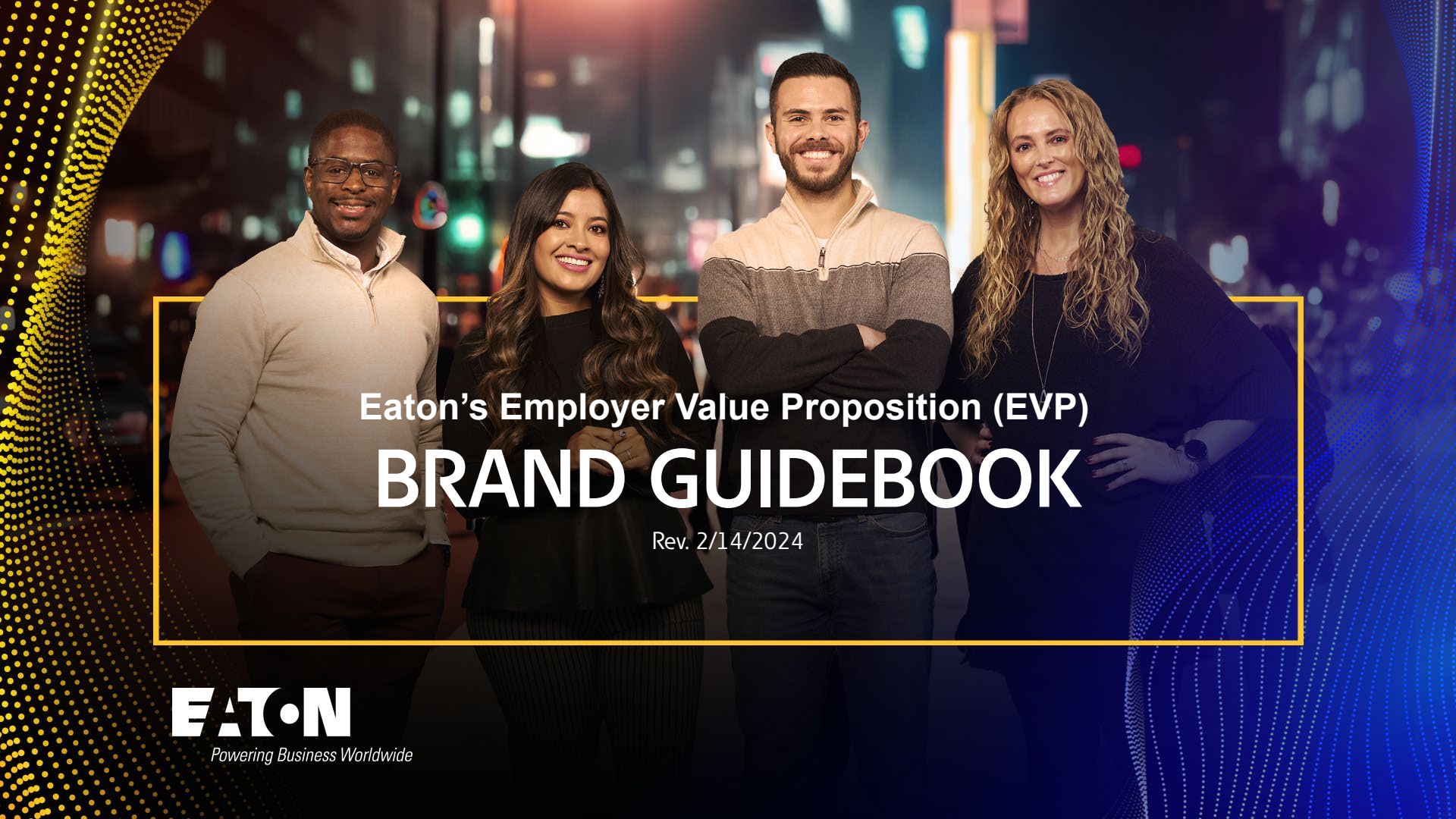


A group of four diverse professionals (two men and two women) are standing in front of a blurred city skyline at night. The image is framed by a yellow border. The background features decorative patterns of yellow and blue dots on the left and right sides respectively.

