



# TALENT MESSAGE PILLARS

These messages were developed to assist NC Triad regional companies, chambers, and economic developers in talent recruitment and retention efforts. They may be used verbally while speaking to talent, during presentations, or as part of other talent marketing efforts.

## WORK

### ***Long Statement***

Welcome to the center of work and life satisfaction. The Triad is home to game-changing companies specializing in everything from aerospace and biotechnology to financial and creative services. A range of modern co-working spaces, excellent networking and leadership programs, and cutting-edge entrepreneurial resources create an environment where careers and businesses flourish. Join our roster of innovative thinkers who see opportunities outside the mainstream. The Triad is home to metropolitan centers Greensboro, Winston-Salem, High Point, Burlington and Asheboro and boasts its numerous stunning rural communities and charming towns. In the NC Triad, there is room to have a real impact on the company you work for – or the company you start here.

### ***Shorter Statement***

Discover what it's like to live life at the center of work and life satisfaction. The Triad is home to multinational companies and emerging start-ups alike that are actively hiring. A range of modern co-working spaces, excellent networking and leadership programs, and cutting-edge entrepreneurial resources create an environment where careers and businesses flourish.

### ***Key Accolade***

***#1 Best State for Business 2018 (North Carolina) | Forbes 2018***

## LIVE

### ***Long Statement***

The NC Triad is for those who know there's untapped opportunity outside of the mainstream. We are home to some of the best cities to live in North Carolina, in addition to our charming small towns and sprawling rural areas. Our range of communities has something for every lifestyle – not to mention a competitive cost of living, diverse housing options, excellent healthcare, and easy-to-access infrastructure that's sure to cut your commute. Plus, the Triad is a wonderful place for kids and families— not to mention the level of cultural diversity that embraces educational, religious, and lifestyle choices.

### **Shorter Statement**

Find your center in the NC Triad, home to some of the best cities to live in North Carolina, plus high-value housing options, healthcare and family-friendly assets.

### **Key Accolade**

*#1 Safest City in North Carolina (Winston-Salem) | WalletHub 2018*

## **PLAY**

### **Long Statement**

The NC Triad is full of hidden gems just waiting to be discovered. Wherever your interests lie, you'll find people just like you – whether you're looking to kayak on the lake, attend a meditative yoga class, or try new restaurants and breweries. Discover a mecca of outdoor adventure in the NC Triad, where adults and kids of all ages will enjoy activities like hiking, biking, kayaking and more. If you're an energized, passionate person looking to craft your perfect lifestyle, you'll thrive in the Triad.

### **Shorter Statement**

In the Triad, you chart your own path. Our region is full of hidden gems just waiting to be discovered—from new restaurants and breweries to revitalized mills, hiking trails, music venues and places of worship.

### **Key Accolade**

*#4 Best Places for Outdoor Activities in North Carolina (Winston-Salem) | Niche 2019*

## **ABOUT**

The purpose of the Find Your Center in the NC Triad initiative is to brand the NC Triad region as the best place to live, work, and play while showcasing the unique attributes, characteristics, and job opportunities that make the NC Triad a key choice for talent. The Piedmont Triad Regional Council and its partners value the recruitment and retention of talent to the NC Triad and believe highlighting the region's amenities can help companies attract more talent to the Triad. The [findyourcenternc.com](http://findyourcenternc.com) website was developed to assist local companies in their talent recruitment and retention efforts. A research-based plan was created to support this website, and findings can be found by contacting Jessica Raby at [jraby@ptrc.org](mailto:jraby@ptrc.org). The project and initial tactics were funded through the efforts of the Piedmont Triad Regional Council, Piedmont Triad Partnership, High Point Economic Development Corporation, Greensboro Chamber of Commerce, Action Greensboro, Winston-Salem Business Inc., Winston Salem Chamber of Commerce, Alamance Chamber, Randolph County NC Economic Development Corporation, and Rockingham County Center for Economic Development.

**QUESTIONS? Contact Jessica Raby, Workforce Program Manager for the Piedmont Triad Regional Council at [jraby@ptrc.org](mailto:jraby@ptrc.org).**