

# EMPLOYEE RETENTION AND RECRUITMENT STRATEGIES

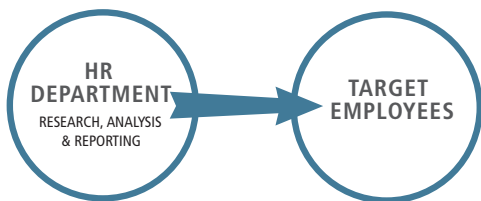
CELEBRATING STRENGTHS



We are in the middle of a branding renaissance where the strategies and tactics of the past no longer guarantee your company's future. Success will favour organizations and businesses that integrate innovation and creativity into their corporate culture, their products and services, and how they connect with their employees and new recruits.

ISI's employee retention and recruitment strategies are developed to assist HR managers by combining creative solutions with HR objectives. ISI can enhance your company's brand experience in the eyes of current and potential employees and design an emotive bond between all parties. At the end of the day, we all want to achieve greater harmony and more happiness in the workplace and in our lives.

TRADITIONAL MODEL



ISI APPROACH



A company also needs to recognize that an employer's brand isn't effective simply because it exists. It needs support and investment to make it effective. We too often see organizations that abandon employer brand initiatives after three months because it isn't delivering the types of candidates they need right away. Remember that this is not a quick fix, but a long-term investment. The work isn't over once the message and content have been established and materials has been produced.





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WHERE IDEAS INFORM

**D+H GROUP**  
UNDERSTANDING, ADVISING, GUIDING

**Project Highlights Include:**

- Strategic Marketing and Communications Plan
- Brand Road Map
- Primary Brand Message
- HR Brand Marketing
- Employee Retention and Recruitment Website

ISI was honoured to be the creative marketing agency selected by D+H Group LLP Chartered Accountants for their recent rebranding program. The key objectives for D+H online brand strategy were to develop and promote the company strategic marketing and communications plan, brand road map, and core values:

- **Understanding** Strategic Opportunities
- **Advising** Innovative Solutions
- **Guiding** Financial Success

Unique features of the D+H Group website brand experience included profiling the ten partners of D+H as mentors, leaders, and strategists, with a wealth of financial intelligence. A corporate culture section was the result of a personnel recruitment and retention strategy developed by ISI in conjunction with D+H Group, after assessing and defining some of the key objectives of the group. The result of the site was the creation of an appealing brand experience that would generate interest in the firm with potential employees and articling students.

*"We have very much enjoyed this journey of refreshing our brand so far."*

— Michael Louie, Partner



D+H Group LLP, Chartered Accountants, a B.C. Limited Liability Partnership of Corporations, is a sixty-person, full-service Chartered Accounting firm operating throughout British Columbia and Western Canada.

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**BRANDING  
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## CANADIAN AIRLINES EMPLOYEE RETENTION AND RECRUITMENT

### Project Highlights Include:

- Pension Identity
- Pilot Pension Package
- HR Brand Marketing
- Employee Display Presentation
- Accelerated Learning Program

Canadian Airlines and ISI had an excellent working relationship which remained strong for almost a decade. Projects were all employee-related and driven by various managers within the organization's HR departments. Programs included ongoing training seminars, (from excellerated languages, to customer service to career-pathing), special events HR marketing and retention and recruitment strategies.

*"I would like to extend my thanks to Ideographic for the wonderful work created for the Canadian Airlines Pension Package. It is a very effective communications package that is not only visually attractive, but has been well received. You have listened well and addressed our needs. Congratulations on a job well done!"*

— Bernie Murphy, Manager, Pension Services

Another challenge was to assist Canadian Airlines' in promoting their new image to the corporate traveller. The goal was to educate and motivate employees to promote Canadian's services as well as to convey a tangible benefit to the customer - a reason to choose Canadian Airlines.

The solution was creating a walk-through story of the customer's experience with Canadian Airlines. From showing the company's marketing and advertising initiatives, the sales process, the airport experience, to finally, the inflight service experience. The result was a vivid display including heightening the brand with actual tangible objects displayed on custom built shelving. The entire display components were easily disassembled and transportable.



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