Eaton's Employer Value Proposition (EVP) BRAND GUIDEBOOK

Rev. 2/14/2024



Powering Business Worldwide

What is an EVP?

A strategic global messaging framework that **brings Eaton's employment story to life** for candidates and current employees. It's the sum of all the benefits and experiences you offer employees in exchange for their skills, time, and dedication.

- ✓ **For potential employees:**
Your EVP highlights what makes your company stand out as a desirable place to work. It answers the question, "Why should I choose you over the competition?"
- ✓ **For existing employees:**
Your EVP serves as a reminder of the value you bring to their lives. It reinforces why they come to work each day and motivates them to stay engaged.

INTRODUCTION

Guidebook use

This employer brand style guide will help you effectively communicate the Eaton employer brand in a compelling, consistent and engaging manner across all channels and communications.

This is an **internal** guide for the Eaton team to use in the creation of any careers communications and materials and contains links to resources that you can share externally with candidates.

01. Our Employer Value Proposition (EVP)	Pg 4
• Eaton's employer brand messaging hierarchy • Our EVP house, framework • Our manifesto, script and video	
02. Our EVP campaign theme	Pg 8
• Campaign theme description • The look and feel	
03. Audience-based messaging and tools	Pg 11
• Engineering and Tech Talent • Early Talent • Military Veterans • Production Workforce	
04. Topic-based messaging and tools	Pg 24
• Career growth • Culture and values • Inclusion and Diversity • Sustainability • Energy transition • Community	
05. Design templates and resources	Pg 37

01

OUR EVP

Eaton's Brand Promise

We make what matters work.

EVP Statement

You make us who we are, so we value you for who *you* are — for your unique talents and diverse perspectives. *You are the future of our company*, so we invest in your growth and development. *You want to work for a company that does business right*, so we lead by our values and do purpose-driven work that improves the quality of life for people everywhere. And together, we're leading the most meaningful trends shaping the world today.

Messaging Pillars

Strong, evolving and visionary

Our longevity as a company reflects our resiliency and ability to adapt to the changing world around us. We anticipate and deliver the solutions the world needs next.

It's an exciting time to work at Eaton because we're at the forefront of some of the most meaningful changes the world will see in our lifetimes.

We're entering a strong growth period for our company and for society, driven by the energy transition, electrification and the rapid acceleration of digitalization.

Our digital transformation is allowing us to drive innovation and enhance productivity and efficiency in our facilities and functions.

We're taking bold steps to grow our business which will bring new opportunities to develop our workforce and expand our expertise.

Passionate and purpose-driven

We've made a promise to society to improve the environment and the quality of life for people everywhere.

We believe in doing business right, so we operate in a way that benefits all of society.

Sustainability is at the core of what we do: what's good for the planet and for people is also good for Eaton.

We're driving change on a global scale, accelerating the world's transition to renewable energy sources; we're equally committed to making a difference closer to home, in the communities where we live and work.

Collaborative, empowering, and people-centered

Our people know they matter. They feel valued for who they are, for their unique talents and for the diverse perspectives they bring to every interaction.

We invest heavily in training and development programs for the benefit of our people, and the size and depth of our organization gives the opportunity for multiple career paths in different businesses and locations.

We strive to create flexible work solutions that connect our teams and encourage collaboration, while providing more personal flexibility in how they accomplish their work.

We strive to understand our customers' needs and requirements, so we design our organizational capabilities and offerings to make them successful.

Proof Points

Corporate Vision

To improve the quality of life and the environment through the use of power management technologies and services.

Understanding the EVP House framework.

Eaton's messaging framework, **shown on the previous page**, brings the employment story to life for candidates and current employees. It is a hierarchical guide for recruiters, hiring managers, communications partners, and employees.

Please do not share with candidates or other external audience members. This foundational messaging is designed to articulate the highest order benefit, and then the various aspects of the employment experience.

1. Eaton's Brand Promise:

We make what matters work.

2. Employer Brand Campaign Theme:

Energize your career.

This is a single-minded strategic direction for creative concepting and branding.

3. Messaging Pillars:

Strong, evolving and visionary

Passionate and purpose-driven

Collaborative, empowering and people-centered

These pillars define the unique employment benefits into relevant and digestible sections.

