

# THE PROBLEM



Invitation Homes is a brand that knows how to redefine old rules and play by their own. It has disrupted the rental market space and has created an extraordinary culture doing unprecedented things.

Exceptional people are drawn to companies with high performance standards. That type of corporate environment provides an opportunity to build and reinforce culture based on talent that thrives under the weight of new paradigms.

Yet even with the makings of extraordinary culture, employees were left saying, “It’s difficult being an engaged associate at Invitation Homes right now.” So how do you bring talent to your door and make them feel at home?

# THE INSIGHT

Going into the attic gave a better understanding of what needed to be patched up or reorganized. Invitation Homes invites growth and opportunity – creating an environment that doesn’t just cohabitate but truly thrives.

Communication seemed lost and perplexing. Many associates didn’t know who or where to turn for information. Employees’ first thought was, “Let me ask my manager!” Thorough communication needed to be the standard so employees could be confident that they have what they need or know where to go when they don’t.

Empowering managers to adopt a new mindset was also a priority. While they were experts in their practices, they needed to be teachers in their craft.

**There needed to be an emotional connection. Invitation Homes desired to be a home away from home where associates could build a foundation and thrive.**

With these main objectives in mind, four main goals were identified:

- Emotionally connect with associates
- Build and streamline communications
- Make life joyful for associates
- Increase retention and recruit top talent

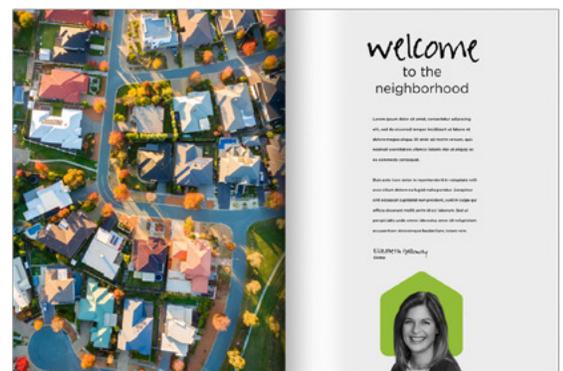
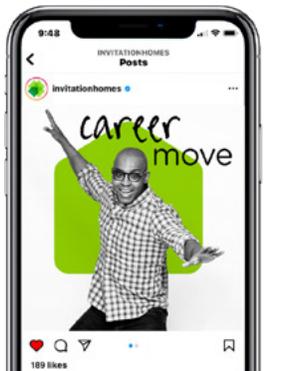
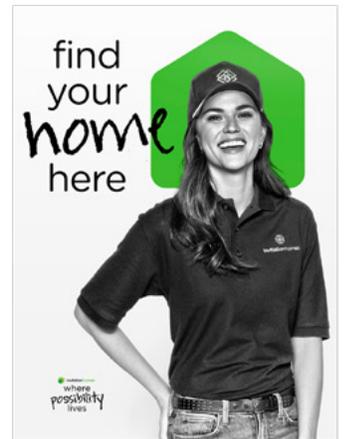
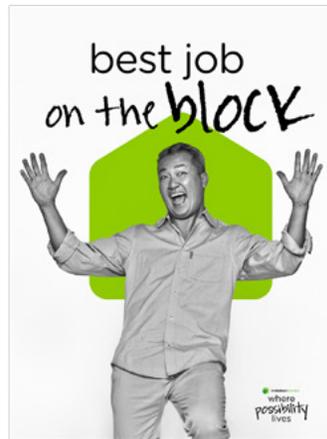


# THE SOLUTION

Built on resilience and thought-leadership, two major themes were created: Keep playing by your own rules and embrace and share industry truths.

To strengthen the emotional connection between associates and Invitation Homes' brand messaging was built on relationship, welcoming, and acceptance. This was to keep the value proposition top-of-mind for all associates and guide associates' actions to align with the organization's strategic imperatives. It was also to elevate the perception, and unlock the potential of developing leadership.

An internal brand campaign that reinvigorates purpose, solidifies culture, and is a unifying rally cry for the brand was born. The campaign features real associates' stories and creates messaging based on growth and, more importantly - possibility..



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