



Talent Brand Architecture

What is Talent Branding?

Talent branding presents the highly emotive, social, and positive view of your company's culture.

It considers what people think, feel, and share about your company as a place to work.

It answers the questions:

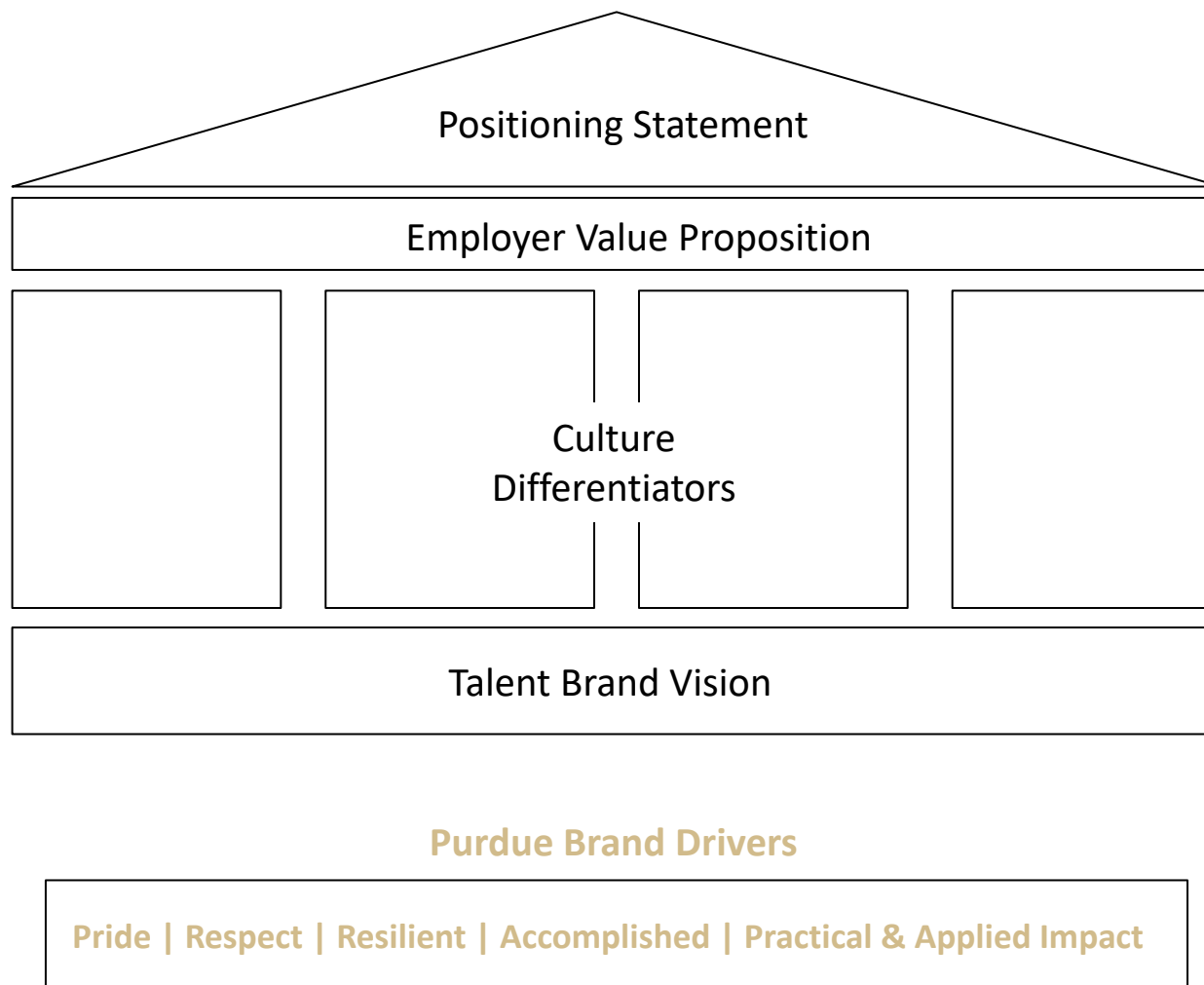
“What sets your culture apart?”

“What unites and inspires your employees?”

In short, “why are you an ‘Employer of Choice’?”



Talent Brand Architecture Elements



Definitions

The Talent Brand Architecture refers to the strategic framework and structure that an organization establishes to shape and communicate its employer brand and reputation in the job market. It encompasses various elements that contribute to attracting, engaging, and retaining top talent.

The Talent Brand Architecture is built from the bottom up and sits atop the organization's strategic framework; their mission, vision, values.

The Talent Brand Vision aligns employee collaborative efforts towards realizing the organization's strategic objectives (e.g., what is the unifying purpose of the work being done).