4. Reasons-to-believe (RTBs)

Each messaging pillar has corresponding RTBs.

These are the most relevant facts about working at Eaton that support each messaging pillar. While there are many selling points for working at Eaton, this list is meant to be kept short, succinct, and supportive of the strategy.

5. Corporate Vision

To improve the quality of life and environment through the use of power management technologies and services.

This is the north star and foundation for all that we do.

EVP STORYLINE

Our manifesto.

More than any other time in modern history, people want to belong to organizations that are mission driven, that lead by their values, that have a passion for doing what's best for our planet and for society.

That is why our people have chosen to work at Eaton.

By being a part of Eaton, our employees are a part of something even greater, driving change on a global scale by accelerating the greatest transformation the world has seen since the industrial revolution.

Because we're at the forefront of some of the most meaningful changes the world will see in our lifetimes.

Our work is powering the world's transition to renewable sources of energy, driving the electrification of vehicles, airplanes and communities around the globe, and delivering the solutions our customers need to meet their goals.

And we're driving these changes to improve our planet and the lives of its people.

At Eaton, our vision is to improve the environment and the quality of life for people everywhere.

This transcends the work we do as an intelligent power management company.

Because we understand that our responsibility to improve quality of life goes beyond developing efficient, sustainable power management solutions to meet the changing needs of our world.

It means operating in a way that benefits all of society.

And it means creating a culture where our people know they matter.

Where they feel valued and included for who they are, for their unique talents and for the diverse perspectives they bring.

We know that our employees are our most valuable resource and the future of our company, so we're also committed to investing in their growth and development.

We also know the world changes, and *people change*.

The way we think about how we spend our days—at work and with the people closest to us — changes.

So, we are evolving the way we work.

We've adopted more flexibility in the way we work so our employees can work in a way that benefits them, their teams, and those they serve.

So, every time our employees walk through the doors of one of our plants, gather in our offices, or log on from locations around the world, they know that what matters to them matters to us.

That the work we do matters far beyond the walls of our facilities.

And that we share a common purpose: to leave the world a better place for our children, for their children, and for generations to come.



WATCH THE VIDEO

02

Energize your career.

Our EVP campaign theme

Energize your career.

As the world's demand for power grows, we need more talent to join the energy transition! As we all know, where you work matters, and here at Eaton is where we want to see the best and brightest talent. We want to ensure all prospective candidates know that Eaton is a leader in power management technology, and that working with us means joining forces with a company that is serious about sparking change in the communities we serve!

Starting a career at Eaton is an opportunity for employees to invest in their future and the future of our planet. We foster a collaborative work environment that is ever-evolving with the ongoing energy and tech transitions, while remaining laser-focused on providing ongoing personal development opportunities, total rewards benefits, and carrying out our mission to sustain the environment for future generations.

We are known for our relentless pursuit of doing business right, leading by our values, and always keeping safety our top priority. We understand that unique talents and perspectives working together to drive change are a powerful force. Here — your work matters.

It's time to make connections, get energized, and power ahead.

Energize your career.

The look and feel

The campaign features **real** Eaton employees, sharing what they love about working at Eaton. This gives our outreach a fresh, more personal touch than our use of stock photography in the past.

EATON
Powering Business Worldwide

“ I am proud to work for a company that embraces diversity as its source of strength.

— Alejandra, content marketing specialist, cat mom

Our “energy lines” convey a high-energy vibe, implying motion

Photo of a real Eaton employee

This employee’s personal quote about working at Eaton

First name, job title, and a fun fact about this employee

03

AUDIENCE-BASED Messaging and Tools

| AUDIENCE

Engineering & Tech Talent

The Digital Revolution is underway. Engineering and tech talent are the masterminds needed to drive Eaton's success as a strategic player in the new age of digitization.



Engineering example graphic

Engineering and Tech Talent



MESSAGING

WHAT THEY'RE LOOKING FOR:

- For their work to be **meaningful to society** and make all our lives more functional
- Opportunities to **innovate and drive change**, they want their ideas to matter and their work to be valued
- Positive work environment with **open communication** between employees and management
- **Flexibility** in the way they work – including scheduling or how work is completed
- **A-la carte benefits** that allow them to pick and choose **the benefits that make sense for them individually**

Engineers, Software Developers, and more

Why should they energize their career at Eaton?

