



BRAND GUIDLINES

This is how we Work It!

www.borderplexjobs.com



INTRODUCTION

Workforce Solutions Borderplex Is The VOICE Empowering A Dynamic, Global Workforce

There are employment agencies that inform the unemployed about available jobs...and there's WSB, an Opportunity Incubator where real people partner with people like you to help you get more than just a job. We help you to work towards the life you want. All day, every day, that's what we do here.

**These Guidelines walk you through exactly how to do that
—and do it like WSB.**

HOW TO USE THE GUIDELINES

Who Are These Guidelines For?

YOU, ME, ANYONE

communicating on behalf of WSB in any capacity, both verbally and visually, will find these guidelines to be a constructive resource.

- ✓ **LEADERSHIP** to focus initiatives, marketing objectives & messaging
- ✓ **TEAM MEMBERS & SUPPORTIVE ROLES** to convey the WSB experience
- ✓ **MARKETERS & COMMUNICATORS** to create impactful messaging that promotes, converts, and captivates the right audience while remaining on-brand.
- ✓ **COPY WRITERS & CONTENT DEVELOPERS** to draw inspiration from and strategically emphasize the fullspectrum and capabilities of the Brand's Positioning through their medium
- ✓ **DESIGNERS, ILLUSTRATORS, & ARTISTS** to convey a cohesive, visual aesthetic and the necessary subconscious triggers across platform
- ✓ **INTERACTIVE TEAM*** to guide a consistent experience, securing the emotional connection, and validating consumer opinion

*Those team members who work directly in contact with current and potential customers

HOW TO USE THE GUIDELINES *CONT...*

But, WHY?!

WSB consists of hundreds of extraordinary individuals, who together, **are** WSB. But when people come to us, they should never speak to a marketer or support member. They should be speaking to WSB.

We are not a business. We are a Brand. The cornerstone tenet of Brands is consistency. If interactions with us feel as if the customer is speaking to an individual, rather than the Brand, our efforts will be negated.

Whether it's a phone call, poster, or Instagram Live, **every** customer interaction, WSB's Identity and Voice must be the **"who"** doing the communicating. Brand Guidelines make that happen.

HOW TO USE THE GUIDELINES *CONT...*

To Clarify

Our unique qualities, advantages and capabilities

To Guarantee

The Brand's Positioning and Assets are present and leveraged in all communications and messaging

To Inspire

Internal and external Brand Loyalty and organization-wide support

MESSAGING

- ✓ Is the message direct and to the point?
- ✓ Always access the idea behind the explicit facts. -A brand inspires and motivates with an idea.
- ✓ What is the motivation behind the communication? -to sell or to inspire?
- ✓ Check & edit before pressing send.

MIC CHECK...1, 2

- ✓ Are you optimizing the Brand's Voice?
- ✓ Is the correct tone being used in the correct environment?
- ✓ Does the tone harness the WSB spirit?
- ✓ Does it align with our audience?
- ✓ Are you marketing or are you connecting?



FOOD FOR THOUGHT

- Are you optimizing the Brand's Voice?
- Is the correct tone being used in the correct environment?
- Does the tone harness the WSB spirit?
- Does it align with our audience?
- Are you marketing or are you connecting?

TELLING OUR STORY



THE COMPLETE PICTURE

Businesses exist to sell products to customers. Brands don't sell **anything** to **anyone**. They share their beliefs, ideas, and hopes with people like them. They're intentionally personified to make them a relatable entity.

Humans are complicated, multi-faceted beings. Consider the question, "Who Are You?" We're more than what has happened to us, where we live, and what we do, yet those facets define who we are in this moment. The same can be said of a Brand.

Consequently, teams are faced with the complex challenge of accurately portraying WSB as it is. While, simultaneously, developing strong relationships with our audience.

We are more than our story, where we are located, and what we do. To communicate as WSB, you'll have to immerse yourself in all that we are, understanding where we have come from to know where we are going. You must know who WSB is at its core. And that's where our Brand Positioning comes in.

BRAND POSITIONING

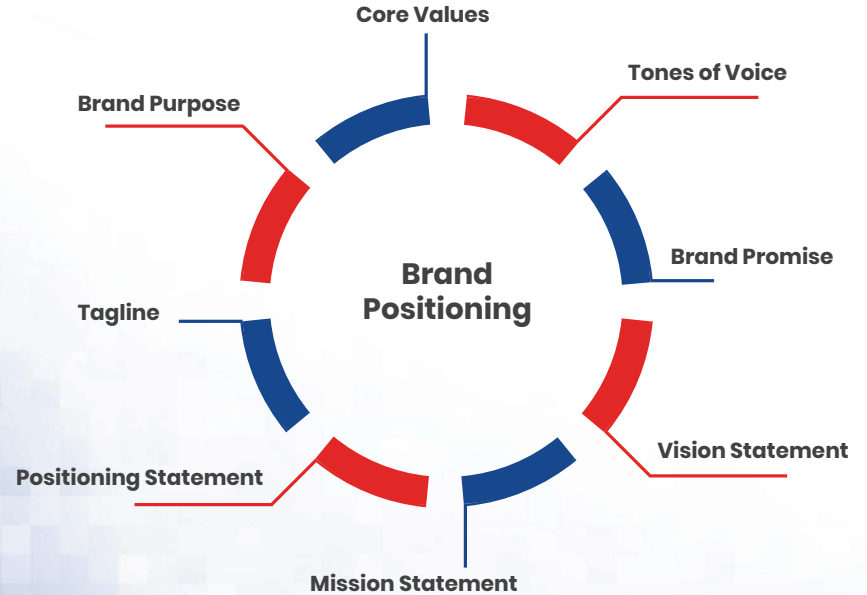
What Is Brand Positioning?

What do you think of when you hear the name of a popular brand?

- ✓ How does it make you feel?
- ✓ What do they stand for?
- ✓ What type of person supports them?



BRAND POSITIONING



POSITIONING STATEMENT

Our Positioning Statement

Workforce Solutions Borderplex stands beside those seeking employment by advocating for and facilitating the process from start to finish. We provide an all-inclusive experience tailored to the individual, equipping them with the tools for job success. WSB creates a better tomorrow –today, one person at a time. Together, we're building a thriving community.

Understanding Positioning Statements

A Positioning Statement aligns all of a Brand's marketing efforts, ensuring clarity and cohesion across platforms by communicating a clear business objective.

Translation: Regardless of what it is (an experience, email, social post, etc) if it falls within the guidelines outlined by the Statement, it's on-brand! If it doesn't...then, it needs to be adjusted.

As a marketer, this statement is your new bestie.

POSITIONING STATEMENT *CONT...*

Our Positioning Statement

The Positioning Statement is the leading unit of measurement on which to base anything and everything we do. Think of it as your north star. When working with WSB, it's imperative to reflect on how it can be perceived by audiences, consciously and subconsciously. Ask yourself, does it fall within the Positioning Statement?

To be impactful, communication must :

BE Consistent

BE Cohesive

Connect To Audience

= The WSB Experience

BRAND PURPOSE

Understanding Brand Purpose

Brand Purpose is the reason we exist and do what we do –beyond making money. There’s never a single reason we do anything. It’s always far more complex than that.

To arrive at our Brand’s Purpose, we must first know Brand Belief, Brand Truth, and Brand Behavior. Think of it as a multifaceted equation

Brand Belief + Brand Truth + Brand Behavior = Brand Purpose

BRAND PURPOSE

Brand Belief

Propels Us To Action;
It’s The Why Behind Everything We Do; &
Why Should People Care About What We Do

+

Brand Truth

Substantiates And Merits Our Actions & Beliefs;
It’s What Differentiates Us

+

Brand Behavior

It’s Our Reaction To Our Beliefs & Truths;
What We’re Actively Doing To Change The Status
Quo; How We Behave Everyday

The following slides describe the internal interconnectedness of our Brand Purpose

BRAND BELIEF

We Believe

SELF-DETERMINATION IS A RIGHT

A job is more than a source of income. It dictates social standing, means, upward mobility, and what's possible in your life. We believe that people should have equal access to the type of resources that provide them with the ability to support themselves, their families, and their ambitions.

