

**Your most
important
audience.**

Linda Aldred

SENIOR VICE PRESIDENT
CHIEF HUMAN RESOURCE OFFICER
TEXAS CHILDREN'S HOSPITAL

Typical Brand XYZ

AUDIENCES PROFILES



The Entrepreneur



The Expert



The Explorer

Typical Brand XYZ

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The Team

**The Team can no longer
be forgotten.**

The Team can no longer be forgotten. Especially today.

**Only 20% of a company's actual value
is reflected in the balance sheet.**

**The other 80% is being attributed to intangibles; a few
being "human capital," unrecognized brand name values,
carbon efficiency, and culture.**

How to activate your most important audience?

How to activate your most important audience? Employer Branding

Retention

Recruitment

Influence

A photograph of the Texas Children's Hospital building, a tall, modern skyscraper with a glass facade, set against a clear blue sky. The building is the central focus of the image, with other city buildings visible in the background. The text is overlaid on the left side of the image.

Texas Children's Hospital

~15,000

FACULTY AND STAFF

10% Growth

FROM FY16-FY18

82%

FEMALE

63%

ETHNICALLY
DIVERSE



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**Ranked the
4th Best
Children's
Hospital**

BY U.S. NEWS & WORLD REPORT

3,600,000+

PATIENT ENCOUNTERS
EACH YEAR

Texas Children's Hospital

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PATIENT ENCOUNTERS
EACH YEAR

Partnering
with Disney

TO REINVENT THE PATIENT
AND FAMILY EXPERIENCE

The Catalyst?

The Catalyst? Our People.



People vs. *Our People*
There's a big difference.



The Process

- Define
- Share
- Reinforce
- Activate

Define Share Reinforce Activate

**You do it or
someone else will.**



*Unified by infinite passion,
we lead the charge of
accelerating health care.*





**EMBRACE
FREEDOM**



**LIVE
COMPASSIONATELY**



**LEAD
TIRELESSLY**



**AMPLIFY
UNITY**

Define **Share** Reinforce Activate

Need creates jobs.

Culture creates careers.





Define Share **Reinforce** Activate

Onboard early.

Empower consistently.




Define Share Reinforce **Activate**

**Create something different.
Ignite others to connect.**



**Proof that
it works.**

A hand is shown holding a tablet computer. The screen displays a website layout with a red header, several article thumbnails with images, and a 'MORE ARTICLES' section. The background is a dark, solid color.

14 pages

300+ videos

350+ blog posts

**Proof that
it works.**

14 pages

300+ videos

350+ blog posts

PAGES VISITORS SPEND
THE MOST TIME ON:

"Our Mission"

AND

"How We Thrive"

**Proof that
it works.**

14 pages

300+ videos

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PAGES VISITORS SPEND
THE MOST TIME ON:

"Our Mission"

AND

"How We Thrive"

11 Million+

WEB PAGE VIEWS

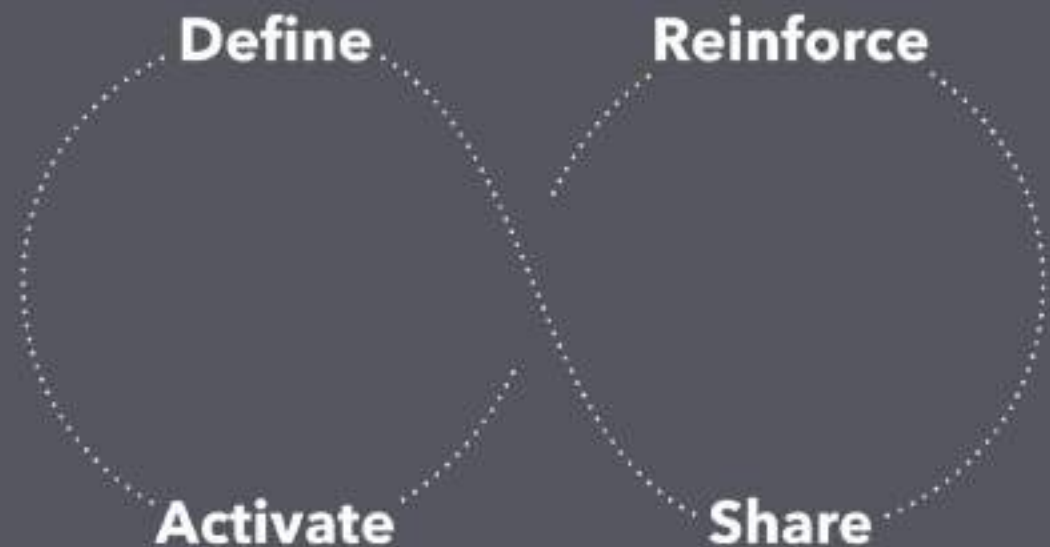
2 Million+

UNIQUE USERS

Texas
Children's
Hospital

**This isn't a project,
it's a philosophy.**

**It's working because
it's never ending.**



**It's working because
it's never ending.**



**Thank
You.**

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