Help drive the digital transformation by working in Industry 4.0

We are seeing rapid transformational changes, starting with significant improvements in software and artificial-intelligence powered machines. We plan to leverage AI broadly and strategically, improving how we design for production, and we are relying on our engineers and tech employees to help lead the way.

Work that moves at your pace

Two of the most highly sought after perks in the job market today are flexibility and career growth and development. Eaton is proud to offer both. Our employees benefit from flex scheduling offerings which allows them to work in a way that benefits them and their teams. Our tech employees can design their career path, their way – by enrolling in different training and development programs that will pivot their path to the opportunities they want to see. You can find satisfaction in working on what matters to you.

Grow your capability and competency to become a global leader within our teams

We create an environment where creativity, invention and discovery become reality. All the pieces ravel together when bold, bright professionals work as a team to reach their full potential and help us reach ours. Progress and procedure have their place in our standards, but innovation is what makes our products and services dynamic.

Engineering and Tech Talent



[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Women in Engineering at Eaton](#)
- [Eaton wins digital transformation award for modern data management](#)
- [Eaton is the place for Engineers](#)
- [Early Talent Engineering Careers](#)



Email or CRM outreach script

FOR YOUR USE, COPY/PASTE THE BELOW, INSERT DETAILS

(CANDIDATE NAME),

I'd ask if you're ready to fuel your future, but EV charging it would be even better, wouldn't it?

Hi, I'm (NAME, JOB TITLE) with Eaton. EV Charging is just one of the many products and industries we provide design in. Additionally, we work in industries that allow us to provide products and services for planes, hospitals, factories, data centers, vehicles, the electrical grid, and much more. Every day is an opportunity to impact the globe with sustainable solutions.

Based on your (RESUME or PROFILE), you have the knowledge and experience that we are looking for. I'd love to talk with you about joining our diverse team of nearly 10,000 engineering and tech professionals around the globe.

Are you available (THIS WEEK) to discuss our open (JOB TITLE) role? I'll fill you in on our total rewards benefits, current projects, and our learning and development opportunities.

I look forward to hearing from you!

Latest message

Write a message...

| AUDIENCE

Early Talent

We want fresh talent. Early Talent helps us stay relevant, innovative, and is essential for the future success of our organization.

EAT•N

Powering Business Worldwide



Eaton's Leadership Development Program has given me experience across various roles in the business.

– Takoda, IT leadership development program participant, hockey coach

Early Talent example graphic

Early Talent

MESSAGING

WHAT THEY'RE LOOKING FOR:

- Working for a company whose **values** align with their own
- Appealing opportunities that make an **impact in the world**
- Inviting company **culture** where they are seen and their voice is heard
- Career track they can see with **continuous growth and development**
- **Benefits** that support them, both physically and **mentally**
- Work-life balance through **flexibility**
- **Transparency** in the hiring process

Recent graduates, soon-to-be graduates, or early career

Why should they energize their career at Eaton?

Level up your learning

We offer paid internships, leadership development programs as well as full-time roles specifically for graduates. These experiences allow employees to learn, build skills, and potentially step into a job title.

Take the fast track to your future

Joining Eaton early in your career is just the first step for continuous career growth and development. Managers consistently provide 1-on-1 feedback, and we offer a yearly Mentorship program.

Grow your career, take care of you

With our Total Rewards Benefits packages, we care for what matters. Offering extended parental leave, mental well-being resources and support throughout the year, and more.

Plug into a place where you can shine

Through our efforts in DE&I, we have created a safe and engaging space for employees to be their authentic selves, care for themselves, and belong to a community.

Early Talent

 **TOOLS**[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Work-Life Balance Podcast](#)
(note, this links externally to Spotify, you may not have access on your work laptop, but this link can still be shared with candidates)
- [Careers | Hiring Process | Eaton](#)
- [Careers | Life at Eaton | Eaton](#)
- [Interview: eMobility and the drive to electrify | The Making of What Matters | Eaton](#)



Email or CRM outreach script

FOR YOUR USE, COPY/PASTE THE BELOW, INSERT DETAILS

(CANDIDATE NAME),

Are you ready to step into a career that makes an impact in the world? Here at Eaton, we currently have an opening for a (JOB TITLE). Based on your profile, I think you'd be a great candidate for this position.