- Our Belief is why we do what we do

BRAND TRUTH

WE INVEST IN YOU

So you can too

At WSB, our objective isn't to find someone a job. A job only guarantees compensation for tasks performed.

We personalize the career path, kindling your sense of purpose by connecting the right people to the right positions. Our placement process works for you. Education, past experiences...those are indicators, telling us where to begin -not where you'll end up professionally. With a repository of resources, services, and support, our team equips you with the tools for success.

-Our Truth is what sets us apart

BRAND BELIEF

We Bring

OPPORTUNITY TO THE TABLE

Self-determination is a fundamental tenet guiding our society. The egregious barriers to career development and upward mobility plaguing our country directly contradict that doctrine.

We balance the scales by bringing opportunity to the table, helping people harness their full potential. WSB is more than just an equal Opportunity employment agency. We're a community hub committed to connecting people to career possibilities so that they can work their way to the future awaiting them on the other side.

- Our Behavior is how we interact

BRAND PURPOSE

Our **Why** (belief), Our **What** (truth), and Our **How** (behavior)



BRAND PURPOSE

Applying Brand Purpose

Opportunity is not just our Brand's Purpose.
It's -

All that we do
Everything we stand for
Our competitive advantage
Higher purpose
Ethos
Mantra
Reason
AND...What we actually sell

All That ...in a word, **Opportunity**.
We do not sell a service. We sell an idea.

BRAND PURPOSE

The wants and needs vary between audiences. What's considered an **Opportunity** to a Job Seeker, may be a presumed precondition to the Business Partner and vice-versa.

Everything we do, say, and imagine...every campaign, conversation, and communication must have **Opportunity** at the core. If it doesn't, it's not WSB.

Before communicating to audiences, you must know them. Digest the audience avatar profiles, research, and any information available on who they are, what they need, and how we help them achieve it through an **Opportunity**.

Always, reflect on the audience you're speaking to. What do they consider to be an **Opportunity**? What kind do they need to get them from where they are now to where they're going? Then, harness that to get them there.

BRAND PROMISE

To Personalize The Career Path Connecting People To Possibility



BRAND PROMISE

Applying Brand Purpose

As with the other **Brand Positioning** elements, the **Promise** exists to strengthen and promote our **Purpose, Opportunity**.

A **Brand Promise** is exactly what it sounds like – a **Brand's Promise**. Every relationship conveys an intrinsic promise that's rarely spoken aloud, but always understood.

For people, it may be the promise of friendship, love, or maybe knowledge. For Brands, it's the experience you promise to deliver in every interaction.

A **Brand's Promise** is a binding non-verbal, social contract between ourselves and anyone who comes across WSB. Regardless of the audience group we're speaking to or where people learn about us, be it on our site, Google Business listing, or word-of-mouth, our **Promise** must be kept – even when it's out of our hands.

It's the most potent subconscious / conscious thread cementing us to customers. When we keep our promise, trust and loyalty form naturally. If we don't... well, it's not good.

BRAND PROMISE

Applying Brand Purpose

Dove promises quality product, skin rejuvenation, and to help people to feel beautiful. In every campaign, product, and photo, they make good on those promises. We promise

“To Personalize The Career Path, Connecting People To Possibility.”

As members of WSB’s team, you are the keepers of that promise. Doing that effectively looks different depending upon the touchpoint :

Physically – informing them and using the education, resources, and services; connecting them to the right area or team member; spending quality time and making them feel at home; frequent updates, etc.

Digitally – delivering the information, experience, knowledge, and support; guiding them through the process; connecting through materials and mediums that speak to them where they are; frequent updates; tailoring feeds and platforms to specific niche audience groups, personalizing the experience, etc. and making them feel at home; frequent updates, etc.

BRAND PURPOSE

Keep in mind, the **Brand Promise** is a non-verbal covenant. Think of it like a soul contract. Your role is to imply it, fulfilling it in all that you do.

This is the source of our emotional connection. Brand Equity strengthens or weakens based on the ability of a company to follow through with its **Brand Promise**.

Brand Promise is what we guarantee, every time. We don’t want to just keep our **Promise**. We want to always exceed expectations.

BRAND VALUES

Understanding Brand Values

Values are the stabilizing pillars, articulating the definitive traits and qualities indispensable to our Identity.

They're so much more than pretty words chosen to sound good. Each one is strategically selected to articulate the qualities and traits that make us stand out. Brand Values instantly clarify who we are and why we're different from your competition ...a.k.a we're so awesome.

If Brand Purpose is the heart, Values are the legs, helping us to climb mountains.

One of the greatest marketing misunderstandings of ALL TIME lies in the Brand's Values. Most brands...heck! Most people think that there's only one type of Value. And that's nice, but most people are wrong.

There are two types of Brand Values, Core and External.

CORE VALUES

SERVICE

SEAMLESS INTEGRATION

CUSTOMER

MEANINGFUL

ORGANIZATIONAL

COMMUNITY, FIRST

MARKET

PIONEERING

CLIENT

PIONEERING IMPACTFUL

CORE VALUES *CONT...*

Understanding Core Values

Core Values are not for the whole world's eyes. They're for you – the WSB team to use internally.

Values help to unite us in our efforts :

- ✓ Expresses the most important facets of WSB that need to be conveyed to customers
- ✓ Translate into our USPs
- ✓ Represent our higher purpose
- ✓ Give us the language to ensure consistency through explicit messaging directives
- ✓ Form the basis of our internal Brand Culture
- ✓ Stay on-brand and on-topic
- ✓ Clarify our communication's goals
- ✓ Guides our marketing strategy

CORE VALUES *CONT...*

Keep in mind that these are to aid you in speaking as WSB. Regardless of the platform or medium you're using to convey our message, it must always feel, look, and sound not like Workforce Solutions, but like Workforce Solutions, Borderplex.

Do you know when Nike has employed another Social Media Management company? Nope. All we know as the consumer is that Nike is interacting with us.

When used properly, that is the power of Core Values. Prior to communicating in any capacity, reflect on the Core Values, ensuring that your response is in harmony. Everything we do stems from these pillars. Be sure that your work accounts for and leverages them.

Applying The Core Values *cont...*

Each Value is rooted in a definitive offering / service we provide. The next two slides break down each expression and how it's activated internally, delineating possible angles to use within messaging and communications.

CORE VALUES *CONT...*

01 Seamless Integration

Workforce Solutions Borderplex is a one-stop career-launching shop. We believe that one size fits all anything... fits no one at all. And just as no two people are the same, no two career paths are either. That's why our service was designed to integrate with you wherever you are on your path. We make it personal, convenient, and easy with everything you need to get you where you're going.

02 Meaningful

There are online job boards, and there's Workforce Solutions Borderplex. Sure, we have jobs, but our job isn't to show you what's available. It's to get you from where you are to where you know you can be, allowing you to showcase your natural abilities through positions that kindle your sense of purpose. We go the extra mile, actively supporting you as you grow professionally, helping people to rewrite their story and tap into the life they want. When you do what you love... is it even working?

03 Community, First

Who better to serve the community than the people who know them best. At WSB, we're not just acquainted with our area's needs. We share them because we are one of them. For us, investing in the future starts with at home. With the right tools and support, we know you can do anything. Consider WSB the door to opportunity where every person has equal access to careers, resources, and services... completely free of charge. You come first in our organization because when you thrive, we all do.

CORE VALUES *CONT...*

04 Pioneering

Alone we're strong, but together, we're an unstoppable team, gaining momentum. WSB's planting a flag establishing a new standard of work. Across the digital sphere, we're helping people pursue their fullest potential professionally, optimizing workplace experiences to move the career marker. As we break ground globally, we're taking you with us, putting power back into your hands. Go further knowing that we've got you.

