**One Pager: Talent Experience - Values Campaign**

**Purpose** Living our values, shaping our future. We aim to become true ambassadors of our core values by creating memorable, meaningful, and transformative experiences that align words with actions.

**Objectives**

* Bridge the gap between declared values and everyday behaviors.
* Deliver consistent hybrid (remote + in-person) experiences.
* Foster a culture of participation, emotional engagement, and recognition.

**General Strategy**

* **Formats**: Talks, games, dynamics, and storytelling.
* **Emotional engagement**: Real stories, charms, symbolic items.
* **Incentives**: Prizes, gift cards, stickers, thermos.
* **Gamification**: Trivia, contests, participation rewards.
* **Timeline**: 5-month campaign (June–October 2025).

**Use Case Example** **"We lead the way"** – Paper Plane Leaders: A symbolic leadership activity using paper planes to engage teams around the value of initiative.

**Target Segmentation**

* **Availability**: Remote vs. On-site employees
* **Preferences**:
  + Collaborative vs. Individual
  + Competitive, Wellness, Learning, Community, Creative, Networking, Family-oriented

**Key Deliverables**

* Activity calendar
* Hybrid weekly events
* Charms/pins & materials
* Pre/post campaign surveys
* Results report

**Success Indicators (KPIs)**

* 70% weekly attendance
* Satisfaction in surveys
* High participation in activities
* Spontaneous testimonials
* Positive cultural perception shifts

**Challenges & Mitigation**

* Participation gaps → Personalized activity planning
* Scheduling conflicts → Flexibility in event timing
* Diverse expectations → Surveys to align offerings

**Insights from GDL Employees**

* **With kids**: Prefer after-school family activities
* **Without kids**: Suggest pet days, escape rooms
* **Foreigners**: Prefer remote, welcoming on-site events

**Implementation Timeline**

| **Phase** | **Activity** | **Dates** |
| --- | --- | --- |
| 1 | Diagnosis | Apr 1–4 |
| 2 | Content Design | Apr 7–11 |
| 3 | Production & Logistics | Apr 14–18 |
| 4 | Validation | Apr 21–25 |
| 5 | Consolidation | Apr 28–30 |
| 6 | Communications | May |
| 7 | Launch | June |

**Let’s shape a culture where our values live through action.**