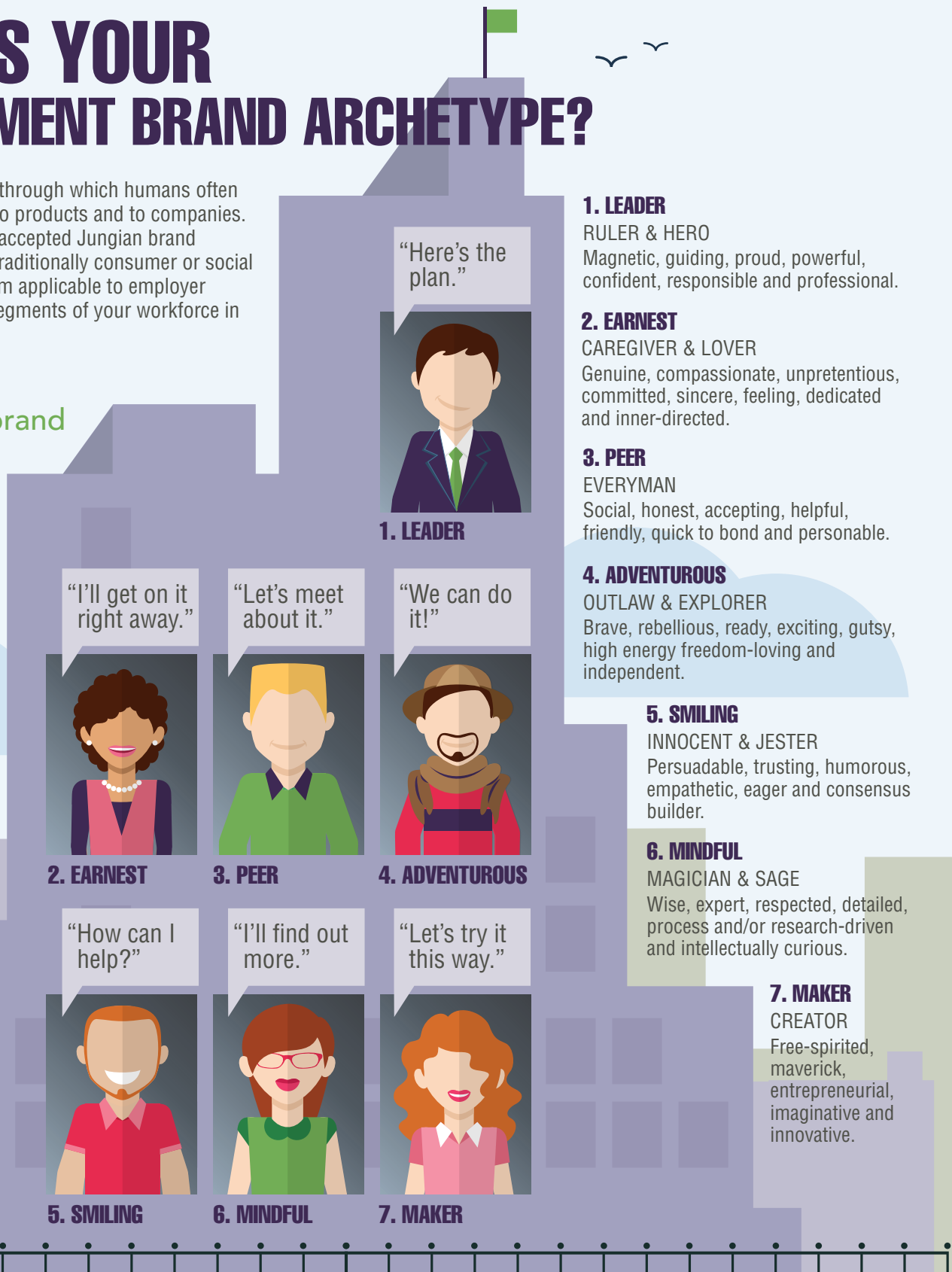


WHAT'S YOUR EMPLOYMENT BRAND ARCHETYPE?

Archetypes are models through which humans often connect to each other, to products and to companies. We've taken the twelve accepted Jungian brand archetypes (which are traditionally consumer or social oriented) and made them applicable to employer branding. Do you see segments of your workforce in any of these? Let us know.



"Here's the plan."



1. LEADER

1. LEADER
RULER & HERO
Magnetic, guiding, proud, powerful, confident, responsible and professional.

"I'll get on it right away."



2. EARNEST

2. EARNEST
CAREGIVER & LOVER
Genuine, compassionate, unpretentious, committed, sincere, feeling, dedicated and inner-directed.

"Let's meet about it."



3. PEER

3. PEER
EVERYMAN
Social, honest, accepting, helpful, friendly, quick to bond and personable.

"We can do it!"



4. ADVENTUROUS

4. ADVENTUROUS
OUTLAW & EXPLORER
Brave, rebellious, ready, exciting, gutsy, high energy freedom-loving and independent.

"How can I help?"



5. SMILING

5. SMILING
INNOCENT & JESTER
Persuadable, trusting, humorous, empathetic, eager and consensus builder.

"I'll find out more."



6. MINDFUL

6. MINDFUL
MAGICIAN & SAGE
Wise, expert, respected, detailed, process and/or research-driven and intellectually curious.

"Let's try it this way."



7. MAKER

7. MAKER
CREATOR
Free-spirited, maverick, entrepreneurial, imaginative and innovative.

We are HR's ad agency. We apply advertising and marketing practices to help organizations attract and retain talent. The focus of The David Group's Workforce Communications Practice is to strengthen employer brands, engage people and cut the cost of talent. Employer Brand Lab is our center of employer branding and internal communications thought leadership.

HR's ad agency.