05 Impactful

For us, being the catalyst for change starts as an inside job. We uplift people, reminding them how much they have to offer. Then, equip them with the means to offer it. And that's the true power of our network of partners. Teaming up with organizations from every sphere and industry, we open the door of opportunity to each person regardless of their experience or circumstance. At WSB, that's by design.

EXTERNAL VALUES

SERVICE

CAREERS CUSTOMIZED

CUSTOMER

BUILDING PURPOSE

ORGANIZATIONAL

THE OPPORTUNITY
INCUBATOR

MARKET

PROFESSIONAL PROGRESS

CLIENT

CATALYST FOR CHANGE

EXTERNAL VALUES

Understanding External Values

Core Values speaks to our team, using clear, lack-luster language. **Externals** take **Core** to a whole other level through memorable phrases, communicating how individual values work for the consumer.

The keyword being consumer. Sure, they're about our business, but it tells customers about us by making it relevant to them.

Most people won't take the time to consider how **Core Values** differ from **Externals**. They'll just leave the site or ignore an ad.

To win more than 8 seconds of someone's time, the benefit to the customer must be immediately apparent. Before anyone cares about our business, they want to know why they should choose you.

External Values are how we do that.

Modern consumers contrast from any other generation. This new consumer doesn't purchase products nor do they access services on auto-pilot, because it was used and trusted by their parents.

They **support** Brands whose values are a reflection of their own. By articulating what we stand for, you'll attract people who already identify with us. Working with Brands who share your Purpose or belief system, forms a deeper bond which flourishes into Brand Loyalty.

EXTERNAL VALUES

Applying External Values

Externals are where you get to play!

Do you remember getting to know the person who became your best friend? It's an exciting period of communication, getting to know one another, building experiences... connection.

THAT is our objective. Think of every audience and interaction like way. We are not marketers –and they are not customers. We are all humans here.

Get creative. Use the External Values to get to know them and to truly help them –not as an employee of WSB, but as one person, helping another.

Speak from the heart, be the same playful person you are in real life. Take the Brand Voice and Tones into reality.

Keep in mind, you have resources, like this guidelines, telling you all about them and WSB. Whether they've been with us for months or are new converts, it's impossible for them to know us, the way we know them.

For incoming customers, highlight the Externals as if you've never spoken about them. Never group new customers. Each one is an original and should be treated that way.

EXTERNAL VALUES

Applying External Values *Cont.*

And every person already within the WSB ecosystem has had a different experience with us. Even if they've come into contact with the Externals, it doesn't mean that they **KNOW** them.

When External Values are the heart of the message, marketers can expect at least 10% in growth returns and conversion rates. The average is roughly 32%...just by putting Values first.

External Values are for all of our audiences, but they translate differently to each. That's why we craft a unique message for each audience.

The following slide presents the External Value Messaging for Job Seekers

EXTERNAL VALUES



EXTERNAL VALUES

*Job Seeker
Messaging*

Careers Customized

Work Smarter

Building Purpose

Love What You Do

The Opportunity Incubator

Made For You By People Like You

Professional Progress

Placing A World Of Opportunity
At Your Fingertips

Catalyst For Change

Together, We Make The Moves
That Make The Difference

VISION STATEMENT

BUSINESS PARTNERS | VISION STATEMENT

Empowering Dynamic Workers, Globally

JOBSEEKER | VISION STATEMENT

To Be The Voice Empowering A Dynamic, Global Workforce

VISION STATEMENT CONT...

Understanding Vision Statements

A good Vision Statement briefly outlines the company's long-term goals.

An excellent one provides the emotional foundation, motivating your organization towards an identified ambition.

Applying Our Vision

Primarily used as an internal marketing tool, these statements are intended to inspire team members and strengthen our position in the marketplace. We imagine the future of WSB, bringing it to life through the work that you do. The Vision Statement gives you a tool to take our audience groups into that future with us.

The Power Of An Extraordinary Vision Statement Lies In Its Ability To Make You Feel

VISION STATEMENT CONT...

Applying Our Vision (cont...)

The beauty of a Brand is that we are in this together. When communicating on any touchpoint, leverage the Vision to show people that they have someone in the corner, cheering them on.

EXAMPLE

Consider the single mother who selflessly wishes a better world for her children. She works long hours towards a raise or higher position within her current job. She's far too limited by time restraints to go back to school - research better options - or even dream up ways to get from where she is to where she wants to be.

WSB personalizes the career path to meet her wherever she is, empowering her through to wherever she's going.

No product or service can help this mom. She needs to know that someone out there can relate to her and help her. Our Vision is her vision. We share a common hope, gaining something far more valuable than another customer. It's easy for people to wholeheartedly support a vision, when it's their own.

Through the Vision, we garner Brand Loyalty -resulting in increased word of mouth and Brand Equity, which in turn allows us to help more people. Harness the Vision to show her that. The cost to customers is only the leap of faith it takes to trust that they are in good hands.

VISION STATEMENT CONT...

Check It TwiceT

Hold-Up! Before pressing send on...well, anything you produce for WSB, think of Santa, do your due diligence, and check it twice!

Here's some questions to ask yourself :

- ✓ Is it On-Brand?
- ✓ Where is this customer at in their journey with us? (First time? Loyal Client?)
- ✓ Does your work account for where they are in their career path? How about WSB's ecosystem?
- ✓ Does the customer know enough about the Brand to make the emotional connection you're intending?
- ✓ Who is the audience group you're addressing?
- ✓ Does it speak to them using language they can relate to - and the WSB Voice?
- ✓ Can your work be better aligned with that group avatar's values and beliefs?
- ✓ Is the platform, timing, and messaging correct for this type of content?

MISSION STATEMENT

JOBSEEKER | MISSION STATEMENT

Powering People With The Tools & Programs To Reach Their Potential In The Workforce

Understanding Mission Statements

Mission Statements outline the actions a Brand takes to reach its vision. They detail our present objective, telling the world all about us in a concise, memorable sentence. It says :

- ✓ WHO WE ARE
- ✓ WHAT WE DO
- ✓ WHY WE DO IT

Think of it as an informative, yet actionable roadmap. When properly used, the Mission Statement should incur the highest ROI of all Brand Assets.

MISSION STATEMENT CONT...

*What does Dove sell?**
*What does Nike sell? **

Here's a hint, Brand's never sell a product or service...ever.

They sell ideas and inspiration specific to them and their audience. What they really sell is their Brand's Purpose, in our case, Opportunity.

Opportunity is at the center of everything we do here at WSB. The Mission Statement neatly tucks that Purpose into a single statement, demonstrating how we inject it into our daily operations.

**Dove sells Body Confidence*

**Nike sells movement*

MISSION STATEMENT *CONT...*

Implementing Our Mission

WSB is a massive organization, catering to several audience groups. At any given moment, we may be speaking to one group on social, another via email, and a third in-person.

What's more - each group is significantly different. Where one requires a slightly formal approach, the other responds to laid back conversation and human connection.

And that's why, we have two Mission Statements. One for our job seekers and another for the businesses we partner with.

Job seekers are our principal priority and reason we exist. Every business partnered with and offering provided is in service to that group. Let's look at how we accommodate them.

MISSION STATEMENT *CONT...*

How To Apply The Mission W/ Job Seekers

The Mission Statement responds to questions like,

***What's WSB ?
Who's that ?***

When possible, use the Mission Statement language verbatim when speaking to the intended audience.

To remember something, the average person needs to hear it repeated 13 times! ***13 TIMES!***

Keep in mind, the goal is not to parrot phrases, forcing it down someone's ear holes.

It's to creatively harness the complete range of our Brand's Voice to make sure that people know that they are not alone on the career path.

Saying it on one platform 2-months ago doesn't mean that the audience knows that about us. Consider how often we delete emails, miss posts, or simply had better things to do than watch commercials on television.

Use WSB's Voice to amp up the creativity, finding unique ways to put the Mission at the forefront. You know the expression, "If a tree falls..." Don't be that tree.

BRAND VOICE

UNDERSTANDING BRAND VOICE

Brand Voice is everything we say as WSB.

