

Subject: Difference Makers: Be a Brand Ambassador



Texas Children's team members,

As I reflect on the profound impact our work at Texas Children's has, not just on those in our care, but on each of us personally, I am reminded that what truly sets us apart is you - the individuals who make up our incredible workforce.

You and I know that the experience of being part of this incredible team is so much more than a job. As we expand our workforce to deliver our mission throughout Texas and beyond, it's essential to share who we are and what makes Texas Children's different with the world. That's why we are launching our new employer brand, *I am the Difference*.

This brand celebrates you—the bridge builders, the big thinkers, and the dream makers who are the heart and soul of our organization. We want you to not only see it but feel it and proudly wear it (metaphorically and literally) as your own.

Some of you may have already encountered our brand at recent events, such as the Employee Recognition Ceremony or during our recruitment efforts for the new North Austin Campus. As we extend this brand system-wide, you'll notice changes in how we connect with people at recruitment events and across all forms of media.

To mark the launch of *I am the Difference*, we're hosting a series of lively pop-up events across our campuses and selected satellite locations. These events will feature games, swag, and special entertainment, and we can't wait to celebrate with as many of you as possible.

**Campus Event Schedule:**

**Med Center-Auxiliary Bridge:** Tuesday, March 19, 11 a.m. - 1p.m.

**The Woodlands-Lobby:** Wednesday, March 27, 11 a.m. - 1p.m.

**West Campus-Cafeteria Corridor:** Thursday, March 28, 11 a.m. - 1p.m.

But our celebration doesn't stop there. We need your help to tell our story and showcase our pride in being part of Texas Children's. Here's how you can become a brand ambassador:

- Update your email signature and LinkedIn banner to show your Texas Children's pride. See the attachments provided.
- Sport *I am the Difference* merchandise wherever you go. Our Houston gift shops now carry exclusive items featuring our new brand.

- Follow Texas Children's People on [Instagram](#), [Facebook](#), [X](#), and [Texas Children's Hospital on LinkedIn](#). Join the conversation using the hashtag #IamtheDifference and invite others to ***Be the Difference*** at Texas Children's.

As we seek more amazing people like you to join our team, we look forward to celebrating you as you declare, "I am the Difference!" Thank you for all that you do to make Texas Children's a truly special place.

[Insert IATD vs BTD video here]

**Linda Aldred**

Executive Vice President and CHRO