

MODERN EMPLOYER BRANDING



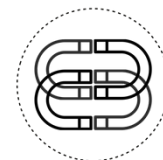
BUSINESS STORYTELLING TO MATCH TALENTS WITH YOUR MISSION

WITH SUSANNA RANTANEN

A revised edition



MAGNETIC
EMPLOYER
BRAND®



WHY WE NEED TO RETHINK EMPLOYER BRANDING

DIGITALIZING WORLD HAS CHANGED OUR OPERATING ENVIRONMENT



COMPETITION FOR THE DIGITAL TALENT IS GETTING FIERCE BY THE DAY.



THE INFORMATION OVERFLOW HAS KILLED OUR APPETITE FOR WANTING TO GIVE OUR ATTENTION.



THE DIGITAL TALENT EXPECT MORE. THEY LOOK FOR A BETTER BOSS, BRIGHTER FUTURE AND A BIGGER VISION (Talent Magnet).

WHAT TRADITIONAL EMPLOYER BRANDING LOOKS LIKE



SHORT TERM RECRUITMENT CAMPAIGNS



DURING WHICH WE ADVERTISE OUR NEED



WITH THE INTENT TO GET APPLICATIONS



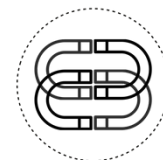
WE USE SLOGANS (EVP'S)



THAT ARE 13 IN A DOZEN



AND HAVE LITTLE IDEA WHAT SUCCESS SHOULD LOOK LIKE



THE MAGNETIC EMPLOYER

BRANDING METHOD©

WHAT IS IT AND WHY DOES IT WORK?



IT IS ABOUT THE IDEAL
TALENTS, NOT ABOUT THE
COMPANY.

IT IS A ON-GOING JOURNEY,
NOT A TEMPORARY
PROJECT OR A MARKETING
CAMPAIGN.



IT IS ABOUT BUILDING AFFINITY
TOWARDS WHAT THE
COMPANY REPRESENTS TO THE
IDEAL TALENT.

WHAT THE BUILDING A MAGNETIC EMPLOYER BRAND© LOOKS LIKE



ATTENTION



AWARENESS



AFFINITY



CONVERSION

THE ACTUAL CANDIDATE JOURNEY

A SYSTEMATIC APPROACH
TO INVITE TARGET TALENTS
TO A CANDIDATE JOURNEY
WITH YOUR BUSINESS.



WITH THE INTENT TO
EARN A UNIQUE MARKET
POSITION AS A PLACE TO WORK.



APPLYING PLANNED EMPLOYER
BRAND MARKETING ACTIVITIES
CONSISTENTLY ONLINE & IN
SOCIAL MEDIA.



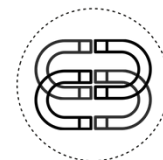
USING A VARIETY OF
MARKETING & COMMUNICATION
TECHNIQUES TO INFLUENCE THE
TALENT MIND.



TO PROVIDE CONTENT THAT
INFORMS, INSPIRES, INFLUENCES
AND CONVERTS TARGET TALENTS
INTO FANS AND PROSPECTS.



CONVERTING MARKETING
COSTS INTO DELIVERED
VALUE.



UNDERSTANDING THE IMPORTANCE OF REAL EXPERIENCES

EVERYTHING STARTS WITH YOUR EMPLOYER IMAGE

Employer branding and developing your employer image are not the same thing. Employer branding is about using marketing and communication to build emotional connections between your target audience members and what you represent to them.

Development of employer image is about managing experiences that build your reputation and form images about your business in the minds of other people. When employer branding is marketing, there are many other actions than marketing influencing your employer image and reputation. Everything essentially boils down to what your culture and values state about how you treat other people. Branding is about branding a product. Your product is what makes up your business as an employer, as a place of work and as a group of people interacting in the name of the company. If your product is rotten, no branding will make it pretty.

THREE IMPORTANT STEPS TO GET STARTED

1. SEPARATE RECRUITMENT PROFILES FROM EMPLOYER BRAND TARGET SEGMENTS



Employer branding is about earning a position as the Chosen Employer of the [industry] for your Key Target Talents. In other words, if your business is the leading Cloud provider in your market, you want to be the Chosen Place to Work for the Top Cloud Talents in your market. Essentially, "Talents wanting to build a career in Cloud" come with versatile backgrounds, education, skills and competencies. Think putting all your recruitment profiles into one box and giving that a name of Contains Cloud Talents. That's segmentation for employer branding. Who's Chosen Employer must your business become?