The **Voice** is the strongest articulations of what is considered to be our organization. Written or verbal communication is practically the only way people come into contact with and experience WSB. The words we use define us.

Think about it –forums, conversations, education, posts, scripts, navigation, emails... It's imperative that when someone reads any of the organization's materials or that the voice they hear in their heads is ours.

MISSION STATEMENT *CONT...*

APPLYING BRAND VOICE

We use **Brand Voice** to show the world who we are. Words are power. The difference between someone saying, "I like you" and "I love you," can be the impasse between heartbreak and bliss.

Using WSB's **Brand Voice** requires you to know us, inside and out, which starts with the previous slides, explaining the Brand Positioning. Like you, we are more than our values and ideas. We are the culmination of where we've been and where we are –our past and present.

At some point, we've been where our customers have been, walking more than a just a mile in their shoes. So, we know the last thing they want is a handout. They want the opportunity to provide for themselves and their families.

BRAND VOICE *cont...*

APPLYING BRAND VOICE *cont...*

Brand Voice is the tool, allowing us to communicate our shared experiences, understanding, and heartfelt desire to use our knowledge to help Job Seekers.

For business partnerships, it demonstrates effectiveness, market authority, and reputation, corroborating future viability.

Consider the language, slang, accent, or specific words you use in daily conversation. Each of us has a way of speaking that identifies us, showcasing our particular personality quirks and traits.

Would you say, "Pardon me sir, but would you pass the Grey Poupon" or would you say, "Pass the mustard...please." Two phrases saying the same thing, but depicting two very different types of people.

...The words you use -and don't, tell you who someone is. The same goes for WSB's **Brand Voice**.

BRAND VOICE *cont...*

Verbs, adjectives, language syntax, prose, idiomatic expressions, etc. all inform someone's opinion of who they perceive WSB to be. And while, it matters who we are inside, if the whole world believes us to be someone -or something else... we we really are won't be of use to us, because no one will listen.

Every. Impression. Counts.

Brand Voice is the vehicle ensuring that the whole world knows who we are at our core, what drives us, and what we offer.

Used Incorrectly It :

Goes Unnoticed & Ignored, Associates You With Another Brand, Gives People The Wrong Impression, Decreases Potential ROI, Impedes The Brand's Vision, Fragments The Brand, etc.

Used Incorrectly It :

Instantly Identifies Us By Expressing Our Personality, Makes Us Relatable, Forming The Necessary Emotional Connection, etc.

BRAND VOICE *CONT...*

How it Works!



BRAND VOICE *CONT...*

How It Works conti...

Values The diagram in the previous slide demonstrates the interconnected nature of a Branding. The moving parts work in congruence to create the final product.

Notice how **Brand Purpose** is the core, making all that follows possible. The second MVP of Branding is **Values**. And when it comes to **Brand Voice - Values** are everything. They're two peas in a pod, working as a team to create meaningful experiences.

Without the Voice, Values are hollow, lifeless things. And without the Values, the Voice is empty words with no truth behind them. Brand Voice breathes life into each word, demonstrating how we actively employ our Values to benefit Job Seekers.

BRAND VOICE *CONT...*

CAREERS CUSTOMIZED

- ✓ Conversational in Tone
- ✓ Speaks Their Language
- ✓ Clear & Direct In The Way We Speak
- ✓ A Personalized Extension of the Audience

OPPORTUNITY INCUBATOR

- ✓ Inclusive - We Are The People We Help
- ✓ Motivational - We Believe In Our Audience
- ✓ Knowledgeable About Our Services & Resources To Best Direct People Through Our Ecosystem
- ✓ Experienced Experts - Not An 'Authority'
- ✓ Deep Comprehension Of The Platforms We Use & What Language Works Well Therein

BUILDING PURPOSE

- ✓ Supportive & Empathetic
- ✓ Enlightening, But Not Condescending or Authoritative
- ✓ Passionate, Yet Down-To-Earth
- ✓ Provides Easily Applicable Information To Accommodate Meaning
- ✓ Everything We Say, Write, Or Do Ties Back To The Job Seeker, and How It Benefits The Audience
- ✓ Use As Few Words As Possible To Explain Complex Ideas

BRAND VOICE *CONT...*

PROFESSIONAL PROGRESS

- ✓ Empowering, Not Pushy
- ✓ Energetic, Original & Creative
- ✓ Our Own - Never An Imitation
- ✓ Ingenious & Ahead Of The Curve,
- ✓ Keeping You Informed About The Topics & Industries That Could Be Career Changers
- ✓ Connected, From Start To Finish And Even After, We Stay In Contact With
- ✓ You Making Sure That Success Is Inevitable

CATALYST FOR CHANGE

- ✓ Bold, Addressing Real Topics That Matter To Real People
- ✓ Straight-Forward & Honest - Always Telling It Like It Is Without Fluff Or Fiction
- ✓ Caring, We Have A Genuine Concern To Help People Along The Career Path
- ✓ Thorough, We Cover Internal & External Topics, Because The Heart Work Is Just As Important As The Other Kind
- ✓ A Practical Problem Solver Able To Build Bridges When Solutions Are Not Immediately Apparent

BRAND VOICE *CONT...*

Implementing The Voice

HEADLINING FEATURES

Primary Features :

The features that represent the epitome of your Brand's Vocal Identity and the attributes necessary for your target audience to understand who you are.

HUMAN

We are people helping people before we're a business, making an impact. Our Brand Voice emphasizes that.

It's intuitive to their needs and how to support them. Speaking to each audience on their level, we personalize the experience. Sure, we're experts, but we don't use complicated words and alienating industry terminology...like 'target audience groups.' We speak to our audience like we would to a friend. Motivating them when they need the extra 'umph,' reminding them of their strength, and doing it because we like them, rather than it's our job to do it, etc.

P.S. This is the friend we don't use pirate language around. Just Saying...

BRAND VOICE *CONT...*

PURPOSEFUL

If we're doing it, it's in service to achieving our Purpose, **Opportunity**. This means using the **Brand Voice** to offer, guide, educate, or even locate more of them.

Our messaging is purposeful and done on purpose. Translation : We have less than 12-seconds to grab their attention, so our Voice entices people to find out more through.

**Eye-Catching Imagery | Directly Relevant Benefits | Simple Words
Marketing Grammar (no periods, paragraphs, or sentences) | Conversion
Marketing | Concise, Yet Intriguing Copy**

The goal of WSB marketers is to encourage customers towards a specific action. Our **Purpose** IS our audience's purpose, but if they never read the poster or click on the site, what is the purpose anyway?
This makes sure that happens.

BRAND VOICE *CONT...*

Implementing The Voice

HEADLINING FEATURES

Secondary Features:

The hallmark traits of your Brand's personality –the aspects that set you apart from everyone else.

INVENTIVE

We're quite curious – always learning and growing. WSB stays on the forefront of industry affairs to find new, unique ways to create opportunities.

Being inventive means that we're also playful and energetic. When you're passionate about what you do it comes naturally.

Whether reading about us or meeting us in-person, people sense our dedication and excitement. It's a quality that is less spoken and more felt. It's that contagious trait, motivating those around us.

BRAND VOICE *CONT...*

UNBIASED

Work is more than a way to pay the bills. It's often entwined with people's identities and sense of self. Jobs – or lack thereof, is an emotionally sensitive topic.

WSB helps every person – not because it's our job, but because, we genuinely want to positively influence someone's life. We don't care who you are or where you come from.

We care about helping you get where you're going to become who you want to become. Bias is for seamstresses – and if that's your dream, we have a job for you too.

BRAND VOICE *CONT...*

Formal v.s. Informal

Informal

Grandiose and supercilious language... leave it for the birds.

WSB is WSB regardless of who we're communicating to. Our Brand Voice takes a personal approach, employing the same kinds of words and phrases that our customers would. But, we know when to talk about our P & L's and when to relax.

Employment and education can be stressful subjects. Therefore, we aim to sound more like an empowering, understanding friend, and less like a business executive.

