



## **PROFESSIONAL SERVICES AGREEMENT PSA 6/30/2020**

The City of Kirkland, Washington, a municipal corporation ("City") and Watson Creative, whose address is 2900 NW Clearwater, Bend, OR ("Consultant"), agree and contract as follows.

In consideration of the mutual benefits and conditions set forth below, the parties agree as follows:

### **I. SERVICES BY CONSULTANT**

- A. The Consultant agrees to perform the services described in Attachment A to this Agreement, which attachment is incorporated herein by reference.
- B. All services and duties shall be conducted and performed diligently, completely and in accordance with professional standards of conduct and performance.

### **II. COMPENSATION**

- A. The total compensation to be paid to Consultant for these services shall not exceed \$200,000, as detailed in Attachment A.
- B. Payment to Consultant by the City in accordance with the payment ceiling specified above shall be the total compensation for all services performed under this Agreement and supporting documents hereto as well as all subcontractors' fees and expenses, supervision, labor, supplies, materials, equipment or the use thereof, reimbursable expenses, and other necessary incidentals.
- C. The Consultant shall be paid on the basis of invoices submitted. Invoicing will be on the basis of percentage complete or on the basis of time, whichever is applicable in accordance with the terms of this Agreement.
- D. The City shall have the right to withhold payment to Consultant for any services not completed in a satisfactory manner until such time as Consultant modifies such services to the satisfaction of the City.
- E. Unless otherwise specified in this Agreement, any payment shall be considered timely if a warrant is mailed or is available within 45 days of the date of actual receipt by the City of an invoice conforming in all respects to the terms of this Agreement.

### **III. TERMINATION OF AGREEMENT**

The City or the Consultant may terminate or suspend this Agreement at any time, with or without cause, by giving ten (10) days' notice to the other in writing. In the event of termination, all finished or unfinished reports, or other material prepared by the Consultant pursuant to this Agreement, shall be provided to the City. In the event the City terminates prior to completion without cause, consultant may complete such analyses and records as may be necessary to place its files in order. Consultant shall be entitled to receive just and equitable compensation for any satisfactory services completed on the project prior to the date of termination, not to exceed the payment ceiling set forth above.

### **IV. OWNERSHIP OF WORK PRODUCT**

- A. Ownership of the originals of any reports, data, studies, surveys, charts, maps, drawings, specifications, figures, photographs, memoranda, and any other documents which are developed, compiled or produced as a result of this Agreement, whether or not completed, shall be vested in the City. Any reuse of these materials by the City for projects or purposes other than those which fall within the scope of this Agreement or the project to which it relates, without written concurrence by the Consultant will be at the sole risk of the City.
- B. The City acknowledges the Consultant's plans and specifications as instruments of professional service. Nevertheless, the plans and specifications prepared under this Agreement shall become the property of the City upon completion of the services. The City agrees to hold harmless and indemnify consultant against all claims made against Consultant for damage or injury, including defense costs, arising out of any reuse of such plans and specifications by any third party without the written authorization of the Consultant.
- C. Methodology, materials, software, logic, and systems developed under this Agreement are the property of the Consultant and the City, and may be used as either the consultant or the City sees fit, including the right to revise or publish the same without limitation.
- D. The Consultant at such times and in such forms as the City may require, shall furnish to the City such statements, records, reports, data, and information as the City may request pertaining to matters covered by this Agreement. All of the reports, information, data, and other related materials, prepared or assembled by the Consultant under this Agreement and any information relating to personal, medical, and financial data will be treated as confidential only as allowed by Washington State laws regarding disclosure of public information, Chapter 42.56 RCW

The Consultant shall at any time during normal business hours and as often as the City may deem necessary, make available for examination all of its records and data with respect to all matters covered, directly or indirectly, by this Agreement and shall permit the City or its designated authorized representative to audit and inspect other data relating to all matters covered by this Agreement. The City shall receive a copy of all audit reports made by the agency or firm as to the Consultant's activities. The City may, at its discretion, conduct an audit, at its expense, using its own or outside auditors, of the Consultant's activities which relate, directly or indirectly, to the Agreement.

Consultant will provide all original operation and maintenance manuals, along with all warranties, from the manufacturer for any equipment or items installed or supplied to the City has part of this contracted project.

The Consultant shall maintain accounts and records, including personnel, property, financial, and programmatic records, which sufficiently and properly reflect all direct and indirect costs of any nature expended and services performed pursuant to this Agreement. The Consultant shall also maintain such other records as may be deemed necessary by the City to ensure proper accounting of all funds contributed by the City to the performance of this Agreement.