2. SET OUT MEASURABLE GOALS & OBJECTIVES FOR YOUR EMPLOYER BRANDING

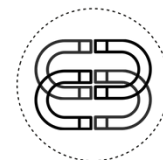


What is it specifically your business needs to solve, fix or achieve as a result of investing time, effort and money into building your employer brand? Most organizations have no idea what employer branding success looks like. It is impossible to choose the most effective means and the tactics unless you know what you aim for.

3. EVERYTHING STARTS WITH CLARIFYING WHO YOU ARE AND WHAT YOU REPRESENT AS A BUSINESS AND PLACE OF WORK - YOUR EMPLOYER IMAGE



The act of employer branding is always using marketing and communications to influence target audiences on a meaningful level. But first you need to decide what is the correct employer image about your company. Our vision of the correct employer image needs wording, but it also needs making. The real employer image is what your audience thinks about you based on their own experiences and what they have heard about you. Make sure your leadership culture, employee experiences and candidate experiences come out the same as your worded employer image. Brand affinity needs to be earned through actions. Otherwise your messages are nothing but an illusion.



THE PARADIGM SHIFT

"IT'S NOT ABOUT US, IT'S ABOUT THEM."

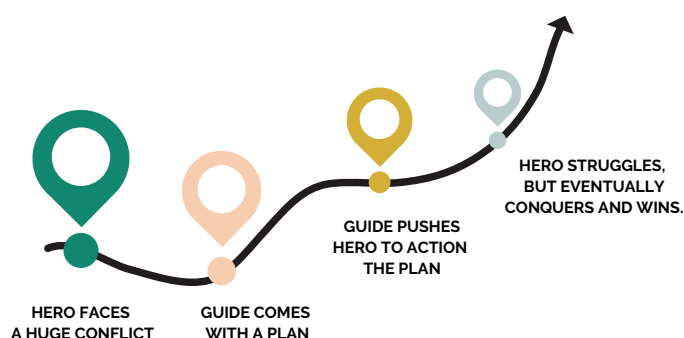
"Modern employer branding is like courting a person you want to fall in love with you. It is unlikely to happen, if you only talk about yourself and of all that you want, need and expect from the other person."

SUSANNA RANTANEN

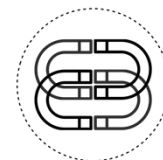
THE MAGNETIC EMPLOYER BRAND© REVERSES THE ROLES

The entire employer branding strategy is reversed to place the ideal talents as the heroes of your employer brand story. This frame of mind is adopted from storytelling.

Every story has their hero or heroine. The person who has a problem, faces a huge threat, obstacle or a conflict in life they need to resolve. The problem is, they don't know how. And unless they resolve it, something bad will happen. They meet a guide, the supporting actor or actress, who present a plan and help the hero to survive and thrive. The role of the guide is not little. The hero will die without them. But the story is not about the master, it is about the hero. And that's why the everyone watching who identify with the hero will be greatly impacted by the story. The story makes sense to me. It is meaningful empowering, emotionally appealing. And that's why it gets the attention and converts to follow closely until you are hooked.



"TALENT BECOMES THE HERO.
EMPLOYER POSITIONS AS THE TRUSTED ADVISOR, GUIDE OR
MENTOR FOR THE HEROES."



BUSINESS STORYTELLING

WHY STORIES WORK BETTER THAN OTHER MESSAGES

"Stories are extremely powerful in captivating our attention and allowing our minds to wonder. Our brains need what stories do for them. A story to our brain is what oxygen is to our lungs. That's why storytelling is just as effective also in business context."

SUSANNA RANTANEN

WHAT HAPPENS IN OUR BRAIN WHEN WE HEAR A STORY?

"FACTS & FIGURES IMPACT TWO AREAS OF THE BRAIN. STORIES IMPACT UP TO SEVEN."

That is why we remember stories so much better than numbers and details. Unless they were shared in a story.



"RELATING WITH THE STORYTELLER"

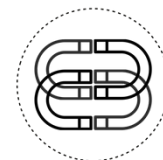
An activity called "mirroring" starts to occur in our brains. We feel sameness with the storyteller. When our minds seem to match, it is because we exhibit same brain activity.

"RELATING TO A STORY"

When a story impacts us, it happens because something in the story sounds familiar or possible to happen to us as well. We relate with the story. An activity called neural coupling takes place in our brain. We start to integrate our own experiences, fears, hopes and ideas to the narrative. A release of oxytocin (hormone) sustains attention and facilitates empathy and emotional connection.