Loyal to our brand promise that "We make what matter work", we invite you to join us and work for a company where you matter – physically, mentally, and professionally. We offer total rewards benefits, including mental health resources and support throughout the year, excellent compensation packages, and much more.

At Eaton, we value the lives of people and our planet, and take our corporate social responsibility seriously. We want our employees to succeed at work and in life, and with the continuous learning opportunities Eaton offers, we believe you can get a great start at living your best by beginning a career with us.

I'd love to share the details of this role with you! What time this week are you available for a quick phone call?

Latest message

Write a message...

| AUDIENCE

Military Veterans (US)

Veterans are dynamic individuals exhibiting key qualities that we look for in our prospective employees: integrity, stellar work ethic, and leadership. Adding veterans to our team provides fantastic opportunities for growth and success – for us and them.



Military vets example graphic

Military Veterans (US)

MESSAGING

WHAT THEY'RE LOOKING FOR:

- A company that provides the same **core values** of active duty: **teamwork**, solving real-world problems, **loyalty**, and high standards
- A way to **transfer their service experience into valuable job skills**
- **Benefits** that provide in areas that matter most; some veterans suffer from PTSD and other mental/emotional issues from their time in active duty
- **A safe place** to be themselves and **make valuable contributions**
- **Work that makes an impact** in the lives of those they encounter

Former (or soon retiring) military personnel

Why should they energize their career at Eaton?

Make a strategic move

Eaton is an established government contractor. Our industries translate very well for veterans. There is no need to start out in an entry-level position. With us, your technical and even, tactical expertise gives you hands-on experience that is second to none. On land, on sea, or in the air – with us, you're moving forward.

Aim your sights higher and higher

Once you plug into a career with Eaton, you can take your technical skills and leadership skills to the next level by engaging with our continuous learning programs and/or mentorship programs. Through the guidance and feedback from these programs, you will become empowered, more engaged, and see a clear path to growth. Consider this a way to move up the ranks in the civilian world

Your allegiance matters

Our customers depend on us to solve some of the toughest power management challenges on the planet. We never lose sight of what matters, and it's our job to make sure it works. When you align yourself with our vision, you become a part of our mission and commitment to doing business right.

Military Veterans (US)



[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Eaton Military Careers page](#)
- [Search and Employ article](#) featuring Eaton's Josh Kaylor

Resources for Recruiters only:

- [Understanding Military Skillsets eBook](#)



Email or CRM outreach script

FOR YOUR USE, COPY/PASTE THE BELOW, INSERT DETAILS

(CANDIDATE NAME),

This is an opportunity you don't want to miss! Eaton is currently hiring for a/an _____. I saw your _____ experience serving in the _____ (Army/Navy/Air Force/Marines/Coast Guard), and that experience directly translates as _____ which is exactly we are looking for!

I would love to talk about your career goals and how you may be able to accomplish them at Eaton.

We place a high value on integrity and doing business right. We offer career growth and advancement programs and are looking for more than just employees; we are looking for leaders and decision-makers who we can trust to make contributions to the environment and empower their fellow colleagues to be successful.

Please let me know your availability to talk about our opportunities.

Thank you,

Latest message

Write a message...



| AUDIENCE

Production Workforce

Our power management products speak for us, to our customers and to the world. The employees who make these products are essential to any success we achieve. Eaton is proud to function in production/manufacturing with operational stability and growth.



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Powering Business Worldwide

“ I enjoy the atmosphere at Eaton. I step into each work day with a positive attitude.

– Dominik, materials intern, music creator

Production workforce example graphic

Production Workforce

MESSAGING

WHAT THEY'RE LOOKING FOR:

- **Fair compensation** practices
- Full **benefits** packages
- Company **stability and growth**
- **Recognition** for a job well-done and/or for taking on more responsibilities
- Clear, progressive **career paths**
- To be a part of something greater than themselves, in roles where **company ethics and purpose** matter
- Leadership that allows **2-way communication and gives feedback**
- **Flexible** work expectations that make room for work-life balance

Manufacturing and Operations workforce

Why should they energize their career at Eaton?

