

# Sæela

# Internal Brand Strategy

## **Saela is more than a job**

In a competitive job market, successful internal brands deliver not only a transactional value (quality employment), but an emotional value (internal brand promise) that creates a sense of belonging for their employees.





## Quality Employment

Employment that fulfills employees' physical, emotional, and mental needs



## Internal Brand Promise

Success built by caring about others first.

Internal Brand Promise



**To create successful and happy employees  
by caring about others first.**

Internal Mission

## We care about others first

We create genuine relationships with people. We focus on them and help them succeed. Our individual success is a byproduct.

## We overachieve

We have the power and creativity to ethically achieve whatever results we want—no matter the circumstances.

## We create experiences

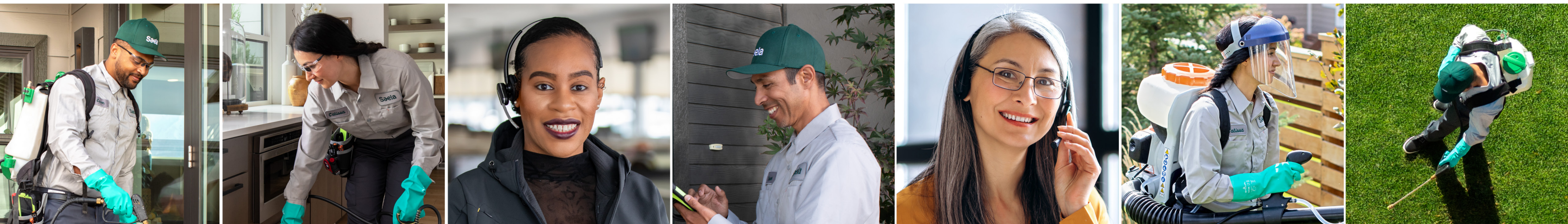
People's needs come first. We focus on understanding human needs, then we create memorable experiences to meet those needs.

## We see things clearly

We see the whole picture and find gratitude in all conditions. People and situations are rarely all good or bad, all right or wrong, all correct or incorrect.

## We act with positive purpose

Our actions don't come from fear or avoidance, they come from focus on achievement. We stay true to what we believe—even when it's difficult.



The Saela Code

# Internal Persona Considerations

To create a successful employee brand experience, we need a consistent Saela persona to be present in internal communication through leadership, media, presentations, and other materials. It is encouraged to humanize communication and minimize business jargon.

*“People relate to people, and if your brand feels like people, they’ll relate to you”*

— *Laura Busche*

*Humanized communication*

You’d be great at this!  
We need to change the way we think.  
Let’s talk about what we learned.

*Business jargon*

This is in your wheelhouse.  
We need to have a paradigm shift.  
Let’s have a dialog about key learnings.

## **Saela is confident**

We are confident that we can do things that have never been done. We are underdogs. We don't have all the answers and aren't always the most qualified. But we do the job better than anyone else because we have the creativity and drive to get the results we want. We are tenacious in the process of trying, failing, learning, and succeeding. We move forward with purpose even if we don't have all the answers because we know we will find the answers along the way.



## **Saela is caring**

We seek to understand each person's emotional, mental, and physical needs and do our best to meet those needs. Within our company, employees' objectives, wants, and needs vary. Saela cares that each employee feels included. We listen, have empathy, and genuinely care about each employee. We want them to progress and have a great experience.

## **Saela is professional**

We carry ourselves professionally. Saela is reliable, sets high standards, and cares about every aspect of our job. We are organized and hold ourselves accountable. However, we are not stuffy and uncomfortable to be around. We have a sophisticated sense of humor. Our interactions with others are inspiring, contagious, and make them want to raise their game. We lead with principles and assign the result, not the solution.