



America's Most Convenient Bank®

Veteran Employee Value Proposition

TD Bank



Overview



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Background



■ TD AMCB has renewed its focus on attracting and retaining Veteran talent. This initiative is being led by the U.S. Diversity team and represents a key recruitment area. The overall environment for recruiting these individuals is competitive - as many other U.S. FIs are also looking to target this group. The U.S. diversity team has a number of opportunities throughout the year to promote opportunities to Veterans including attending recruitment events, sponsorships etc. To ensure that TD is able to fully maximize the impact of their efforts in attracting Veterans it requires a creative and messaging platform to create engagement and alignment with the TD brand – specifically with the Bank's Employee Value Proposition.

Additional Background & Context



■ What value do Veterans bring to civilian employers?

- **Adaptability:** experience operating in ambiguous situations, exhibiting flexibility in fluid environments
- **Team players:** ability to understand the capabilities and motivations of each individual, regardless of background, to maximize team effectiveness
- **Experienced leadership:** battle-tested leadership, from the front and by example. Ability to inspire devoted followership and lead groups to accomplish unusually high aspirations
- **Self-reliance:** demonstrated initiative, ownership, and personal responsibility while leveraging all available assets and team members to ensure success
- **Values-driven:** proven experience dedicating themselves to a cause. Veterans take pride in the mission, values and success of the organization
- **Diverse perspectives:** experience having impact and influencing people across the boundaries of culture, language, ethnicity and personal motivation

Additional Background & Context



- **What's important to Veterans?**
- Internally there are three themes that are important for TD Bank Veterans:
 - Teamwork – sense of being part of a team.
 - Work/life balance – knowing that TD respects their time and commitments outside of work.
 - Rewards and Recognition – e.g. TD offers great military leave benefits, including supplemental pay for up to two years.

Objectives



■ Target Audiences

- Active U.S. Military personnel who are on leave
- U.S. Military Veterans (those who have left the Military)

■ Communication objectives

1. To position TD Bank as an employer of choice for active duty reservists or veterans
2. Cut through generic recruitment messaging offered by other organizations
3. Increase awareness and recognition of TD's employment brand
4. Demonstrate that TD's leaders are committed to providing Veterans with quality work experiences.

Objectives



■ How do we want to incorporate the EVP?

■ Based on the internal and external research – it is recommended that TD's EVP Pillar "Work that Matters" should be at the core of the proposed creative solution. While "opportunity beyond expectations" to include benefits, flex work, collaborative environment etc... should also be incorporated to reinforce the "what's in it for me with – along with "Purpose".



Objectives

■ What do we want the audience to feel?

- ...inspired by what they can achieve
- ...motivated to apply or tell other military colleagues
- ...wanting to make a difference for themselves, TD's customers and communities by accessing all that TD offers them

■ Hallmarks / Style of Communications

- 100% on-Brand
- an incredibly strong narrative
- engaging with strong visual elements
- authentic

EVP Tactics



- **1 Overarching concept that will form the overall platform and will drive all communications:**
 - **Concept:** *"Where dedication meets determination. Your experience counts at TD."*
- **Flash-based video to be played on WOW! TV:**
 - http://www.signaldesignworks.com/development/TD_Vets/wow30secvid.mp4
- **Larger video, including TD Employees who are active military or veterans to be played on YouTube and TeamWOW!**
 - http://www.signaldesignworks.com/development/TD_Vets/TD_Veterans-Long_004.mp4



EVP Tactics

- Roll-up Banner

TD Bank
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**Where dedication
meets determination.**
Your experience counts at TD.

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EVP Tactics



- LinkedIn Online Banners

We'll post these image cards with a call to action to watch the video via Twitter and LinkedIn:



Engagement



Call To Action!:

1. When you're "selling" TD to a veteran, focus on these things that we have at TD that are important to them:
 - **Teamwork** – sense of being part of a team.
 - **Work/life balance** – knowing that TD respects their time and commitments outside of work.
 - **Rewards and Recognition** – e.g. TD offers great military leave benefits, including supplemental pay for up to two years.
2. When pitching a veteran candidate to a hiring leader, talk about the core competencies and use the skills translator tool to explain how their capabilities and soft skills translate over to roles at TD:
 - **Adaptability:** experience operating in ambiguous situations, exhibiting flexibility in fluid environments
 - **Team players:** ability to understand the capabilities and motivations of each individual, regardless of background, to maximize team effectiveness
 - **Experienced leadership:** battle-tested leadership, from the front and by example. Ability to inspire devoted followership and lead groups to accomplish unusually high aspirations
 - **Self-reliance:** demonstrated initiative, ownership, and personal responsibility while leveraging all available assets and team members to ensure success
 - **Values-driven:** proven experience dedicating themselves to a cause. Veterans take pride in the mission, values and success of the organization
 - **Diverse perspectives:** experience having impact and influencing people across the boundaries of culture, language, ethnicity and personal motivation
3. When/if you're planning to attend a Veteran or military-specific recruiting event and/or if you have an opportunity to post a veteran-attracting message on social media, i.e. LinkedIn, I ask that you please partner with me. I'll help you get the tools and/or ads you need.

Helpful Resources:

- **Military Skills Translator Tool:** With the help of some of our recruiters and our own veterans and reservists working at TD Bank, this skills translator tool was created to help our recruiters and candidates to better understand how core capabilities tied to specific roles in the military may translate over to roles at TD Bank. This tool is not meant to be the "silver bullet" to recruiting all transitioning military personnel. It is still recommended that recruiters work with hiring leaders to focus on the leadership competencies, learning agility and transferrable skills of the candidate.



Microsoft Excel
Worksheet



Helpful Resources:

- **Veteran Employee Value Proposition (EVP):**

1. **The Approach...**

- a. To help formulate our Veteran EVP, we leveraged our Veteran Employee Resource Group here at TD and we found three themes that are important for TD Bank Veterans: Teamwork, Work/life balance, and Rewards & Recognition
- b. We wanted our audience to feel inspired by what they can achieve, motivated to apply or tell other military colleagues, and wanting to make a difference for themselves, TD's Customers and communities by accessing all that TD offers them.

We're inspired to achieve. At TD, we respect the courage and commitment of veterans, and like you, we value teamwork, respect and making a contribution to our communities. Your military background has given you a number of advantages, including self-discipline, resilience and the ability to inspire others. You bring a strong sense of duty to your work, which we share. We're dedicated to supporting your career goals and helping you balance commitments away from work. We offer an employee assistance program to help veterans and their families transition into civilian life and a leave program for those fulfilling service obligations and training requirements.

"TD offers me the opportunity to excel in a great environment that supports everyone."
TD Employee and Former Combat Medic, U.S. Army

TD is a place where you can feel proud to take on a career without compromise. Explore a variety of opportunities that will give you the freedom to chart your own course.

Discover your next career move today.
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Helpful Resources:



2. Veteran EVP Tactics...

The following videos and marketing materials will launch on Veterans Day and will be accessible to all of you thereafter for any Veteran/Military specific recruiting events.

- a. **Overarching concept** that will form the overall platform and will drive all communications is, *"Where dedication meets determination. Your experience counts at TD."*
- b. **Short Video to be played on WOW! TV** (all back-office locations throughout the footprint)
- c. **Larger video to be played on YouTube and TeamWOW!**
- d. **Roll-up Banner for Career Fair booth space** (See PDF file attached)
- e. **Image cards with a call to action to watch the video via Twitter and LinkedIn** (See attached zipped folder of files.)

Double-sided recruitment postcards for recruiters to take to career fairs/hiring events (See attached)

Questions?