The foregoing records shall be maintained for a period of seven years after termination of this Agreement unless permission to destroy them is granted by the Office of the Archivist in accordance with RCW Chapter 40.14 and by the City.

**V. GENERAL ADMINISTRATION AND MANAGEMENT**

The Administrative Commander for the Police Department of the City of Kirkland shall review and approve the Consultant's invoices to the City under this Agreement, shall have primary responsibility for overseeing and approving services to be performed by the Consultant, and shall coordinate all communications with the Consultant from the City.

**VI. COMPLETION DATE**

The estimated completion date for the Consultant's performance of the services specified in Section I is May 31, 2026.

Consultant will diligently proceed with the services contracted for, but consultant shall not be held responsible for delays occasioned by factors beyond its control which could not reasonably have been foreseen at the time of the execution of this Agreement. If such a delay arises, Consultant shall forthwith notify the City.

**VII. SUCCESSORS AND ASSIGNS**

The Consultant shall not assign, transfer, convey, pledge, or otherwise dispose of this Agreement or any part of this Agreement without prior written consent of the City.

**VIII. NONDISCRIMINATION**

Consultant shall, in employment made possible or resulting from this Agreement, ensure that there shall be no unlawful discrimination against any employee or applicant for employment in violation of RCW 49.60.180, as currently written or hereafter amended, or other applicable law prohibiting discrimination, unless based upon a bona fide occupational qualification as provided in RCW 49.60.180 or as otherwise permitted by other applicable law. Further, no person shall be denied or subjected to discrimination in receipt of the benefit of any services or activities made possible by or resulting from this Agreement in violation of RCW 49.60.215 or other applicable law prohibiting discrimination.

**IX. HOLD HARMLESS/INDEMNIFICATION**

To the greatest extent allowed by law the Contractor shall defend, indemnify and hold the City, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of or in connection with performance of this Agreement, except for injuries and damages caused by the sole negligence of the City.

Should a court of competent jurisdiction determine that this Agreement is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the Contractor and the City, its officers, officials, employees, and volunteers, the Contractor's liability hereunder shall be only to the extent of the Contractor's negligence. It is further specifically and expressly understood that the indemnification provided herein constitutes the Contractor's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purpose of this indemnification. This waiver has been mutually negotiated by the parties. The provisions of this section shall survive the expiration or termination of this Agreement.

## **X. LIABILITY INSURANCE COVERAGE**

The Consultant shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees. A failure to obtain and maintain such insurance or to file required certificates and endorsements shall be a material breach of this Agreement.

Consultant's maintenance of insurance as required by the agreement shall not be construed to limit the liability of the Consultant to the coverage provided by such insurance, or otherwise limit the City's recourse to any remedy available at law or in equity.

### **A. Minimum Scope of Insurance**

Consultant shall obtain insurance of the types described below:

1. Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage shall be as least as broad as Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage.
2. Commercial General Liability insurance shall be as least as broad as ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, stop-gap independent contractors and personal injury and advertising injury. The City shall be named as an additional insured under the Consultant's Commercial General Liability insurance policy with respect to the work performed for the City using an additional insured endorsement at least as broad as ISO CG 20 26.
3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
4. Professional Liability insurance appropriate to the Consultant's profession.

### **B. Minimum Amounts of Insurance**

Consultant shall maintain the following insurance limits:

1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate.
3. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit.

### **C. Other Insurance Provisions**

The insurance policies are to contain, or be endorsed to contain, the following provisions for Automobile Liability and Commercial General Liability insurance:

1. The Consultant's insurance coverage shall be primary insurance as respects the City. Any insurance, self-insurance, or self-insured pool coverage maintained by the City shall be excess of the Consultant's insurance and shall not contribute with it.
2. The Consultant shall provide the City and all Additional Insureds for this services with written notice of any policy cancellation, within two business days of their receipt of such notice.

**D. Acceptability of Insurers**

Insurance is to be placed with insurers with a current A.M. Best rating of not less than A:VII.

**E. Verification of Coverage**

Consultant shall furnish the City with original certificates and a copy of the amendatory endorsements, including but not necessarily limited to the additional insured endorsement, evidencing the insurance requirements of the Consultant before commencement of the services.