Be Casual, Not ~~Unprofessional~~

BRAND VOICE *CONT...*

Formal

Formal language is used for specific industry vernacular, technical terminology, and on contextual basis.

In business settings, we must maintain a professional exterior without losing the identity that makes us, us.

Be Slightly Formal, Not Rigid or ~~Inflexible~~

BRAND VOICE *CONT...*

To-Do & Not To-Do

TO-DO

- ✓ Leverage what you know about WSB and our audiences
- ✓ Be transparent & honest
- ✓ Get Creative! Use light-hearted language and pull your playful side out.
- ✓ Audience benefits. Audience benefits. Audience benefits
- ✓ Use an Active voice
- ✓ Be personal and authentic
- ✓ Own it! Take the voice and run with it
- ✓ Communicate clearly and briefly
- ✓ Put purpose first
- ✓ Follow through on the Brand Promise
- ✓ Use evergreen examples and references. We want our copy to be relevant forever.

*With The Right Tools And Support, We Know You Can Do Anything.
Let's Put The Future Of Work In Your Hands*

BRAND VOICE *CONT...*

To-Do & Not To-Do

TO-DO

- ✓ Never be sales-y, or use marketing language
- ✓ Avoid exaggerating the Voice (We're pretty awesome - stick with the facts)
- ✓ Make empty promises or false claims
- ✓ Use passive language
- ✓ Never sell to, always share with
- ✓ Speak at or down to
- ✓ Long-Windedness is a big no-no
- ✓ Avoid overt slang, derogatory terminology, text speak, pop culture references with short shelf life (pop-culture references should always be directed at the crowd whom they were / are popular with)
- ✓ Be formal or use technical language in a non-business setting

99 Problems? A Job Doesn't Have To Be One What Do You Do?

BRAND VOICE *CONT...*



BRAND VOICE *CONT...*

Check Yourself

- ✓ Is it consistent and cohesive with our positioning?
- ✓ Does it speak to one or all of our target audiences?
- ✓ Does it resonate with the copy on our other platforms?
- ✓ Does it have a call-to-action? Does it need one?
- ✓ Does it leverage the Values?
- ✓ Can our audience connect with it?
- ✓ Is it using an active voice?
- ✓ Is the benefit to the customer immediately apparent?
- ✓ Is it on-brand?

TONES OF VOICE



TONES OF VOICE *CONT...*

Passionate

Thoughtful

Real

Motivational

Whole-hearted

Playful

TONES OF VOICE *CONT...*

Understanding Tones Of Voice

We are our **Brand Purpose** and **Values**. The **Brand Voice** conveys that to the world, but the **Tones of Voice** are the real impression maker of the **Positioning**. They channel who we are and amp it up guaranteeing that our personality takes center stage.

Ex: *Remember mouthing off to your parents in high school?*

(Brand Voice)

*Remember when she told you **NOT** to take that **Tone** with her?*

(Tone of Voice)

Being sassy in a single conversation, doesn't make someone sassy. It's a tone taken to express an emotion during a specific experience.

TONES OF VOICE *CONT...*

Tones of Voice are kind of like that. They feature the parts of our personality that define WSB, separating us from everyone else. Technically, we are all Tones at once. In reality, the situation or circumstance determines which of the (6) leads.

They :

- Allow Us To Express Our Personality
- Identifying Us To The World
- Acts As A Competitive Advantage
- Correspond To The Mood, Environment, And Situation
- Are Our Verbal 'Body Language' & Inflection Of Brand Voice
- Makes Us More Relatable

In the absence of in-person conversation, we lack non-verbal cues and body language to inform our opinion of a situation. If you've ever had a text go wrong, you can appreciate the understated value of verbal cues. Aptly expressing your tone can be the difference between 😍 customers and 😞 ones.

TONES OF VOICE *CONT...*

That WSB Feeling

Deciphering when to use which Tone and how decides whether you're on-brand or off. Let's explore our Tones

Passionate

We Are: Expressive, Resourceful, Constantly Evolving, Dedicated, Resonate, Strong, Emotional, Evocative, Resolute, Invigorating

Description: WSB isn't what we do. It's who we are. Opportunity doesn't just materialize, it's something we pursue relentlessly. That takes something more than commitment to a job. Passion for our community -and our people keeps us going further than we could alone. Everyday, we're doing the heart work, because we're dedicated to changing the future of work for all.

Thou Shalt Nots: Apathy, Unemotional, Repetitive, Speaking Out of Obligation, Exaggerated or Fictional Emotions

TONES OF VOICE *CONT...*

Thoughtful

We Are: Intuitive, Mindful, Accommodating, Empathetic, Kind, Helpful, Aware, Understanding, Perceptive, Caring

Description: We all search for employment in the same way. We believe it shouldn't be that way. Every person takes a different path to arrive at unemployment. That's why WSB personalizes every career path. We're observant, taking the time to understand and anticipate your needs. Consideration is an intrinsic part of the services we provide, because getting you on your way -is ours.

Thou Shalt Nots: Rushing, "Doing Your Job," Vagueness, Placating, Brown Nosing, Inconsiderate, Negligence, Tactless

TONES OF VOICE *CONT...*

That WSB Feeling conti...

Deciphering when to use which Tone and how decides whether you're on-brand or off. Let's explore our Tones

Real

We Are: Sincere, Honest, Personable, Relatable, One-Of-You, Trustworthy, Heart-Felt, Integrity, Refreshing,

Description: Talk, Talk, Talk – Most brands are all talk and no action. We are not most Brands. People respect us, because we speak our truth. There's no facades here. We don't mimic other companies, we follow our heart, using explosives to really blaze a new way through the workforce. The other ways aren't working, anyway. WSB is made up of vibrant, fiery personalities. We wouldn't change that. It's what makes us relatable and who we are. That fire –that realness – It's what we love about you, and you – us.

Thou Shalt Nots: Pretentiousness, Mimicking, Arrogance, Plastic, Biased, Blunt, Curt, Outspoken

TONES OF VOICE *CONT...*

Motivational

We Are: Savvy, Expressive, Exciting, Pumped, Reflective, Hopeful, Sensory, Profound, Empowering, Supportive, Champion, Penetrating, Advocate, Giddy, Iconic, Insightful

Description: Unemployment and changing jobs is an emotionally heavy burden. Motivation helps us to ease the process, changing mindsets and opening hearts along the way. We hope to inspire people to reach for lifestyles and positions, they didn't believe they could, knowing that they have more than just a business behind them. They have a community of 200+ people who won't let them forget... they've got this.

Thou Shalt Nots: Sarcasm, Forcefulness, Authoritative, Make It About Us (it's always about them) Expectations, Frustration, Coach-Y

TONES OF VOICE *CONT...*

That WSB Feeling conti...

Whole-Hearted

We Are: Loving, Compassionate, Spreader Of Love, Validating, True, Present, Warm, Possibility, Hope, Imaginative, Giving, Positive

Description: Maya Angelou said, "People may not remember what you do, but they'll never forget how you made them feel." She pretty much summed WSB up. Thanks, Maya! What we do - it's important work, but the difference we make in people's lives... that's our why...our drive... and our happy space.

Thou Shalt Nots: Small Talk, Artificialness, Fluff, Feigning, Profit-Driven, Gloomy, Boredom, Disinterest, Favoritism, Detached

TONES OF VOICE *CONT...*

Playful

We Are: Energetic, Resourceful, Spirited, Spunky, Moderately Audacious, Lively, Entertaining, Witty, Clever, Fun, Quirky, Good-Natured, Free

Description: All work, no play...no way. Your journey down the career path comes complete with loads of quirk, a side of happy dancing, and a dash of hot sauce for good measure, inviting you to become part of something larger. WSB is not a bureaucratic cog stuck in the wheels of a profit machine. We get to play, having fun with the Branding and Messaging, taking it beyond the mundane to reach more people like you.

