

Reshape Your Employer Brand to Successfully Deliver Vital Talent Now

Presented by:

Pamela Culpepper, Chief Human Resources Officer
Chicago Board Options Exchange

The Pursuit

Chasing the Dream Employee



The Pursuit

Chasing the Dream Employee

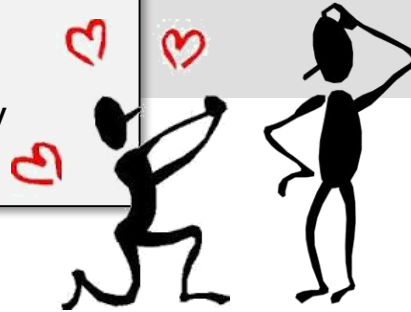
- Begins with the “sell”
- Is supported by the “look and feel”
- Is sustained by evidence

The Romance

Selling the Ultimate Company

The Romance

Selling the Ultimate Company



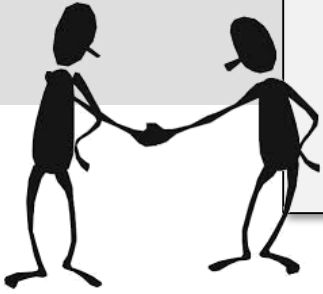
- Eyes wide open
- Addressing aspiration anxiety
- Closing the perception gap; reframing what is

The Promise

Delivering On Your Brand

The Promise

Delivering On Your Brand



- What you want is who we are
- What you bring is what we need
- Who we are together is consistent with our brand

What You can do Now

- **Describe** it: Put your culture into words
- **Ask** existing employees what behaviors would support the brand you've established
- **Mine** the gaps; address glaring themes first
- **Partner** with marketing on new branding opportunities; offer internal programmatic support

➤ CBOE
400 South LaSalle Street
Chicago, Illinois 60605
www.cboe.com