**F. Failure to Maintain Insurance**

Failure on the part of the Consultant to maintain the insurance as required shall constitute a material breach of agreement, upon which the City may, after giving five business days' notice to the Consultant to correct the breach, immediately terminate the agreement or, at its discretion, procure or renew such insurance and pay any and all premiums in connection therewith, with any sums so expended to be repaid to the City on demand, or at the sole discretion of the City, offset against funds due the Consultant from the City.

**G. City Full Availability of Consultant Limits**

If the Consultant maintains higher insurance limits than the minimums shown above, the City shall be insured for the full available limits of Commercial General and Excess or Umbrella liability maintained by the Consultant, irrespective of whether such limits maintained by the Consultant are greater than those required by this agreement or whether any certificate of insurance furnished to the City evidences limits of liability lower than those maintained by the Consultant.

**XI. COMPLIANCE WITH LAWS/BUSINESS LICENSE**

The Consultant shall comply with all applicable State, Federal, and City laws, ordinances, regulations, and codes. Consultant must obtain a City of Kirkland business license or otherwise comply with Kirkland Municipal Code Chapter 7.02.

**XII. FUTURE SUPPORT**

The City makes no commitment and assumes no obligations for the support of Consultant activities except as set forth in this Agreement.

**XIII. INDEPENDENT CONTRACTOR**

Consultant is and shall be at all times during the term of this Agreement an independent contractor and not an employee of the City. Consultant agrees that he

or she is solely responsible for the payment of taxes applicable to the services performed under this Agreement and agrees to comply with all federal, state, and local laws regarding the reporting of taxes, maintenance of insurance and records, and all other requirements and obligations imposed on him or her as a result of his or her status as an independent contractor. Consultant is responsible for providing the office space and clerical support necessary for the performance of services under this Agreement. The City shall not be responsible for withholding or otherwise deducting federal income tax or social security or for contributing to the state industrial insurance of unemployment compensation programs or otherwise assuming the duties of an employer with respect to the Consultant or any employee of Consultant.

**XIV. EXTENT OF AGREEMENT/MODIFICATION**

This Agreement, together with all attachments and addenda, represents the final and completely integrated Agreement between the parties regarding its subject matter and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended only by written instrument properly signed by both parties.

**XV. ADDITIONAL WORK**

The City may desire to have the Consultant perform work or render services in connection with the project other than provided for by the express intent of this Agreement. Any such work or services shall be considered as additional work, supplemental to this Agreement. This Agreement may be amended only by written instrument properly signed by both parties.

**XVI. NON-ENDORSEMENT**

As a result of the selection of a consultant to supply services to the City, the consultant agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

**XVII. NON-COLLUSION**

By signature below, the Consultant acknowledges that the person, firm, association, co-partnership or corporation herein named, has not either directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in the preparation or submission of a proposal to the City for consideration in the award of a contract on the specifications contained in this Agreement.

**XVIII. WAIVER**

Waiver by the City of any breach of any term or condition of this Agreement shall not be construed as a waiver of any other breach.

**XIX. ASSIGNMENT AND SUBCONTRACT**

The Consultant shall not assign or subcontract any portion of the services contemplated by this Agreement without the prior written consent of the City.

**XX. DEBARMENT**

Recipient certifies that it is not suspended, debarred, proposed for debarment, declared ineligible or otherwise excluded from contracting with the federal government, or from receiving contracts paid for with federal funds.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the dates written below:

CONSULTANT:

CITY OF KIRKLAND:

Signature: *Matt Watson*

Signature: *Julie Underwood*  
Julie Underwood (Aug 14, 2024 15:08 PDT)

Printed Name: Matt Watson

Printed Name: Julie Underwood

Title: CEO & Managing Member

Title: Deputy City Manager of Operations

Date: Aug 14, 2024

Date: Aug 14, 2024

# Kirkland Roadmap.

Our hallmark approach usually involves co-creating Statements of Work, tailoring them to the precise schedules and budgets of our clients. **Should you be interested in Watson**, we cordially extend an invitation to a session where you can meet our team, and together, we can fine-tune the scope to suit your unique needs and budget. Below is an outline of the SOW we envision and on the following page we showcase our approach for **Phase 01**. We can slim this up if needed, but encourage you to consider this approach as it will have a lasting, positive impact on your city.

**Invoicing** - Each phase will invoice half of the project total upon contract execution with the remaining balance Invoiced upon the delivery of final process. **Strategy fees** will be 23K upon signature and 23K following Pitchback.

We can tailor the final SOW to fit your annual budget, including ongoing marketing.