Our reputation carries power

Eaton is a trusted supplier of power system efficiency, reliability, and safety. Our cutting-edge products are rated for safety and reliability and show our dedication to efficiency and sustainability in all of the industries we serve.

Earn while you learn

There is stability in your trade, but it doesn't stop there. We offer an Educational Assistance Program (EAP), that pays for up to 80% of the tuition fees per year for each course taken. We believe every employee deserves the chance to increase their skillset and open up more opportunities for advancement through further education.

AI is a tool, not our employee

As productivity-enhancing intelligence advances, Eaton employees can rest assured that hands-on talent remains both necessary and vital. Helping you build a digital mindset is our priority. We will offer focused trainings in AI to allow for more speed and efficiency in how we design and manufacture, and also to increase our productivity and operations. People-led progress is our goal.

We give second chances

An individual's past doesn't define them – and we want to be known for the way we welcome all people to the table. All applicants are considered based upon skills and experience. We are working to diminish the barriers that prohibit employment for individuals with previous convictions.

Production Workforce



[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Manufacturing careers page](#)
- [Second Chance Employment \(eaton.com\)](#)



Email or CRM outreach script

FOR YOUR USE, COPY/PASTE THE BELOW, INSERT DETAILS

(CANDIDATE NAME),

Are you looking to make a change? Consider a new role in production and manufacturing with Eaton. We are currently hiring for _____ in our _____ location(s).

We rely on our production/manufacturing employees to make, assemble, package, and ship the products we offer to our customers in power management technology industries, including aerospace, hydraulic, electrical and mechanical.

At Eaton, you are more than just a number. We engage our employees with 1-on-1 meetings within management, allowing for feedback and better transparency to foster growth. We want our production workforce to know they are empowered to voice their opinions about how we can do work better. We invite our employees to enroll in our continuous learning programs to learn new skillsets that can take them to the next level.

If you'd like to learn more, check out the job here (insert job link).
Best regards,

Latest message

Write a message...

04

TOPIC-BASED messaging and tools

EAT•N

Powering Business Worldwide



Working at Eaton has allowed
me to grow and excel on a
global industrial platform.

— Josh, senior system engineer, girl dad

| TOPIC-BASED

Career Growth

Career growth example graphic

Career Growth

MESSAGING and TOOLS

Prospective employees today are looking for work that both challenges them and allows them to grow. At Eaton our work is **interesting, challenging, and led by authentic leaders who are invested in your success**. Our internships, mentorships, and continuous development programs give every Eaton employee the opportunity to solve real world challenges while **developing skills to lead** at the next level. You can progress and develop quickly and achieve the goals you've always wanted to in your career.

[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Experienced Professionals](#) page on Eaton.com, features a Career Growth video at the bottom
- [Mentorship article](#) on FairyGodBoss

What makes Eaton different?

- ✓ Employee led/Manager supported discussions about your career path and progress
- ✓ We offer Eaton University with over 1,500 online education and instructor-led courses as our internal continuing education center.
- ✓ Our formal mentorship program connects mentees with experienced mentors to guide them in their career journey
- ✓ We offer our Stretch Assignment Marketplace, allowing you to collaborate on projects outside of your normal scope of daily work and develop transferrable skills, build confidence, and network.



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“Eaton truly cares about making a difference in my professional journey.”

– Rich, senior attorney commercial contracts, aspiring dance dad

| TOPIC-BASED

Culture & Values

Culture example graphic

Culture and Values

MESSAGING and TOOLS

We aspire to make work exciting, engaging, and meaningful for our employees. Your contributions are fundamental to achieving new goals and furthering diversity. Your individuality is an asset, and we are committed to ensuring our employees can maintain a high sense of self, while networking and expanding with our company teams, groups, and locations.

[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Life at Eaton](#) career page
- [Wellbeing at Eaton](#) page
- Article: [How Eaton leaders own ethics](#)
- Eaton [careers blog](#)

What makes Eaton different?