Thou Shalt Nots: Wise-Cracks, Immaturity, Vulgarity, Sore Loser Attitude, Teasing, Taunting, Monotony, Ordinary, Unproductiveness

TONES OF VOICE *CONT...*

Guidance For Marketers

Whole-Hearted

- ✓ Lean on the Brand Positioning for support, allowing the Voice and Tone to come naturally. Being real doesn't mean putting on your sales face with an extra big smile. It means allowing the voice and tones to flow.
- ✓ Speak like you would to someone you respect, but are comfortable with. Be personal, friendly, and informative.
- ✓ The most intimate messaging will be created when you put yourself in the customer's shoes. Before communicating on behalf of WSB, ask yourself,

Who Am I Speaking To?

Did I Serve The WSB Experience?

Is This Something They Can / Will Respond To?

Who Did I Serve First? WSB or The Customer? (customer comes first -always)

- ✓ Don't speak to everyone. Speak to our audience groups (speaking to everyone speaks to no one at all)

TONES OF VOICE *CONT...*

Check Yourself

Use the following as a guide to deem whether the message is on-brand and on-tone.

Domain

What's the purpose of the piece?

select one

Creative | Casual | General | Technical | Academic | Business | Public Relations | Social

Formality

What tenor does the occasion call for?

select one

Formal | Neutral | Informal

Tonality

Which tone best communicates the message?

select one

Playful | Thoughtful | Motivational | Real | Whole-Hearted | Passionate

LANGUAGE GUIDE

Strutting It On The World's Stage

These guidelines have broken WSB to its core, revealing what we are made of on the inside, so you can bring it on the outside. We've surveyed the Positioning, Voice & Tones, and fundamental applications. This section puts it all back together, immersing you in the language.

Words are the most potent force on the planet. It's how we express emotion, connectivity, and identities, but words are tricky business. Each one contains multiple meanings and socially constructed relationships. Everything from our personal experiences and setting to education and tone determines how a word will be understood.

The right words make people more inclined to fall in love or move across the country for a career. The wrong ones can cause an equally impactful, negative reaction. Proper communication requires marketers to be hypervigilant to navigate misunderstandings and confusion.

LANGUAGE GUIDE

Keys To Successful, On-Brand Copy

- ✓ Context
- ✓ Audience Identity
- ✓ Audience Experience-Based Perceptions
- ✓ Cohesive Approach Across Platform
- ✓ In-Depth Knowledge Of Target Audience(s)
- ✓ Profound Incite Of WSB
- ✓ Understanding The Psychological Effects Of Semantics On Target Audiences

Every interaction with our community incurs a reaction. Whether it will be positive or negative rests in your hands

LANGUAGE GUIDE *CONT...*

Readability

Allow the platform and application to dictate the structure of the copy.

Platform

Ex: Twitter restricts characters to 200 or less per post. Therefore, communications should be concise, impactful, and visually-led.

Accessibility

Copy should be written for a specific audience group. When it's available digitally to the general public, be sure that it's easily understood. Tools like the Flesch Reading Ease Test provides a way to measure the complexity of a text.

- ✓ Avoid complex terminology
- ✓ Opt for clear, simple words, eliminating complex words with many syllables.
- ✓ Gain a firm understanding of vocabulary and language to explain complex ideas in as few words as possible.
- ✓ Aim for short sentences

LANGUAGE GUIDE *CONT...*

Technical Language

The WSB 'feeling' aims for a conversational approach. Our goal is to speak to our community casually, rather than risk alienating people with obscure, industry-dense language.

Be aware, there are exceptions which may require you to use technical jargon to demonstrate our values and commitment to quality outside of the Job Seeker group. That's okay! When the occasion calls for it, don't avoid pulling out the ROI we've incurred or the intricate grant writing process we've perfected. Remember, even when speaking specialist, we're still WSB. Our personality doesn't dissipate, because we're connecting with a CEO or Business executive. In fact, that's when it's more important than ever for the Brand Personality, Voice, and Tones to shine!

~~Patronizing~~
Passionate
Approachable

P.S. Customer's needs and benefits come before ours

LANGUAGE GUIDE *CONT...*

Expressions + Slang

Our Brand Voice is driven by personality –and nothing says personality quite like using colloquial (familiar) expressions.

We're personalized and conversational, so you can bet we've got expressions, idiomatic or otherwise, in our vocabulary! Before dropping one, consider :

- ✓ Domain
- ✓ Audience
- ✓ Formality
- ✓ Tone
- ✓ Channel
- ✓ Context

Is the expression or slang in alignment with the parameters above?

Next, examine the seasonality of the copy. WSB is in the business of business. That'll never change. Everything we release digitally will exist forever, so it's a commitment!

LANGUAGE GUIDE *CONT...*

Expressions and slang come and go with the times. Before using one, ask yourself, Will anyone understand this in a year? 5-Years? How about 10? If it doesn't have a 10-year shelf life, scrap it!

Ex: That's Cool! ✓

This one will last a lifetime...or at least another decade or so

Ex: Your Sauce Box ✗

a.k.a. Your mouth...a.k.a no longer acceptable...and probably never will be again.

Expressions and slang are A-Okay in the right settings. Our Brand Voice is here to make a big splash...in the right ways. It's the wrong ones that we're water resistant too. In general, steer clear from the following

In Poor Taste – Inappropriateness – Vulgarity – Obscure Ideas, Expressions, & Gestures – Cursing – isms (sexism, racism, ageism, etc) – Expressions & Words W/ Expirations

LANGUAGE GUIDE *CONT...*

Pronouns

Pronouns are the power of subliminal / subconscious messaging in motion. The pronouns we use to describe or speak to our customers and about WSB –and those we don't, say more than people realize.

Even if it's on an unconscious level, customers understand who you are and what you actually think about them based on the pronouns selected. They're an indicator of an organization's level of commitment to serving their consumer base. Correct usage invites connection.

Ex: HSBC – ~~'We're Your Local Bank'~~ – original
HSBC – 'Your Local Bank' – correct

By now – you know that we're down-to-earth, casual, and personal, but does our pronouns say that? Check your messaging to be sure.

LANGUAGE GUIDE *CONT...*

1st Person

We're on a first name basis with our Job Seekers –and we wouldn't have it any other way. When speaking to our audience in person, on the phone, or in a Facebook chat, use the pronoun, "I," when speaking as WSB.

We : Our brains translate, 'We,' as distant and out of touch when the "We" is describing WSB. Avoid it unless the setting, audience, or circumstance calls for it. *i.e. professional and legal settings.* The exception is when "We" is being to unite WSB and the customer.

Ex: *Together, We're An Unstoppable Team!*
~~*We Work Hard For You*~~

2nd Person

You : We LOVE the 2nd person and use it like it's going out of style. Follow the 80% Rule which says, 80% of everything we do should use this POV. The remaining 20% will use the 1st person. 2nd Person puts us in the customer's shoes.

3rd Person

He, She, They : NERP! Avoid the 3rd Person. It's a.k.a the "God's View," and that's not us.

LANGUAGE GUIDE *CONT...*

Active Voice

Always use active voice and always avoid passive voice.

USE: For us, investing in our future starts with our community.

NOT: People will be engaged by a community hub that puts their future first.

Shorthand

We write short sentences using simple words to get the message across, but avoid shorthand and text language.

USE: Text language and pop culture abbreviations are a don't. Okay?

NOT: IMO, we should never LOL at or with our customers- even if they're our BFFs 4 EVA! ...MMMMMmmmmmm K?

LANGUAGE GUIDE *CONT...*

Capitalization

CONVERSATIONS AND WORDS IN CAPS FEELS COMMANDING, ANGRY, AND A-HOLE~ISH. Even when they're meant to be humorous or exclamatory. It's a WSB no-no.

USE: Feel free to reach out anytime you have questions.

NOT: ANYTIME!!!!!! We REALLY ENJOY working with you!! !

LANGUAGE GUIDE *CONT...*

Leverage WSB's Language Bank for keywords, long-tail keywords, and messaging for SEO purposes depending on context.

