



ALLIANCE FOR
ORGANIZATIONAL
EXCELLENCE LLC

BECOME A TALENT MAGNET

WITH 84% OF HOSPITALS REPORTING
MEDICAL STAFFING SHORTAGES AND
AVERAGE RN VACANCY RATES OF 13%,
HOW WILL YOUR HOSPITAL STAND
OUT FROM THE CROWD AND
BEAT THE TALENT SHORTAGE?

WE HAVE THE SOLUTION!



SANDY ASCH

WE STRENGTHEN YOUR REPUTATION
AS AN EMPLOYER OF CHOICE SO
YOU CAN ATTRACT, OPTIMIZE
AND RETAIN TOP TALENT

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The **TalentMagnet** Employment Branding Solution Gives You Competitive Advantage and Helps You Attract Top Talent...

A strong employment brand (e-brand) acts as a magnet that draws in talented workers and influences them to “buy” your company’s value proposition, providing a steady flow of qualified applicants.

- Are you communicating a compelling proposition on your career webpage, job postings and candidate collateral?
- Does your messaging entice, endear and engage top talent, influencing them to seek employment with your organization?

Our TalentMagnet E-Branding Solution gives you competitive advantage and helps your organization “stand out from the crowd” to attract the best candidates.

The Hottest HR Practices + Video Technology Gives You The Edge

We are committed to strengthening your reputation as an employer of choice so you can attract, optimize and retain the best talent. Our 20+ years experience in human resources and organizational development means we understand your talent acquisition challenges and can offer proven solutions.



We combine our expertise in HR with 30+ years experience of high-end video production. Now instead of just telling prospective job candidates your organization is a great place to work - you can show them! If a picture is worth a thousand words then video of your employees telling their real stories about why they love working for your organization is priceless! In fact, studies show a good recruitment video can increase job applications by 30% and qualified applicants by 100%!

Let Us Help You Become A Talent Magnet!

1. Visit us online at www.Uexcel.com and click on the MAGNET
2. View some of our best recruitment videos and imagine what we can do for you
3. Contact us at e: info@Uexcel.com or p: 858.481.7742 to get started

ENTICE, ENDEAR & ENGAGE TOP TALENT



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The TalentMagnet Employment Branding Solution for Healthcare Organizations Includes:

Employment Brand Development

- Creative consulting to identify your unique employment value proposition
- Development of key themes and messaging to communicate why qualified candidates should choose your organization
- Comprehensive recommendations to strengthen your employment brand and improve recruitment results, including valuable tips on how to use your career webpage and job postings to entice, endear and engage the best candidates

Complete Video Production

- One day onsite video shoot includes: four in-depth video interviews with key stakeholders, eight mini interviews with selected employees and professional B-Roll (background shots)
- Professionally produced and edited 3-4 minute video

Custom Video Template Design

- Custom video template to house your video with direct links for viewers to complete an application and contact you directly

Online Streaming Video Hosting

- Conversion to Flash and Windows Media formats for streaming video
- Video is hosted on our server for term of contract or uploaded to client server
- Copy of video is provided to client in DVD format for use at job fairs

DVD Production

- 100 DVD's for distribution to potential candidates

This complete service is offered at the low, introductory rate of:

\$995/month* FOR 12 MONTHS * Does not include nominal travel expenses



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Frequently Asked Questions

Q: Why select TalentMagnet over other products available?

A: We specialize in employment branding strategy and recruitment video production, with a deep understanding of the unique challenges of healthcare recruiting. We offer a blend of 20+ years experience in HR, Organizational Development and video production, so you get the best possible human resources and technical expertise. Our area of focus is on working with organizations like yours to build your reputation as an employer of choice so you can attract, optimize and retain the best candidates. Bottom line: we will give you the tools to fill your staffing vacancies faster and more economically.

Q: Other companies charge \$15-\$20,000 for a similar service and retain ownership of the video. How are you different?

A: We deliver a targeted and efficient service without unnecessary overhead. You retain 100% ownership of your video and we are happy to send you the edited video files to upload on your career website. No catches.

Q: Will the video shoot interfere with hospital operations?

A: Our 1-2 man crew is very experienced and understands the challenges of filming in a healthcare facility. We film all interviews in a closed conference or training room to minimize the impact on patient care and work closely with you to capture appropriate footage of your facility without interrupting service.

Q: How long does the video production process take?

A: We spend one day with you at your location filming. The preview copy of your video is available for viewing within 30-45 days. You will receive the final video within 30-45 days of your final editing requests. From start to finish the process typically takes 60-90 days.

For more information please contact Sandy Asch:

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Do's and Don'ts of Recruitment Videos

DO:

- Hire a professional video production team that specializes in recruitment videos
- Highlight your unique value proposition and key messages
- Feature employees who represent the DNA of your target audience
- Ask interviewees to stand not sit for better delivery and energy
- Appeal to prospective candidates on an emotional level (stories stick, facts don't)
- Show real employees sharing real stories
- Limit the video to 3 to 4 minutes
- Include a strong call to action

DON'T:

- Hire your uncle's brother to produce the video
- Interview people sitting behind their desks
- Hire a sloppy crew who intimidates interviewees
- Over script interviewees
- Use a voice-over to tell your story
- Rely on static images and stock footage
- Make it all about your CEO
- Ask poorly prepared questions - they will elicit poor answers
- Promise anything you can't deliver

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