**STRATEGY: \$46k**

- Candidate Personas & Recruitment Journey
- Key Messaging for Talent Attraction
- Recruitment Growth Strategy
- Creative Intent for Recruitment Campaigns

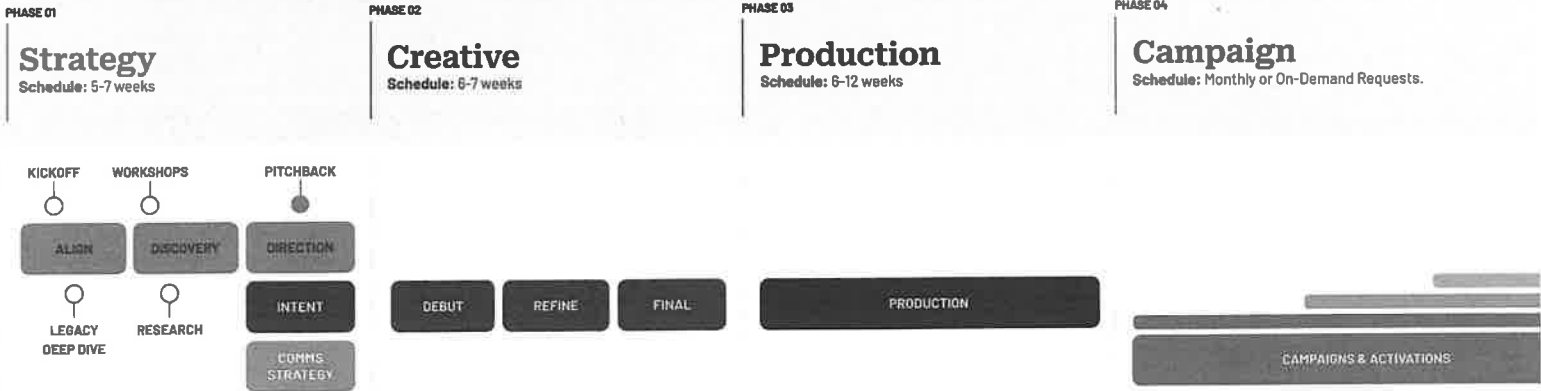
**CREATIVE: \$38k**

- Concept Debut, Concept Refinement, Final Key Assets
  - Creating a Style Guide
  - Graphic Design and Website Support

**PRODUCTION: \$25k-\$60k (Pending scope)**

- Videography/Photography/Drone Support

**Mixed Studio Rate:** \$225/hr. We are open to negotiating a lower hourly rate, but need to better understand the volume of hours you may need on an ongoing basis, the skills typically needed and management requirements.





# PHASE 1 – \$46k

# STRATEGY

## Discovery

### THE WORKSHOPS

1. **One Key Stakeholders Workshop** (2hrs) – 5-7 people
2. **Managers/Influencers Workshop** (1.5hrs) – Up to 12 people

### LEGACY DEEP DIVE (Virtual Meeting)

3. **One Key Stakeholders Meeting** (2hrs) – 5-7 people

### KIRKLAND BRAND AUDIT

- Survey Staff: Based on outcomes from Workshop. 10-15 topic questionnaire.
- Strategy Audit: Brand Architecture, Positioning, and Marketing Plan
- Brand Analysis: Visual/Verbal Brand Audit
- Marketing Audit: PPC, SEM, SMM, SEO, PR, OOH, etc..

### PEER AUDIT (5 Direct, plus 3 indirect)

- Baseline against your peers from a design, narrative and positioning
- Peer Digital Analysis and leaderboard across digital touch-points
- White Space Analysis benchmarking leaders, gaps and opportunities

### SECONDARY RESEARCH

We'll use web analytics, social metrics, and client-provided research. SimilarWeb reports and other tools listed in this document are included.

## Direction

### THREE (3) PERSONAS

Each with a one-page visual narrative that includes:

- **Persona Narrative:** Contextual Storytelling from the voice of the persona based on discovery
- **Psychographics:** Motivations, triggers, and drivers that shape behavior.
- **Journey Framework:** Strategies phased across the recruitment pipeline. *Example - Attract, Engage, Capture, and Retain personas*

### KEY MESSAGING

- Recruitment Manifesto
- Messaging Matrix
- Top Recruitment Narratives
- Employer Brand Voice and Tone

### GROWTH STRATEGY

- Recruitment Roadmap
- Projections and Budget Recommendations
- Channel Strategies
- Recommended Assets and Tools
- Resource Recommendations

### CREATIVE INTENT

- Three (3) diverse mood boards based on Key Messaging above.

