIFE**  
TO DRIVE TOP PERFORMANCE

**COMING SOON!**

NEW and Enhanced Enterprise Work-Life Programs.

**FEBRUARY 15**

**SAVE THE DATE!**  
The countdown begins. Mark your calendar today!

Web Design:

**LEVERAGING WORK-LIFE**  
TO DRIVE TOP PERFORMANCE

**Innovative Choices for Life!**

- My Life**
  - Flex work policy
  - Flex work definitions
  - Flex work request
- My Career**
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**A MESSAGE FROM CEO**

**WORK-LIFE TOOLKIT**

As a leader at [redacted] it is imperative that you understand the breadth and depth of WORK-LIFE integration tools that are available to you and your colleagues. This Leadership Toolkit includes....

**LEARN LEAD**

## Why Career/Life Alliance

CLAS has over 25 years of expertise in the development and implementation of communication and branding strategies. We are prepared to be an efficient, collaborative partner fully aligned with our Client's objectives.

We recognize that companies can select from a variety of providers to complete their specifications. However, CLAS believes we are a differentiated partner as follows:

- World-class expertise in practical implementation of successful initiatives for multi-national companies.
- Experience in building exactly the kind of Communication & Branding strategy needed in global organizational settings.

It is through this combination of audit, evaluation and subject matter expertise that your organization will be in a position to build a successful strategy on an expedited basis.

3M

Accenture

American Express

Amgen

Baptist Health

Blue Cross Blue Shield of MN

Imation

Johnson & Johnson

McGladrey

Medtronic

Merck

Sodexo

Raytheon

Rio Tinto

U.S. Navy

University of Minnesota

Wells Fargo

Malt O Meal

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