- ✓ We don't just have values. We operate from them. From intern to supervisor to company officer, we are who we say we are and we do what we say we will do. We are committed to ever-evolving, ever growing, and ever ensuring that each employee is heard, respected, and given fair opportunity.
- ✓ The benefits packages offered to our employees are designed with them in mind. We've taken major strides to offer benefits exceed our employees' expectations, such as childbirth leave for the non-birthing parent, Dependent Care Reimbursement accounts, wellness packages, and more.
- ✓ Post-pandemic we emerged better and stronger than ever by forming Inclusion Resource Groups. Through our employee-led iERGs, we promote more engagement, less stress, and higher productivity with connections made outside of normal working tasks. Our employees are encouraged to participate in iERGs and contribute unique ideas to evolve our culture toward a model of inclusion and diversity.

EAT•N

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Eaton's inclusive culture has
fueled my career growth and
nurtured my creativity.

– Helen, lead solution engineer, yoga enthusiast

| TOPIC-BASED

Inclusion & Diversity

Inclusion and Diversity example graphic

Inclusion and Diversity

MESSAGING and TOOLS

At Eaton, we aspire to be a model of inclusion and diversity for our industry. We're doing this because we believe a diverse workforce makes better decisions. Our inclusion Eaton Resource Groups (iERGs) bring together employees who share a common purpose, interest or background. We strive to create an inclusive and engaging workplace where every employee has the opportunity to learn, grow and thrive; where inclusion, access and opportunity are ensured for all.

What makes Eaton different?

- ✓ When you apply with Eaton, you are considered, interviewed, and known for the unique individual that you are—regardless of race, gender, sexual orientation, or ethnic background.
- ✓ Our eight iERGs are comprised of more than 18,990 employees around the world.
- ✓ Your individuality is an asset.
- ✓ We encourage and support growth at every level, in every position.



[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Inclusion and Diversity page on Eaton.com](#)
- [Global Inclusion and Diversity Report](#)

Our iERGs

- Eaton PRIDE
- enABLE
- ENGAGE
- iConnect
- SOAR
- #VAMOS!
- Veterans
- WAVE

EAT•N

Powering Business Worldwide



Working at Eaton, is a
dedicated effort toward
a sustainable future.

— Jean-Christophe, senior finance analyst, limbo dance specialist.

| TOPIC-BASED

Sustainability

Sustainability example graphic

Sustainability

MESSAGING and TOOLS

At Eaton, sustainability at the core of everything we do. We supply products and technology for a rapidly changing world that requires smarter, more efficient, and more sustainable power management solutions. We're helping advance the world's transition from fossil fuels to renewable sources of energy. Our solutions are accelerating the electrification of vehicles, airplanes, buildings, and communities. And we're pursuing bold, science-based targets to become carbon neutral within our own operations by 2030. We approach solutions with critical-thinking, innovation, and the determination to get things right, the first time and every time. At Eaton, you'll discover that sustainability isn't just a part of what we do, it's at the heart of who we are.



[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Sustainability page](#) with updated report
- [Eaton's sustainability strategy video](#)
- [Energy transition](#) for a low-carbon future

What makes Eaton different?

- ✓ We make commitments that matter, and we keep them! We are driving actions to decarbonize our operations and advance a net-zero future. Our greenhouse gas reduction targets put us on a pathway that is aligned with limiting global warming to the critical 1.5°C threshold and are approved by the Science-Based Targets initiative.
- ✓ We've committed to spending \$3 billion on sustainable research and development by 2030. We use the six dimensions of our award-winning Positive Impact Framework (PIF) to design solutions that deliver a range of sustainability benefits, including reduced environmental impact, increased efficiency, safety and reliability.
- ✓ We know that no one person or single company can advance sustainability initiatives alone. It will take a cultural shift of awareness, inclusion and engagement from all of us to get it done. That is why we're doing our part to prioritize building an environment where people learn, grow and feel passionate about the work they do, while operating with the highest standards of ethics and integrity.

EAT•N
Powering Business Worldwide

“ The future of energy
is exciting. I'm proud
to play a part.