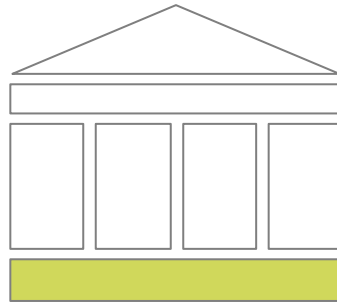
The Culture Differentiators refer to how the culture is different from other organizations.

The Employer Value Proposition (EVP) is the sum of everything below: it's the motivational expression of the unique set of benefits and advantages that an organization offers to its employees. It defines what makes the organization an attractive place to work and sets it apart from competitors.

The Positioning Statement refers to the the tag line of how you go to market.

Note: our results allow for the future state, and as such may be somewhat aspirational as compared to current state

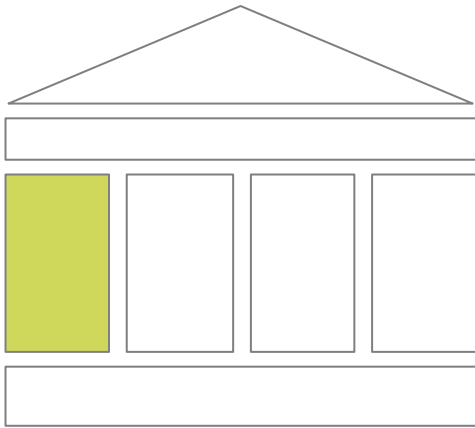
Talent Brand Vision



Helping Build a Better World, Together

At Purdue University, you'll find a strong community built on collaboration. It's where all people are welcomed, supported, and encouraged to bring their best to campus every day and build a better world, together.

Culture Differentiator 1



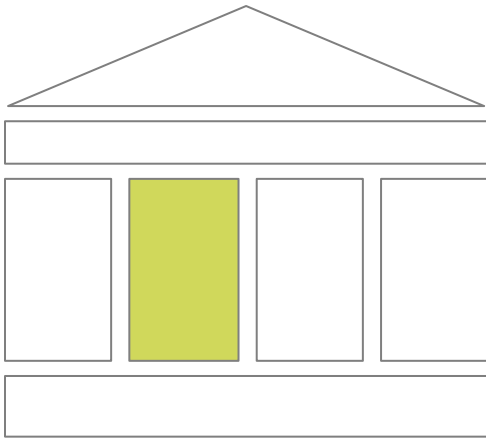
Shared Experiences

At Purdue, work alongside your neighbors and friends, both drawing from and creating new shared experiences for your community. Celebrate the opportunity to collaborate with others across a rich network of connections.

“I enjoy the shared experience with my colleagues and knowing we are working for a university with a great reputation.”

“The best part about working at Purdue are the people you get to meet. From peers, faculty and students, you form friendships that can last a lifetime.”

Culture Differentiator 2



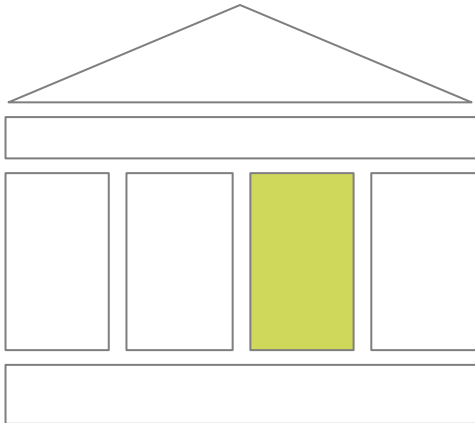
The World from Where we Work

With a vibrantly diverse community of students and colleagues, international learning opportunities, and an infusion of global perspectives, Purdue provides a work experience with a truly unique culture. Unlock pathways to new worlds and ideas – without getting on a plane.

“I appreciate the global and diverse aspect of Purdue, with people from all walks of life. I think Purdue's influence also extends into the rest of the Greater Lafayette Area in making it feel more diverse.”

“I enjoy seeing the value of education in action, and the global focus on campus keeps Purdue moving forward.”

Culture Differentiator 3



Staying Power/Star Power

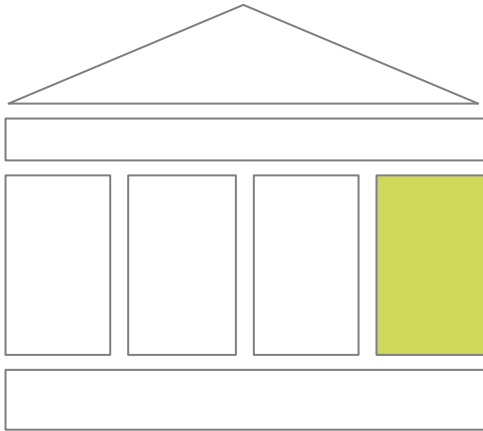
Purdue is a place of pride, where the spirit of the Boilermakers runs deep. With a legacy spanning over 150 years, our proud history as a land grant university continues to shine. Our positive reputation is growing among prospective students and faculty, and so is the list of our notable alumni.

