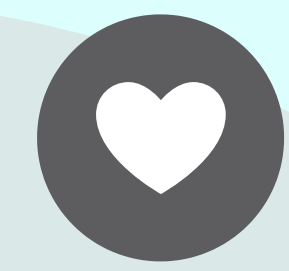


EXIT

"We are sad to see you go, are grateful for your contributions, and are happy for your new opportunity."

"Thanks for the warm farewell. I'll always be a PKer at heart and I'm excited to become an alumni."



RETAIN

"We support you and recognize your unique value to the firm. We want to make your employee experience delightful, so you want to stay!"

"I feel valued, connected, and have a place here. I'm looking forward to my future here. I have connections beyond my projects and love being a part of this team."



Mapping the PKers' Experience in Eight Phases

DEVELOP

"You are an important part of our team and we love to see you grow. We are all lifelong learners and help each other grow through feedback and knowledge sharing. We want to see you doing work you are excited about!"

"I'm learning, growing, and making a difference."



ONBOARD

"Welcome! You have made a great choice to join us, and we are so lucky to have you. Let us help you get off to a successful start. We are right here with you. Here is a roadmap to help you along your journey."

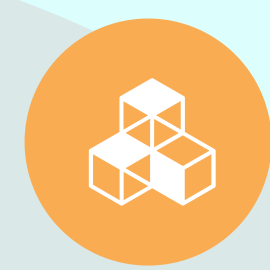
"I feel invested already! I'm beginning to build connections and understand what is needed to be successful, and how I fit within the team and culture."



APPLY, INTERVIEW, & HIRE

"We are a great match! We are catalysts for positive outcomes. Come join us and expand your impact. Imagine what we can do together."

"I want to work here even more now! I can make a difference and be part of a strong diverse team."



ATTRACT

"We are a great company!"

"That looks like a great place to work!"



RECRUIT

"Our core values are Inclusion, Teamwork, and Impact - If you value these, we would love for you to join us!"

"I want to work there!"



ALUMNI

"Thank you for your amazing contributions, please stay in touch."

"I might want to come back." OR "I'd tell my friends and family to work there."

