

Activate your Employer Brand The Best Organizational Storytelling for Recruitment Marketing and Employer Branding



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Organizations achieve higher productivity and profits for branding and marketing correctly to candidates.

Candidates can better self-select in and out of the process.



Organizations benefit from reduced turnover and more engaged employees.

Organizations experience less apply noise and better quality of hire.

More people are in more meaningful and satisfying careers.

ABOUT STORIES INC.

- Uncover compelling stories about culture
- Create recruitment marketing content libraries, assets optimized per channel
- Net promoter score of 100



WHAT YOU'LL LEARN

1. The elements of a good employee story
2. Tips and tricks for uncovering the best stories from any person, anywhere, everytime
3. How to ground concepts like EVP statements and values
4. RM best practices for activation and optimizing



ELEMENTS OF A GOOD STORY



STORIES, NOT TESTIMONIALS

1. The story gives real insight.
2. It's specific.
3. It inspires action.
4. It paints a realistic picture.
5. It's personalized.
6. It's personal
7. Your company is a character in it.
8. It connects to important culture concepts.

TIPS FOR GREAT STORIES

1. Facilitate the process from start to finish
2. Balanced storyteller prep
3. Come with the map ... but offroad
4. Professional and personal experiences



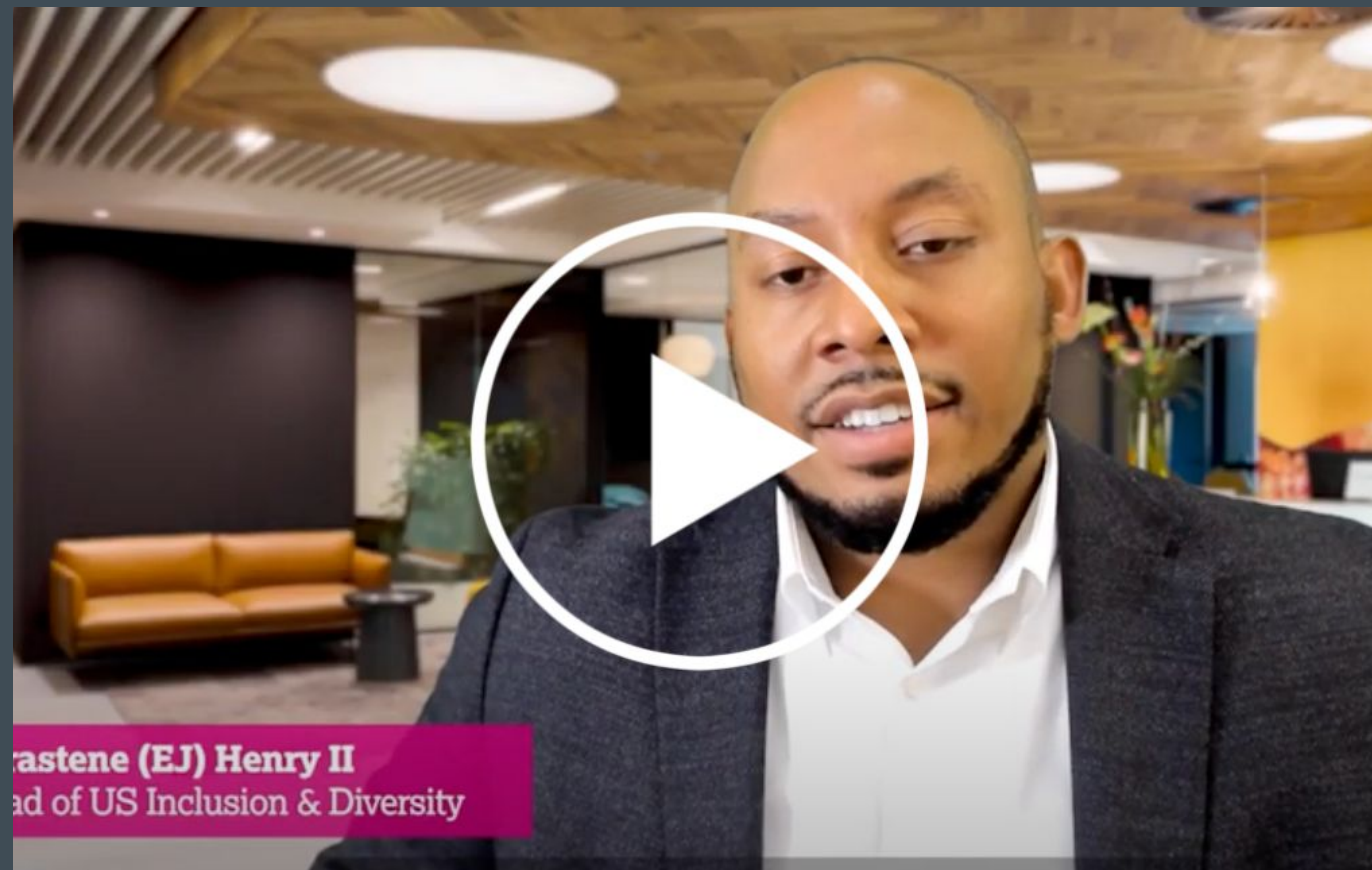
VIDEO EXAMPLE



**VISUAL & AUDIO
QUALITY
MATTERS**