— Mary, executive recruiter, Orange Theory enthusiast

| TOPIC-BASED

Energy Transition

Energy transition example graphic

Energy Transition

MESSAGING and TOOLS

To date, there's not been a more exciting time to be a part of the energy transition. Technology, digitalization and process are driving progress in renewable energy solutions like never before. Working for Eaton means that you will play a vital role in advancing the development and implementation of key solutions enabling the energy transition, while helping customers meet sustainability targets. You are an integral part of the digital transformation and Industry 4.0 revolution.

[WATCH + SHARE VIDEO TESTIMONIALS](#)

QUICK LINKS to send candidates:

- [Energy Transition page](#) on eaton.com
- [Energy Transition Insights](#) blog/podcast

What makes Eaton different?

- ✓ Brightlayer is our latest software data management solutions tool, providing insights that make a difference and allowing us to solve power management challenges for the future
- ✓ Everything as a Grid is our approach to reinventing the way power is distributed, stored and consumed. With advanced technologies and digital intelligence, we are unlocking a low-carbon energy future for all.
- ✓ We collaborate with our customers to solve their toughest challenges. We don't take a top-down approach, we invite customers to have seat at the table to voice their needs and concerns. Together, we develop innovative programs to solve their most critical of issues.

EAT•N

Powering Business Worldwide



At Eaton, I get to help spread
the passion and care of giving
back to our communities.

— Courtney, community affairs specialist, X-Box video gamer

| TOPIC-BASED

Community

Community example graphic

Community

MESSAGING and TOOLS



[WATCH + SHARE VIDEO TESTIMONIALS](#)

Eaton is dedicated to supporting our communities where we live and work through active employee engagement and charitable giving. The work across Eaton globally demonstrates our commitment to our mission through volunteer work, community response in natural disasters, community grantmaking, and engaging with our new global partners Habitat for Humanity International and the Robotics Education and Competition (REC) Foundation.

We encourage our employees to live out our mission, and we reward their efforts. We encourage all employees record their annual volunteer hours both from Eaton-sponsored Days of Caring events and their own personal volunteer work.

We find that when employees join with us in giving back in giving back to their communities, they experience a renewed sense of purpose, heightened drive to complete their work, and an overall increased sense of well-being.

QUICK LINKS to send candidates:

- Note: The new Community Affairs strategy is in development, some excellent links coming soon!

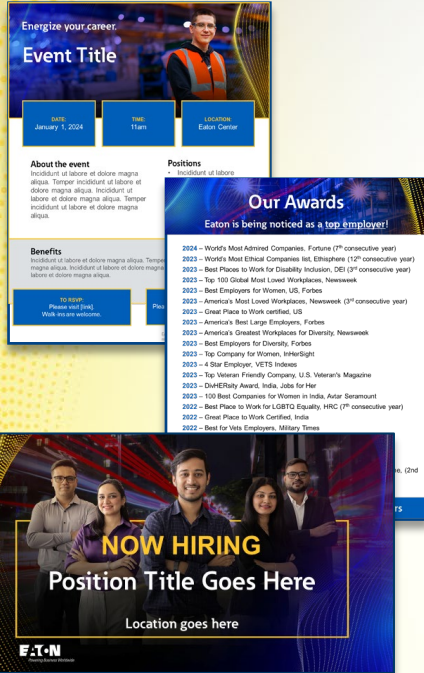
What makes Eaton different?

- ✓ Every year the **Stover Award** for Volunteerism recognizes outstanding employees who have volunteered in their local communities. Award winners receive a trip with a guest to Cleveland, OH, \$5,000 to the non-profit of their choice and special recognition from our CEO and chairman.
- ✓ In the last year alone, Eaton donated more than **\$10M dollars** and employees volunteered more than **70k hours** in our communities.
- ✓ To maximize our investment, we focus giving in three areas:
 - **Enhancing Our Communities** (food insecurity, housing. Access to medical
 - **Preserving and Restoring the Environment** (environmental programs, habitat restoration)
 - **Building the Talent Pipeline** (education and job training programs)

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Design templates and resources

Design templates/resources



- Employer Brand page on Brand Center
- Why work at Eaton flyers
- Awards List
- Editable 8.5x11 flyers: for events and open jobs
- PPT templates to post open jobs on social media
- LinkedIn page
- Instagram page

COMING SOON:

- Who is Eaton flyer