



a SYNEOS HEALTH company

# taylor strategy partners

experience the power of personal



## tspSTORYTELLER

### bringing brands to life

tspSTORYTELLER is the provision of strategy, messaging and the delivering of creatives to our clients by TSP's Brand & Marketing team. Our goal is to engage top talent and enrich the candidate experience on your behalf, through customizable solutions that help grow your

organization and support recruiters in finding the right talent at the right time.

#### EVP Accelerator

A young organization moving quickly, may not have the luxury to spend a year in marketing R&D to conduct large and time-consuming focus groups to understand what makes the brand and culture unique. We can provide you a fast-tracked R&D opportunity, while still pulling driving employee and company themes values, and brand nuances that can carry your story to market. Your brand will continue to develop as your story unfolds, but EVP Accelerator gives it a strong footing, fast.

#### The Playbook

A detailed guide of recruitment marketing best practices and directional steps for recruiters to share your story and opportunities with targeted candidates. Includes:

- Social media strategy
- Brand ambassador guide
- Infographics, video ads and copy templates

#### The Portal

The candidate engagement portal is a hub of information about the client brand, its culture, interview process information, and more. Includes:

- Catchy attraction language
- Creative visual aids
- Highlights parts of your story that candidates care about the most

A collaborative partnership where creatives meet recruitment subject matter experts, is the formula to differentiate your brand with the best storytelling methodology and presentation to deliver excellence to the candidate experience while connecting candidates to your opportunities.

#### tspSTORYTELLER fast facts:

**5,165+** client portal views

**10+** clients invested in tspSTORYTELLER solutions

**75+** candidates went above and beyond to share their thanks for the portal experience

#### candidate experience data

**51%** of candidates withdraw from the interview process due to negative communication

**26%** withdraw due to job description and interview discrepancies, while the remaining candidates withdrew due to an inefficient process, poor rapport, and lack of alignment within the company culture and salary expectations

**The No. 1 recruiting initiative for 2020 is improving the candidate experience.**



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