



CORE CONNECT

**Optimize your brand's story
to this new world.**

CPG's **CORE Connect** celebrates your core purpose and the mission and values that your organization will use today, tomorrow and well into the future, through story, communications and programming that connects your employees. This work ensures alignment to help your organization operate from a fresh slate and demonstrate your character and determination.



Employer Brand Promise (EBP) Development

Vital to re-imagining your organization as a desirable employer



Communications Calendar Design

Communication strategy to socialize the EBP, maximizing employee alignment.



Program Execution

EBP implementation led by our team of experts.

Brands who trust us for results:



Book your consultation with our team today