### THE PITCHBACK

A two (2) hour meeting reviewing all discovery and our recommendations for the strategic direction going forward.

- Candidate Personas & Recruitment Journey
- Key Messaging for Talent Attraction
- Recruitment Growth Strategy
- Creative Intent for Recruitment Campaigns

## Creative – \$38k

### KEY ASSETS

During this phase, we'll focus on high-impact assets guided by our strategic campaign direction, which will be defined in the Pitchback. These assets will help us explore how the campaign can come to life across different channels such as video, ads, web, and email. Our goal is to develop the creative direction for the campaign, not to produce all assets immediately, avoiding unnecessary budget expenditure. We plan to recommend up to 10 key assets, potentially including a few web pages, print and digital ads, emails, and storyboards for video and photography. These will be estimated and scheduled during the Concept Refinement meeting listed below.

### CREATIVE MEETINGS

- **Concept Debut:** We will present three distinct concepts based on the discovery and direction set in Phase 1, each showcasing at least three key assets. The client will provide feedback to guide us towards one direction.
- **Concept Refinement:** We will refine one concept across five to seven key assets based on feedback from the Concept Debut. The client will provide further feedback to shape the final direction.
- **Final Concept:** We will present the final concept, refined across all key assets. The client will provide final feedback before we move into the production phase.

## Production – \$25k to \$60k

Estimating production costs is challenging at this stage since the final asset list and creative direction aren't set. However, the budget range provided is sufficient for a one-day photo/video shoot. Including drone footage, leveraging natural light. We plan to produce a 30-second video cut and several shorter versions for social media and YouTube. Additionally, we'll deliver at least 20 high-quality photographs.

The website will be a microsite with 5-7 page templates, which should adequately support recruitment needs. For digital ads, we'll create a mix of static and HTML5 animated ads, typically around 30 variations. We'll also develop email templates and potentially other assets.

We'll guide your team through the scoping process to ensure transparency and build trust. Any remaining budget will be allocated towards campaign execution, to be detailed during the Strategy phase.

# Discovery

## 01 • The Workshop

The strategy workshop serves as a catalyst for groundbreaking ideas that defy conventional thinking. It begins with an introspective dive into dna of your organization, then swiftly pivots to visionary, forward-thinking concepts. This session acts as a creative crucible, expanding our team's imagination and setting the stage for influential strategies and campaigns. We encourage you to invite all key stakeholders and influencers. Such inclusivity not only secures broad-based backing but also taps into a wealth of internal perspectives, vital for strategic navigation and the development of an all-encompassing strategy.

1. **One Key Stakeholders Workshop** (2hrs) – 5-7 people
2. **Managers/Influencers Workshop** (1.5hrs) – Up to 12 people

### WORKSHOP AGENDA



**Future-Focused Introspection:** We'll guide you through a visionary exercise, focusing on three critical questions: What are your current strengths, what areas require improvement, and what are your long-term objectives? This process is designed to sharpen your strategic focus and define a clear set of attributes.



**Strategic Dichotomies:** We'll undertake a thorough analysis to position your organization across various performance spectrums. This exercise is key to understanding your current standing and future potential, offering insights to navigate effectively from where you are to where you aspire to be.



**Exploring Archetypes:** Our exploration into universal archetypes is to align on an approach and methodology for storytelling. This step aims to find core elements that resonate with your target audience and industry, ensuring your strategies are deeply connected with broader market dynamics and will resonate with audiences.

## 02 • Audit & Measure

### LEGACY DEEP DIVE

The Legacy Deep Dive is a transformative 1-2 hour session that honors Kirkland's rich history while embracing its dynamic future. It serves as more than just a meeting; it's a convergence of past and present, tradition and innovation. This session aligns stakeholders on key metrics and visions while celebrating the legacy and forging a path toward both immediate and long-term plans. By diving into Kirkland's institutional knowledge, it provides us with a listening opportunity to absorb the wisdom of the past and the aspirations of the future. This deep dive ensures that our future recommendations respect Kirkland's unique nuances, paying homage to its legacy while charting a course for a vibrant future.

### KIRKLAND BRAND AUDIT

- Survey Staff: Based on outcomes from Workshop, 10-15 Questionnaire.
- Strategy Audit: Brand Architecture, Positioning, and Marketing Plan
- Brand Analysis: Visual/Verbal Brand Audit
- Marketing Audit: PPC, SEM, SMM, SEO, PR, OOH, etc..