“The campus history is almost like its own living thing. To work at Purdue is to add to that history which is an exciting prospect as we drive the school forward into a more inclusive and adaptable future.”

“Purdue has a tremendous reputation around the globe, it does great things for our community.”

“The rich history and all the important research that happens here is unique. It's amazing! Very proud to work here.”

Culture Differentiator 4



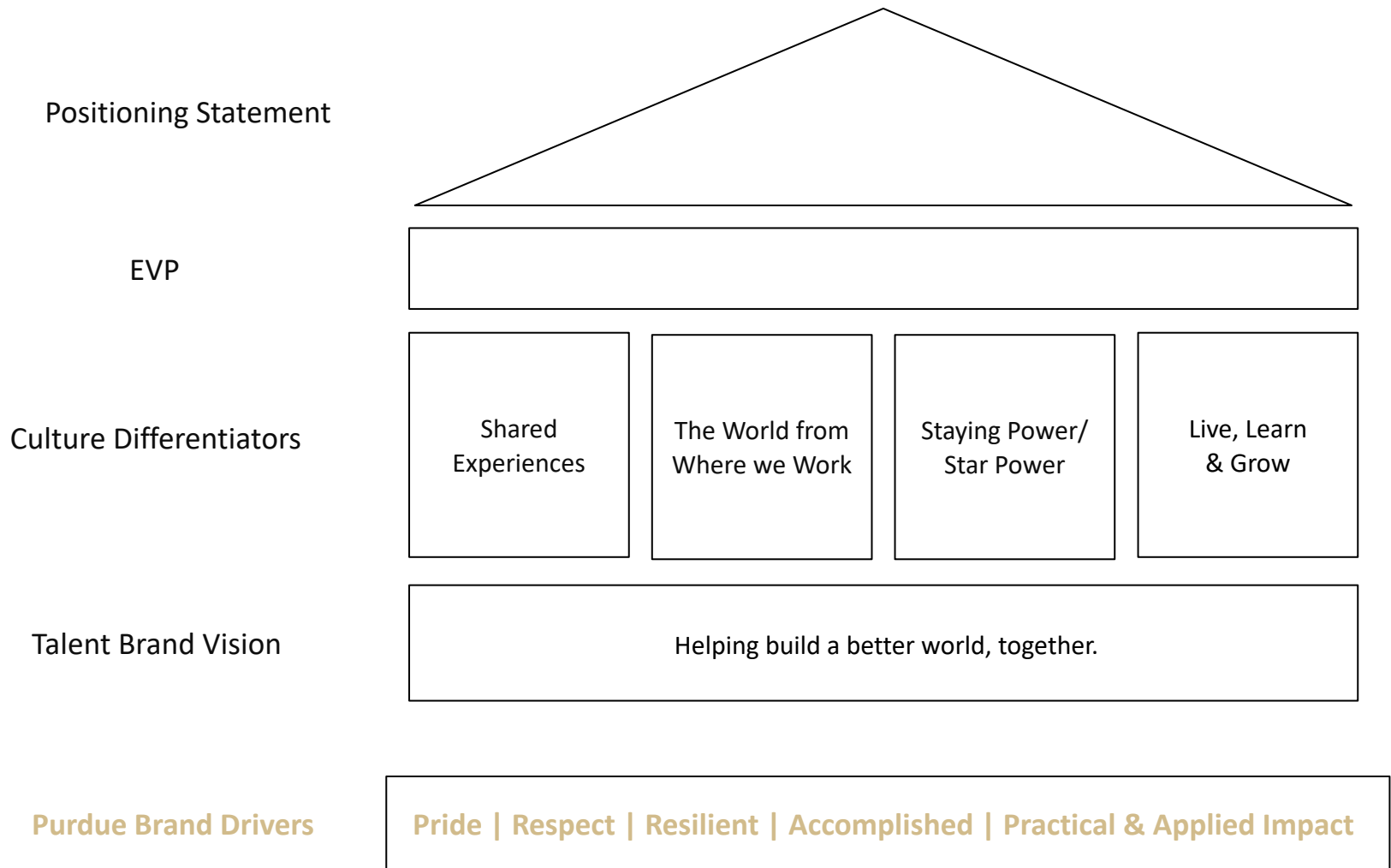
Live, Learn & Grow

Purdue is where professional aspirations can thrive alongside wellbeing, and where it's encouraged to find balance between work and personal fulfillment. Lifelong learners find endless opportunities to acquire new knowledge and skills, and professional potential knows no limits.

“The best part of Purdue is how we balance striving for excellence while considering the importance of employees’ well-being and caring for us as human beings.”