Word Play

Community Hub
 Opportunity Incubator
 Career Path
 Tools
 Partnerships
 Potential
 Work-Life
 Success
 Benefits
 Career Planning
 Roles
 Work
 Company (ies)
 Job(s)
 Business(es)
 Money
 Growth
 Experience

Networking
 Determination
 Progress
 Promotion
 Raise
 Loyalty
 Care
 Perks
 Strengths
 Leadership
 Job Security
 Mastery
 Mentor(ship)
 Opportunity
 Passion
 Proven
 Team (work)
 Strategy

Resource(s)(ful)
 Trust
 Improve
 Reinforce
 Achieve(ment)
 Results
 Self-Made
 Skills
 Pursue
 Customized
 Change
 Eager
 Transition
 Groundwork
 Possible (ity)
 Solutions
 Talent
 Value

LANGUAGE GUIDE *CONT...*

Support
 Polish
 Level-Up
 Personal(ize) (ed)
 Believe (Belief)
 Skills
 Options
 Limitless
 Powering
 Equip
 Lead(er)
 Boost
 Coaching
 Role
 Quality(ities)
 Desired
 Dream Job

Pro-active
 Hands-on
 Grow
 Opportunity
 Train(ing)
 Passion
 Achievement
 (s) (ing)
 Passion
 Recognition
 Reward
 Excellence (t)
 Value

CRAFTING CONTENT



CRAFTING CONTENT CONT...

External Value Review

Our values differentiate us from the competition, communicating how we make people's lives better.

PURPOSE

Opportunity
What Do You Do

Careers
Customized

SERVICE

Building
Purpose

CUSTOMER

The
Opportunity
Incubator

ORGANIZATIONAL

Professional
Progress

MARKET

Catalyst
For
Change

CLIENT

CRAFTING CONTENT

What We Care About

If you break our values down, it's clear we care about – *seamless integration, meaningful, community, first, pioneering and impactful.*



AN INTERNAL PERSPECTIVE

what we care about

SEAMLESS INTEGRATION
MEANINGFUL
COMMUNITY, FIRST
PIONEERING
IMPACTFUL

CRAFTING CONTENT CONT...

How Our Values Benefit Our Customers

How our values translate into consumer benefits.



AN INTERNAL PERSPECTIVE

what we care about

SEAMLESS INTEGRATION
MEANINGFUL
COMMUNITY, FIRST
PIONEERING
IMPACTFUL

AN EXTERNAL PERSPECTIVE

Consumer Benefit

PERSONALIZED SERVICE
FULFILLING RESULTS
ACCESSIBLE TO ALL
POWERFUL SOLUTIONS
RELIABLE PARTNERSHIPS

FROM VALUES TO USPS

What We Care About

While the benefits, below, are the same for every group, the way it benefits each group is different. Ultimately those benefits are our USPs and therefore are the primary focus of our content and any accompanying content or marketing strategy.

Unique Selling Propositions communicate the key benefits of our services. Each Value represents a specific pain point or need that we alleviate for target audiences.

Personalized Services

Fulfilling Results

Accessible To All

Powerful Solutions

Reliable Partnerships

JOB SEEKER USPS

USP

01 Personalized Service

Workforce Solutions Borderplex is a one-stop career-launching shop. We believe that one size fits all...anything fits no one at all. And just as no two people are the same, no two career paths are either. That's why our service was designed to integrate with you wherever you are on your path. We make it personal, convenient, and easy with everything you need to get you where you're going.

How our USPs benefit job seekers

01

external value

message

Careers Customized

Work Smarter

JOB SEEKER USPS

Education

1. Personalized Services

Some of the most successful Brands lead with campaigns exemplifying their core Purpose. In our case, Opportunity. What's considered to be an Opportunity differs for each of us, so personalizing our services is a purpose-driven decision, allowing us to better serve our people.

"Personalized Services" should only be used to educate customers about WSB and our offerings, never as an introduction to the organization. In execution, this looks like anything from a stand-alone campaign, video, or images exhibiting our purpose in action.



Under Armour

JOB SEEKER USPS

Key Markers

- ✓ Focus On Customer Benefits
- ✓ Use In Ads, Explainer Videos, Social, Leverage Facts, & Statistics
Branding & Visual Assets Must Be Front & Center (i.e. logos, hashtags, name)
- ✓ Always Start By Explaining The "Who"
- ✓ Must Make An Emotional Appeal



Dove

JOB SEEKER USPS

USP

02 Fulfilling Results

There are online job boards, and there's Workforce Solutions Borderplex. Sure, we have jobs, but our job isn't to show you what's available. It's to get you from where you are to where you know you can be, allowing you to showcase your natural abilities through positions that kindle your sense of purpose. We go the extra mile, actively supporting you as you grow professionally, helping people to rewrite their story and tap into the life they want. When you do what you love... is it even working?

How our USPs benefit job seekers

02

external value
message

Building Purpose
Love What You Do

JOB SEEKER USPS

Education

2. Fulfilling Results

Hope is the closest feeling to trust. Positive messaging makes an emotional connection with target audiences based on a secure belief about themselves. Motivational marketing receives more engagements than any other type. Believing in yourself, means you can believe in your people, causing a physiological reaction beyond a sale. People get more than a job out of working with us. They get a reset on the course of their life, working somewhere that fulfills their life purpose.

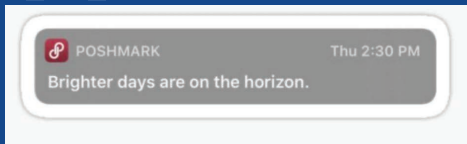
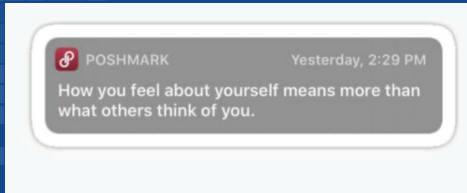


Under Armor

JOB SEEKER USPS

Key Markers

- ✓ Use Words Wisely, Vulnerably, & Genuinely In Texts ,Social, Notifications, Stories, Content Pieces, Pinterest, Emails, etc.
- ✓ Share Personal Experiences and Real-Life Examples To Connect Humanely
- ✓ Exhibit Value & Service Functionality With Words and Visuals
- ✓ Use To Promote Company Awareness & In First Encounters With New and Potential Job Seekers.



JOB SEEKER USPS

USP

03 Accessible To All

Who better to serve the community than the people who know them best. At WSB, we're not just acquainted with our area's needs. We share them because we are one of them. For us, investing in the future starts with our community. With the right tools and support, we know you can do anything. Consider WSB the door to opportunity where every person has equal access to careers, resources, and services...completely free of charge. Jobseekers come first in our organization because when you thrive, we all do.

03

external value

message

The Opportunity Incubator
Made For You, By People Like You

Where The Door To Opportunity
Is Always Open

JOB SEEKER USPS

Education

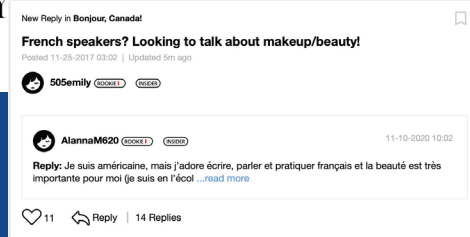
3. Accessible To All

Community is a primal necessity. People are 70% more likely to purchase services from community-centric organizations. People-driven platforms are living-proof of your values and identity. It's one thing to say, "we put people first." It's a whole other thing for your audience to say it for you. Tribes often "sell it" more effectively than we ever could. When someone finds your audience before your Brand, they're more likely to feel a sense of belonging -faster.

