



# TALENT Message Pillars

## ABOUT

These messages were developed to assist Wichita regional companies in talent recruitment and retention efforts. They may be used verbally while speaking to talent, during presentations, or as part of other talent marketing efforts.

## WORK

*Long Statement:*

### **Welcome to bold beginnings.**

Wichita is where entire industries take flight. From the early days of aircraft manufacturing to today's modern manufacturing breakthroughs, Wichita is the Air Capital of the World. The city's business credentials extend far beyond aviation. Wichita is home to a thriving, diverse community of creators and entrepreneurs, driven by robust industries such as technology and transportation and logistics. Koch Industries, Inc. and Cargill Protein – the top two largest privately held companies in the U.S. – are headquartered in Wichita. And, as the birthplace of household brands Pizza Hut, White Castle and Coleman, a spirit of entrepreneurship continues to fuel hundreds of start-ups in a city dedicated to big ideas.

*Shorter Statement:*

### **Expand Your Possibilities**

Wichita is home to a thriving, diverse community of doers, creators and entrepreneurs, driven by robust industries such as aviation and advanced manufacturing, technology and transportation and logistics.

*Key Accolade: #3 Advanced Industry Hotspot in the U.S. (Brookings)*

## LIVE

*Long Statement:*

### **Expect More Out of Life**

Paying for less doesn't mean settling for less. Living in Wichita means enjoying a high quality of life at an affordable cost. Here, it's possible to relentlessly pursue ambitions and still have the time and money to enjoy hard-earned rewards. Wichita boasts a wide-range of neighborhoods and housing styles – from downtown lofts to sublime suburbia – plus a level of cultural diversity that embraces educational, religious and lifestyle choices. Discover a city where the commutes are short, housing costs are low and the skies (and possibilities) are endless.

Shorter Statement:

### **Raise Your Expectations**

Here, funds go further, so you can live where and how you want. Find home among historic neighborhoods, modern downtown lofts and friendly suburbs.

Key Accolade: Top 5 "Biggest Bang for Your Buck" City (Realtor.com)

## **PLAY**

Long Statement:

### **Unexpected Discoveries Start Here.**

Wichita hits above its fighting weight in fun. Music fanatics, self-proclaimed foodies, art aficionados and outdoor lovers all find plenty to explore. A crossroads of culture, industries and influences create a vibrant city life. Wichita is a mashup of urbanites, independently-minded mid-westerners and salt-of-the-earth citizens never content to sit back and let others do. This mix of multi-taskers makes it possible to enjoy a robust mix of classic cultural attractions next to trendy hot spots.

Shorter Statement:

### **Make Unexpected Discoveries**

With more time for your time, indulge in global cuisines, craft breweries, world-class arts and music, expansive parks and 100+ miles of outdoor paths.

Key Accolade: One of the Coolest Cities in America (Thrillist)

## **QUESTIONS?**

Contact Meghan Carver, Communications Specialist for Talent at the Greater Wichita Partnership at [meghan@greaterwichitapartnership.org](mailto:meghan@greaterwichitapartnership.org).

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## **ABOUT**

*The purpose of the Choose Wichita initiative is to tell the relentlessly original stories of the businesses and residents of the Wichita region, while showcasing the unique attributes, characteristics and job opportunities that make Wichita a key choice for talent. The Greater Wichita Partnership and its investors value the recruitment and retention of talent to Wichita and believe that this city is the best place to work, live and play. The website, [www.choosewichita.com](http://www.choosewichita.com), and associated marketing collateral were developed to assist local companies in their talent recruitment and retention efforts.*

*In 2018, a Talent Marketing Blueprint was developed by global experts in talent marketing, Development Counsellors International, alongside a robust list of community and regional partners, including the Greater Wichita Partnership. This research-based plan is currently being implemented by the Partnership, regional community and local businesses. The plan and initial tactics were funded through the efforts of the Greater Wichita Partnership, Fidelity Bank and the Wichita Community Foundation.*

*The full Talent Marketing Blueprint can be downloaded at [bit.ly/TalentMarketingBlueprint](http://bit.ly/TalentMarketingBlueprint)*

**Learn more about the #RelentlesslyOriginal life in Wichita at [www.choosewichita.com](http://www.choosewichita.com)**