“Purdue will always look for ways to be the best in what we offer our students and staff. It makes Purdue such a unique place to work, where we are offered a broad spectrum of learning opportunities and experiences that will last a lifetime.”

Purdue Talent Brand Architecture



Employer Value Proposition

Option 1: Unrivaled pride, unlimited potential. On this path together.

Option 2: Unrivaled pride, unlimited potential. Better for being here.

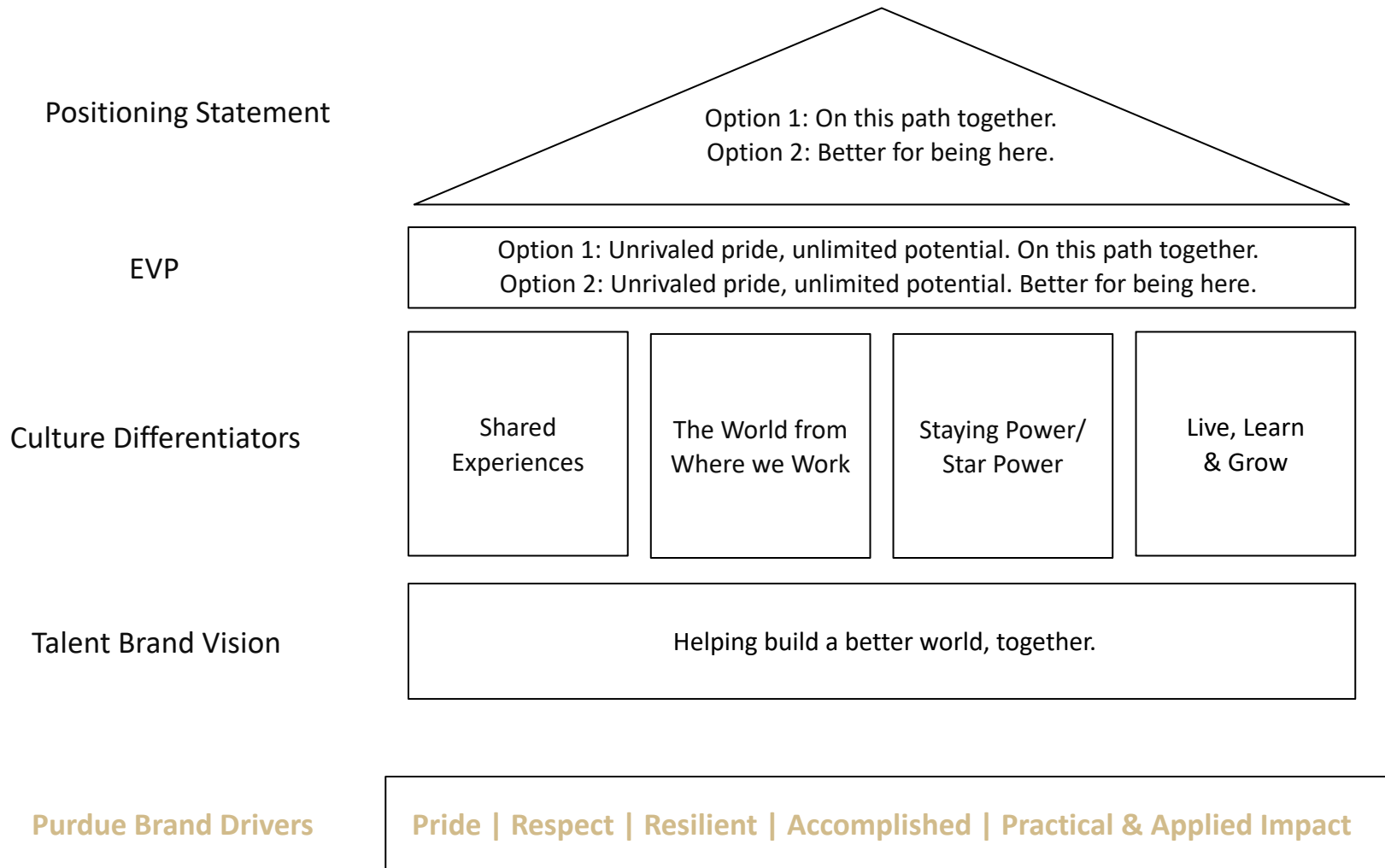


Positioning Statement

Option 1: On this path together.

Option 2: Better for being here.

Purdue Talent Brand Architecture



Culture Statement of Belief

Welcome to our world. We're so glad you're here.

We're the door that's always open, that perhaps you've once walked through.

We're your neighbors, your professors, your family, your friends but a global city too.

There's bragging rights and growing pains, great benefits and perks.

Contribute to our culture, learn, grow and bring purpose to your work.

With unrivaled pride and unlimited potential, we're on this path together – and better for being here.

#OnThisPathTogether #BetterForBeingHere

