

GUIDING PRINCIPLES

People have a need for human connection	People have the need to be seen and heard	People have a need to feel like a unique individual	Decision making process is based on relationships
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JOURNEY

STAGE	AWARENESS	CONSIDERATION / INTEREST	APPLY	INTERVIEW / ASSESS / CHOOSE	HIRE & ONBOARD / PREPARE TO JOIN	INTEL REJECTS CANDIDATE	CANDIDATE WITHDRAWAL
DOING	Consuming content	Researching / seeking additional information	Evaluating specific opportunities and taking action or seeking a referral	Selling themselves to Intel. Evaluating what it would be like to work there.	Preparing for the life change. Waiting for more information. Rethinking their choices.	Told they are no longer in consideration. Evaluating other options.	Deciding to stop the process with Intel. Considering other options.
THINKING	<ul style="list-style-type: none">What is Intel? Why Should I care?	<ul style="list-style-type: none">Authenticity - Is the content a true reflection of the company?Is job description relevant and accurate?	<ul style="list-style-type: none">What's the next step? Will I fit?Will I be considered?What it's like to work at Intel	<ul style="list-style-type: none">Prepare ahead of time.Will they see my unique value?Will I be able to showcase my skillsWhat's in it for me?Will I be able to get and provide feedback?What's next?	<ul style="list-style-type: none">Did I make the right choice?I hope Intel is preparing for me.	<ul style="list-style-type: none">Why didn't it work?Are there other options for me at Intel?	<ul style="list-style-type: none">This opportunity, environment, group, set of people just isn't a good fit for me.Does intel have something else to offer that could be a better fit?
FEELING	<ul style="list-style-type: none">Information that is not relevant to me is not worth my time.Intel is interesting and intriguing	<ul style="list-style-type: none">What's the quickest way to assess if I could be a good fitSearching for company's valueI'm being treated as customer - my time is being valued.Intel's values align to mine	<ul style="list-style-type: none">I am excited to start the process.I feel like my investment in the apply process is worth it.I will be noticed and Intel will let me know.Applying was easier than I expected	<ul style="list-style-type: none">Anxious about the processI got to tell my story. The process felt catered to me.I was being seen.The process is clearI was treated with respect	<ul style="list-style-type: none">I feel like I made the right choice.I am confident Intel is excited to have me join them because they value what I bring to the company	<ul style="list-style-type: none">I feel like I was treated fairly and respectfully.Confused about why I didn't get the job	<ul style="list-style-type: none">My impression is positive and I'm willing to explore moreFrustrated from the process








THREATS
















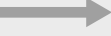




<ul style="list-style-type: none">Negative impressionirrelevant contentlost in the noise	<ul style="list-style-type: none">inconsistent messages and information from Intel (e.g. EVP vs Glassdoor)	<ul style="list-style-type: none">The whole apply experience is cumbersome, abandon apply	<ul style="list-style-type: none">Candidates do not feel as though they are valued and or evaluated as a unique individual	<ul style="list-style-type: none">Candidates can rethink their choice and decline the job before they even start.	<ul style="list-style-type: none">Loop isn't closed appropriately.Share negative experiences	<ul style="list-style-type: none">Intel's reaction to withdrawal is negativeCandidate leaves the process because of bad experience and share it
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DESIRED BEHAVIORS

<ul style="list-style-type: none">Continue to consumeShare contentResearch for Consideration	<ul style="list-style-type: none">ConnectApplyRefer	<ul style="list-style-type: none">Fully complete the application process	<ul style="list-style-type: none">Get prepared for the interview.Share their good experiences with their network.	<ul style="list-style-type: none">Accept the offer.Share their good news with their network.Refer others in their network to Intel.	<ul style="list-style-type: none">Reengage with Intel.Refer others in their network to Intel.	<ul style="list-style-type: none">Provide Intel feedback.Re-engage with Intel
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OPPORTUNITIES

<ul style="list-style-type: none">Communicate a clear EVPCreate compelling content on social mediaLeverage employees network by encouraging them to share Intel's values and inside stories <div></div>	<ul style="list-style-type: none">Nurture prospects with relevant content on social mediaKeep our Talent Network leads warm and updatedEngage with people on social media channels <div></div>	<ul style="list-style-type: none">Help applicants set expectation with usSimplify, shorten, and make the application process easyAllow candidates to showcase their skillsHelp applicants sense what it would feel like working at intel <div></div>	<ul style="list-style-type: none">Help candidates get prepared for interviewsProvide candidates a point of contact & proactively communicate statusEquip our recruiting partners with tools and education before interviewsProvide candidates the ability to give us feedback <div></div>	<ul style="list-style-type: none">Keep warm during time prior to joiningHelp deal with the coming life changeProvide candidates ability to give us feedbackON boarding: connect with the on boarding team <div></div>	<ul style="list-style-type: none">Improve the dispositioning experience, making sure to close the loopProvide candidates ability to give us feedbackInvite candidates to stay in touch with us <div></div>	<ul style="list-style-type: none">Provide candidates ability to give us feedbackNotice that candidate withdrew and probe for the reason <div></div>
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Key	<div> Intel Event</div> <div> Friends & Family</div> <div> Intel Employee</div> <div> Hiring Team</div>	<div> Mobile Phone</div> <div> Laptop</div> <div> Telephone</div> <div> Postal Mail</div>	<div> News</div> <div> Intel Website</div> <div> Email</div> <div> Talent Network</div>	<div> Social Media</div> <div> Intel Campus</div>	<div> Non-Linear Time-Based Process</div> <div> Linear Process</div> <div> Ongoing, Non-Linear Process</div> <div> Information Connection</div>	<div> User Quotes (interactive)</div> <div> Data Points (interactive)</div>
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