


# STRATEGIC TALENT ATTRACTION AND RECRUITMENT

The Greater Wichita Partnership works alongside area businesses to market the region to existing and prospective talent. The Greater Wichita Talent Marketing Blueprint is a sophisticated, research-based plan designed to strategically shift the region's approach to talent attraction. With this blueprint the Greater Wichita region is better positioned for business success.

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The Talent Marketing Blueprint is designed to positively impact recruitment efforts by understanding the competition and focus regional business efforts for greater results.

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## Download the Talent Marketing Blueprint

**Executive Summary**

**Full Report**




## Blueprint Development: Leveraging Data for a Strategic Approach

The Greater Wichita Partnership worked with Development Counsellors International (DCI) – global leaders in talent marketing – to create the Talent Marketing Blueprint. The development of the plan was guided by extensive new research,

analysis of existing data, input from multiple audiences within and outside the region, and in cooperation with many community and regional partners. As a result, the blueprint identified target markets and target industries, the Greater Wichita region's unique selling points and over 90 marketing strategies to aid in both talent attraction and recruitment.

The development of the plan was guided by extensive new research, analysis of existing data and input from multiple audiences within and outside the region. The plan and initial tactics were funded through the efforts of the Greater Wichita Partnership, Fidelity Bank and the Wichita Community Foundation. Based on the data and research from the Talent Marketing Blueprint, Wichita-based Howerton+White was hired to develop a talent-focused brand and website, Choose Wichita, which was launched in early 2019 and is managed by the Partnership.



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The Greater Wichita Partnership is ready to assist your talent attraction needs to help you sell the region to prospective talent.

Contact Tami