

TRIPLE CARE BOTTOM LINE APPROACH



NOVO NORDISK SAMPLE EMPLOYER BRANDING BY KEITH CARLOS 2019 JUL

The inspiration behind The **Triple Care** Bottom Line Approach comes from the Triple Bottom Line Approach, the Novo Nordisk Way and Maslow's Hierarchy of Needs. This 1 page write-up serves as a strategic concept for employer branding that syncs in with the essence, goals and values of the company.

People

The greatest investment a company has is its people. Employees are the backbone of any organization. Similarly, with patients at the centre of the Triple Bottom Line Approach, the whole workforce and staff are at the core of this mantra. We bring authenticity and credibility by highlighting real people, real stories and real life employee experiences throughout the whole lifecycle. We listen and we are empathic to our staff.

Peace of Mind

The long term outlook to responsibly deliver competitive financial returns gives the company the capability to offer its employees industry standard compensation and numerous benefits. This means every employee has a chance to elevate his or her quality of life in many ways. One can save for their future. Another could consistently provide shelter and food to the family. The other can have the means to put their children to school through college. Yet on sick days, each staff are covered with health and medical benefits.

Community

As the company leads the way to defeat diabetes and other serious chronic diseases in the world, the employees are kept active and aware that they create social impact in the betterment of lives. Many community programs and local events connect staff to the public as Novo Nordisk ambassadors. Productive work and high job performance relatively equate to positive change in their community. We join the fight for a cause bigger than our individual lives. With the external path comes the internal aspect where the company is also a community of nurturing, tolerance, diversity and belonging. There are mentorship programs, peer-to-peer support systems, after-work team building sessions and more fun things to do.

Empowerment

Businesses grow when the people inside them grow first. The company is committed to the personal growth and career development of its employees. They are encouraged to maximize their potential, add more value to their talents, gain more experiences for both hard and soft skills, develop new capabilities and learn new techniques from new situations and circumstances. Novo Nordisk enables its people to become successful.

One page writing sample for the Campaign and Content Lead for Employer Branding position created and written by **Christopher "Keith" N. Carlos** - July 29, 2019