"RELEASE OF DOPAMINE GLUES THE EVENT TO OUR MEMORY"

When we experience an emotionally-charged event, dopamine (hormone) is released to our brain. Dopamine is like a glue attaching the memory into our minds. That is why we are able to remember events to great accuracy when they are told in a story format.



BUSINESS STORYTELLING

MATCHING YOUR IDEAL TALENTS WITH YOUR MISSION

"Our proprietary marketing method for modern employer branding uses storytelling as well as some other scientifically proved marketing and communication tactics to create messages and content that impact and influence the target audience."

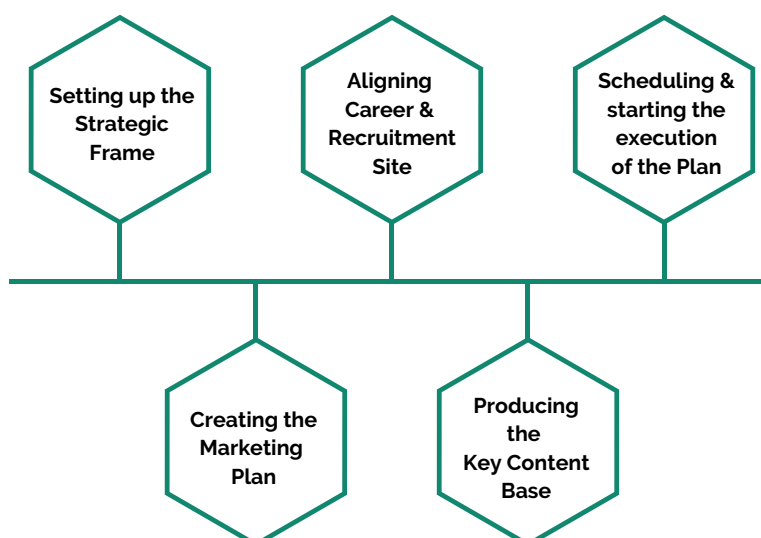
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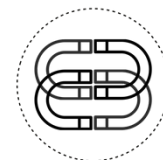
HOW THE METHOD WORKS

Our unique employer branding method allows talent marketing teams to take high impact marketing actions, get more done and experience visible results in talent marketing efforts. With the support of the framework, you will also be in a better place to say no to ideas out-of-scope, likely to hijack your time and energy.

This is essentially a marketing method to help your business to clarify your employer position, key messages and enter an ongoing dialogue through planned content and social media marketing actions to invite your key talent audiences into a Candidate Journey with your company. Storytelling is implemented at the very core in the forms of role reversal, key messages, the modern employee promise, positioning as well as the Key Story Themes forming the base for all content and social media messages.

As a result of these systematic activities, your business is able to build measurable awareness, grow affinity and convert your talent followers into fans, advocates and future employees - and even customers!





BEHIND THIS METHOD..



Hi, my name is Susanna!

I'm a business owner and entrepreneur hailing from Finland. I accidentally started an HR career back in 2002 when a friend of mine called me and asked if I knew anyone interested to come start up the entire HR function of a new business.

At the time, I was in my first job as a recent graduate and ready to further my career. So I said: "I am."

I nearly said no HR a few years later, when I tested what being a communications' consultant is like. I lasted three months (long story) in the job! Almost started my own business already then - it was 2005 - lucky that I did not, because it was not yet for my time.

Everything I ever learned about winning talents and building a brand online is captured in the Magnetic Employer Brand© Method

Instead I took an amazing HR job at very fast growing Management Events

Becoming the HR Manager at a Finnish, internationally operating Management Events was a fortune for me. It paved me the path to really learn so much about the struggles, but also the opportunities fast growing and scaling businesses face as employers

It was my best workplace until I created my own and became an employer myself.



[Susanna on LinkedIn](#)



[Susanna on Twitter](#)



[Susanna on Instagram](#)

[The Podcast on Instagram](#)

[Talent Marketing Pro on Instagram](#)



[Modern Employer Brand on Facebook](#)

[Talent Marketing Pro on Facebook](#)

I developed this method to solve a 1 M euro business case for a customer. They made the costly journey. The CEO's story inspired me to develop a much less expensive solution.

This proprietary method is a systematic approach to creating an employer brand that pulls your ideal talents towards your core. In the foundation of the method is business storytelling to match your ideal talent minds with your mission. This forms a unique position for you on the market.

You can learn more about this method and "everyday examples" on how to implement it [on my blog](#) and in [Building a Modern Employer Brand Podcast](#).

Follow the site to learn more about the upcoming talent marketing online school for aspiring Talent Marketing Professionals!