



"Do you want to sell sugar water for the rest of your life, or do you want to come with me and change the world?" – Steve Jobs to former Pepsi Executive John Sculley (1983)

It's not always easy to get a highly qualified person to join a smaller and/or newer company. For a high-performing candidate with multiple options, it can feel risky and uncertain, particularly in today's world. This is why it's important to invest time developing your company's "pitch" to new talent.

As an impact company, you have several important assets in your employee value proposition:

1. Vision and mission (*inspires and give the candidate a sense of purpose*)
2. Culture and team (*gives a sense of belonging, comradery, and connected-ness*)
3. Opportunities for contribution and professional growth (*excites candidates who like to learn and value contribution*)
4. Financial upside (potentially)

To build your talent pitch, fill in these blanks – and circulate to the interviewing team:

- Our company is addressing critical (social/environmental) problem _____ that, if it was solved, would have this impact_____
- We've had a lot of traction solving this problem, for example _____, and in 2021 our goal is to _____
- People love working at our company because we are / we do / we achieve _____
- Our team culture is very (friendly, open, fun, committed?) _____. My favorite recent example of our culture in action is _____
- In your role, you won't be a cog in a big wheel. Instead we want you to help us build the future. For example, I'm expecting that you build/lead/create _____

- At our company, we really take pride in _____