



**Talent Value Proposition (TVP)  
Recommendation**



# Talent Value Proposition

*“ When you join Mercy Ships, you become part of a family. Together, we follow the model of Jesus, who inspires us to be a tangible expression of his love. We affirm the inherent worth and dignity of every person, our mutual interdependence, and the joy of working together for our common mission (Romans 12:5). Knowing that our lives have eternal meaning, we give the best of ourselves to bring healing and hope. And we receive just as much as we give. ”*



# Talent Brand Architecture: Building a Home

## MISSION

We follow the 2000-year-old model of Jesus, bringing hope and healing to the world's forgotten poor.

## VISION

Mercy Ships uses hospital ships to transform lives and serve nations, one at a time.

## VALUES

Love God.  
Love & serve others.  
Be people of integrity.  
Strive for excellence in what we say and do.

Hope & Healing



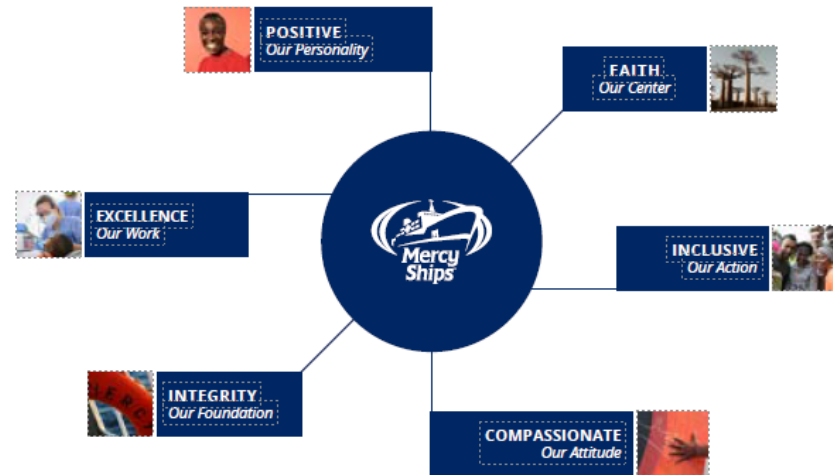
## TALENT BRAND IDENTITY

**Our Culture:** Our values, attributes, and TVP form the foundation of how our people should see, feel, and experience life at Mercy Ships. They shape who we are as an organization.

## TALENT VALUE PROPOSITION

Drafted.

## TALENT BRAND ATTRIBUTES



## TALENT BRAND MANAGEMENT

### Awareness

- Website
- Social Media
- Events
- Ads
- PR

### Cultivate

- Referrals
- Application
- Automation
- Newsletters
- Webinars
- Screening
- Interviews

### Onboard

- Job offer
- Welcome day
- Gifts
- Training

### Develop

- Leadership development
- Coaching & Mentoring
- Performance Management

### Retain

- Recognition
- Awards
- Pay
- Benefits
- Feedback

### Offboard

- Exit process
- Exit interview
- Farewell
- Alumni program

## Key

Defined  
To be defined.



# Mercy Ships Strategic Focus #1

Bring Our Organization Together

**Activating our TVP  
and Talent Brand  
can unite us** and  
help *bring the  
organization  
together.*



**Bring Our Organization  
Together**



# Talent Brand & Talent Value Proposition:

Where to next?

1. **Create Diverse Taskforce:** assess views on our unifying characteristics and ideal qualities.
2. **Seek Guidance:** consider guidance from unbiased third-party consultancies.
3. **Listen:** survey current talent to document their motivations and needs.
4. **Alchemize results:** synthesize all data to produce a unique brand statement & value proposition.
5. **Integrate:** allow brand & value proposition to inform all meaningful interactions with Mercy Ships talent.
6. **Change the world.** 😊