



Talent Strategy Materials

Fueling the talent pipeline for years to come

Chick-fil-A has a very clearly defined and well-articulated culture based in faith and Christian principles and in the past, they've typically hired locally. But as they continue their aggressive national growth, one of their biggest challenges is going to be finding the right talent moving forward, people whose values align with the company's. Attracting and retaining the right talent from a much larger national pool will be key to long-term success.

Our first project with Chick-fil-A was to create a dynamic magazine to communicate Chick-fil-A's talent vision and strategy with the company's independent franchise operators. The magazine was shared with each restaurant's leadership team and served as a best practices guide.

Following the success of the talent magazine, Chick-fil-A invited Tribe to not only participate in their first ever People Partners meeting, but to develop the tools and materials for communicating their culture and strategy to their talent partners. For this project, we developed an interactive workbook that each participant used throughout the day. At the end of the event, the workbook served as a keepsake outlining the company's vision and challenges for the future.

In addition, we developed signage and other collateral to communicate the day's main theme: growing a small company.



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Tribe is a corporate culture company working with national and global clients to build internal brands and employee engagement. We develop strategies, messaging, programs and communications to create better business outcomes.

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