BeautyINSIDER
COMMUNITY

Ask questions, join challenges, and get recommendations from people like you

SEPHORA

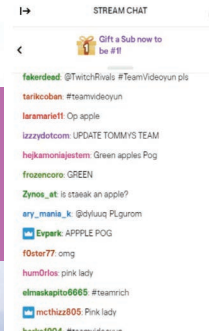
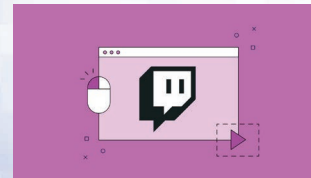


Under Armor

JOB SEEKER USPS

Key Markers

- ✓ Helps Audiences Visualize How A Service Works For Them; Long-Term Benefits
- ✓ Make The Brand Unmistakable Through Assets & Collaterals
- ✓ Personalize The Experience By Co-Creating With Your Audience, Getting Them Actively Involved In
- ✓ Document & Post About Every Event And Gather (Real-Time or Digitally)
- ✓ Create An Online Community Hub For People To Gather, Communicate, and Share
- ✓ Invite All Job Seekers To Join Our Community Experience



JOB SEEKER USPS

USP

04 Powerful Results

Alone we're strong, but together, we're an unstoppable team, gaining momentum. WSB's planting a flag establishing a new standard of work. Across the digital sphere, we're helping people pursue their fullest potential professionally, optimizing workplace experiences to move the career marker. As we break ground globally, we're taking you with us, putting power back into your hands. Go further knowing that we've got you.

How our USPs benefit job seekers

04

external value

message

Professional Progress
Placing A World Of
Possibility At Your Fingertips

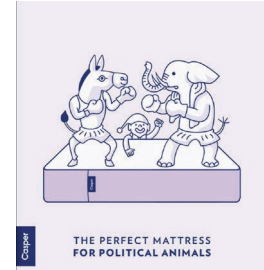
JOB SEEKER USPS

Education

4. Powerful Solutions

Brands exist to alleviate a pain point or fulfill a specific need. The internet opens a plethora of options for people to choose from to solve that problem or fill that need. Incentives compelling people to try something new :

- ✓ necessity
- ✓ different
- ✓ resonates
- ✓ makes them feel good
- ✓ better experience
- ✓ a part of a journey
- ✓ recommended



Key Markers

- ✓ Harness Your Uniqueness
- ✓ Use & Share PR Quotes, Reviews, and Pieces
- ✓ Lead With Personality
- ✓ Show and Explain Direct Results & Effectiveness



JOB SEEKER USPS

USP

05 Reliable Partnerships

For us, being the catalyst for change starts as an inside job. We uplift people, reminding them how much they have to offer. Then, equip them with the means to offer it. And that's the true power of our network of partners. Teaming up with organizations from every sphere and industry, we open the door of opportunity to each person regardless of their experience or circumstance. At WSB, that's by design.

How our USPs benefit job seekers

05

external value

message

Catalyst For Change

Together, We Make The Moves That Make the Difference

An Inside Job

JOB SEEKER USPS

Education

5. Reliable Partnerships

Transformational Brands target Manifesto Marketing towards 'Transformational Consumers.' These are people who see the world as a series of disruptions that require behavior-changes and habits to lead happier healthier lives. They want more from life and support Brands and people who help them achieve their 'More.' For WSB - that's all in a day's work! We have more partnerships and options than any agency or job board... well, ever. The world needs to know that regardless of their circumstance, WSB has what they need to get where they're going. And if we do not have it directly, we've partnered with someone that does.

Key Markers

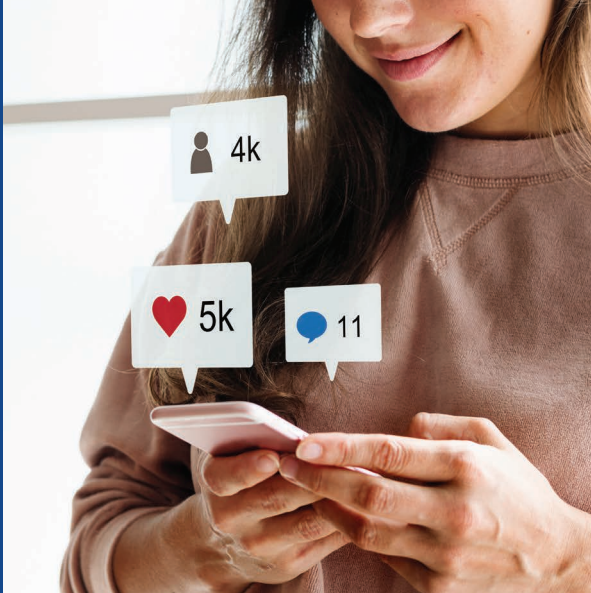
- ✓ Progressive & Motivational Content Highlighting Connections Benefiting The Customer
- ✓ Concrete Actions To Get Them To Their Goals
- ✓ Requires Consistent and Constant Stream of Social and Content Around Habit-Modification For Personal & Professional Betterment
- ✓ Make Bold Statements, Taking A Stand On Beliefs and Moral Issues That Are Important To Us.
- ✓ Dare To Be All That Is WSB. This Audience Responds To Honesty and Strength Of Character



When Caffeine Met Adrenaline: Red Bull and Gatorade



SOCIAL MEDIA



SOCIAL MEDIA *CONT...*

Getting Social

The dawn of the digital age has created a new avenue to impact people's lives in a meaningful way. Social media empowers people on a personal level to be more connected and inspired. WSB's goal is to actively build a catalog of compelling content through a network of social media platforms, creating increased Brand Awareness, Education, and Loyalty.

However, we believe there is a delicate balance to engaging in this space. Just as these platforms offer our voice more outlets to evangelize, it equally presents the opportunity to damage our brand name and image.

Maintaining the Brand Guidelines and Visual Aesthetic is more important than ever when communicating on social platforms. As there are different rules and abilities on these platforms, we have several additional YAYs and NAYs when communicating in this space.

SOCIAL MEDIA

Less Is More

Be clear, short, and concise

Social Media is a fluff and puff-free zone. Copy should get directly to the point in a way that stays within our Brand Voice & Tones.

Simplify ideas and speak directly to our audiences

Just say no to the text talk

Avoid using "Texting" jargon and abbreviations i.e. -2-, <3, luv, brb, tbt, etc. One of WSB's Tones is Playful. Being playful requires communicators to be creative in their language usage rather than watering down the information with subculture text that may drown or alienate some people within the audience group.

Engagement

Stay within the lines

When using social media channels to interact with audiences, be sure to maintain these Brand Guidelines. This applies to responses, comments, 'About Us' text, profiles, sub or event pages, and posts.

SOCIAL MEDIA *CONT...*

Tagging

Tagging specific topics or people is allowed within reason. Be sure that whomever you tag aligns with our Brand, making sense with who we are and what we do. i.e. Brands, influencers, and celebrities Never to RARELY tag our customers.

Balancing formality

Avoid overly casual replies, commentary, and greetings. (i.e. 'hiya!!!!!!' 'Hey There' 'Check This Out!')

Repping it

Remember, you're representing a reputable Brand whose reputation can be damaged in a matter of seconds.

Likes it

Avoid directly asking for likes or shares on personal accounts. In a post - YES! On somebody's wall... NO!
We want to attract our ideal customer. That person who will share, because they think we are AMAZE-BALLS. Focus on crafting awesome content and the likes will come!

SOCIAL MEDIA

POST REGULARLY

When we release the new branding full throttle, new social content should be released daily to attract bots and stir the algorithm. Dependent upon the platform and circumstances, there may be occasions which call for posting multiple times a day. Defer to our Social Media Management team for exact instruction and best posting times.

PRIORITIZING NETWORKS

It's imperative to have a platform structure, supporting each of our audience groups and speaking to them directly. Each platform has a distinct audience and specific type of content geared to garner attention. Be sure to post the right kind of content to the right kind of audience.

After all audiences have been examined and appraised, we'll revisit the social structure and determine best practices for each.

SOCIAL MEDIA *CONT...*

SELLING

Our Brand uses social media to interact with our followers not to "sell" to them. The most effective approach is to offer valuable advice on building skills, industry trends and concerns, efforts we're making on their behalf, upcoming events, daily internal updates and happenings, etc.

These elements are inherent to what makes us who we are without marketing to someone. The principal purpose is to deliver the full WSB experience, encouraging them to act, so that they can experience WSB and its results first hand.

**As part of our Hype Team,
we believe in you to make others believe in themselves.**

Work It!"