### PEER AUDIT (5 Direct, plus 3 Indirect)

- Baseline you against your peers from a design, narrative and positioning
- Peer Digital Analysis and leaderboard across digital touch-points.
- White Space Analysis benchmarking leaders, gaps and opportunities

## 03 • Audience 360

### SECONDARY RESEARCH

We'll use web analytics, social metrics, and client-provided research. SimilarWeb reports and other tools listed later in this document are included. For specialized tools with extra costs, client approval will be sought.

PHASE 01  
Strategy



# Direction

ATTRACT

ENGAGE

CAPTURE

RETAIN

## 04 • Personas

Resonating with your audience transcends mere demographics or audience segments; it's about empathy, connection, and depth. This is where 'Personas' come into play - a tool in which we specialize, crafting and leveraging to its fullest potential.

Personas are not just profiles; they're semi-fictional characters constructed based on research and data, representing key segments of your target market. These detailed profiles encompass age, occupation, interests, behaviors, challenges, aspirations, and psychographics. Moreover, they outline their journey from brand awareness through retention, illuminating where they are, what they need to know, and what they want to know. These personas are not mere statistical representations; they are imbued with narrative, providing a profound understanding of your audience.

- **Empathy and Connection:** Personas allow us to step into the shoes of different audience segments, fostering empathy and enabling the creation of more engaging and relevant content.
- **Precision in Strategy:** They guide us in developing personalized and effective marketing strategies, ensuring that every message resonates with its intended audience.
- **Consistency Across Channels:** By understanding these personas, we maintain a consistent and coherent brand voice across various marketing channels.
- **User-Centric Product Development:** In designing products or services, personas are invaluable in ensuring that we meet the real and nuanced needs of our users. Through marketing and creative, we give traction to what makes your brand unique.

### DELIVERABLES • 3 Personas

- Personas - Each persona is presented in a one-page visual narrative that includes:
- **Persona Narrative:** Contextual storytelling from the voice of the persona
  - **Psychographics:** Motivations, triggers, drivers, and trends that shape behavior.
  - **Journey Framework:** Strategies to Attract, Engage, Capture, and Retain personas

## 05 • Key Messaging

Key Messaging in a recruitment campaign is not just about conveying your organization's essence and mission; it's a strategic cornerstone crucial to attracting top talent and fostering community engagement. This foundational manifesto ensures alignment across your recruitment efforts with the core values and objectives that resonate profoundly with your target audience. It serves as the guiding light for crafting compelling narratives, launching initiatives, and evaluating the campaign's effectiveness.

Far from being mere words, Key Messaging becomes a tactical tool that unites your team around central recruitment goals, enhancing effectiveness in engaging potential candidates. It goes beyond functionality, becoming instrumental in achieving recognition and success in talent acquisition.

### DELIVERABLES

- **Recruitment Manifesto:** A distilled guide shaping your campaign's creative and strategic direction. This document includes your employer branding statement and, as required, the Recruitment Promise, tagline, calls to action, and more. It's not just language; it's a strategic beacon guiding your recruitment efforts.
- **Messaging Matrix:** A structured architecture aligning your messaging with each persona and their career aspirations. This ensures that every communication resonates with potential candidates, driving meaningful engagement.
- **Top Recruitment Narratives:** Three primary storylines, prioritized by importance and tailored to different segments of your target audience. These narratives aren't just stories; they are strategic tools designed to attract and retain top talent.
- **Employer Brand Voice and Tone:** Critical guidelines refined during the Creative Phase, ensuring consistency and resonance in all forms of employer brand communication, from job postings to social media engagement.

PHASE 01

## Strategy



# The Pitchback

## The Recruitment Roadmap: A Strategic Guide for Talent Acquisition.

The Recruitment Roadmap transcends the typical meeting; It's a pivotal two-hour session that delves deep into understanding the dynamics of your talent landscape and devising a transformative strategy for recruitment success. Drawing upon comprehensive research on prospective candidates and the nuanced insights we've gathered, we collaboratively chart a course for attracting top talent. This journey is anchored by a robust recruitment plan and a strategy that leverages innovative approaches to overcome recruitment challenges.

### DELIVERABLES

- Present all research and actionable insights that inform our recommendation.
  - An appendix of all research will be provided
- Through evidence based research and our experience, we will set direction for:
  - Candidate Personas & Recruitment Journey
  - Key Messaging for Talent Attraction
  - Recruitment Growth Strategy
  - Creative Intent for Recruitment Campaigns