VISUAL & AUDIO QUALITY MATTERS



astene (EJ) Henry II
ad of US Inclusion & Diversity

MAKE IT REAL:
CONNECT STORIES TO
STRATEGIC MESSAGES



RECRUITMENT MARKETING BEST PRACTICES



RM BEST PRACTICES

1. Stories, not testimonials
2. Make it real / ground concepts
3. Be timely and timeless
4. ROI on every asset

**TIMELY &
TIMELESS!**

JAN



FEB



MAR



APR



MAY



JUN



JUL



AUG



SEP



OCT





NOV




DEC






**TIMELY &
TIMELESS!**

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Join us in celebrating National Hispanic American Heritage Month! Learn about one of our newest employee resource groups, HUMANOS. Hear how our Hispanic/Latin team members formed virtual chapters across 11 countries to connect with each other, share their experiences and ensure their collective voices are heard.



National Hispanic Heritage Month

   You and 217 others 3 comments · 4,606 views

ROI on Every Asset

1. Get the most out of every interview
2. Optimize asset/story per channel
3. Further reach, new audiences:
share with internal stakeholders

GET THE MOST OUT OF THE INTERVIEW

Several Stories, Four Videos

One interview with Sumana, from Dell Technologies

GLOBAL:
Women in Tech

GLOBAL:
Diversity at
Dell

LOCAL:
India Office Culture
Overview

GLOBAL:
“Making Progress
Real” Theme Video



OPTIMIZE PER CHANNEL

One Story, Four Ways

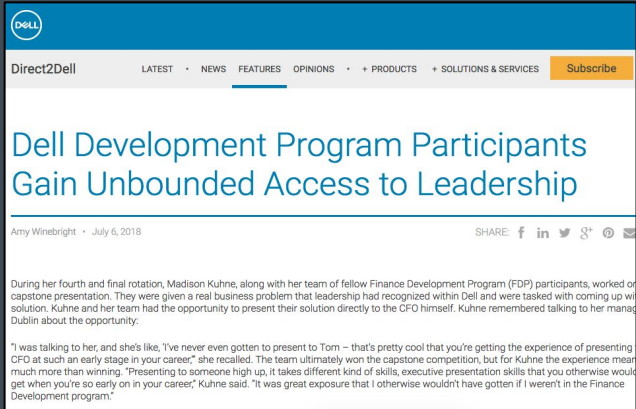
1
Compilation
video for
consideration
phase



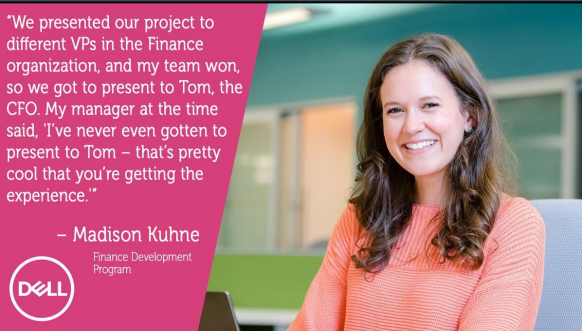
2
Instagram
video post



3
Blog post



4
Social graphic

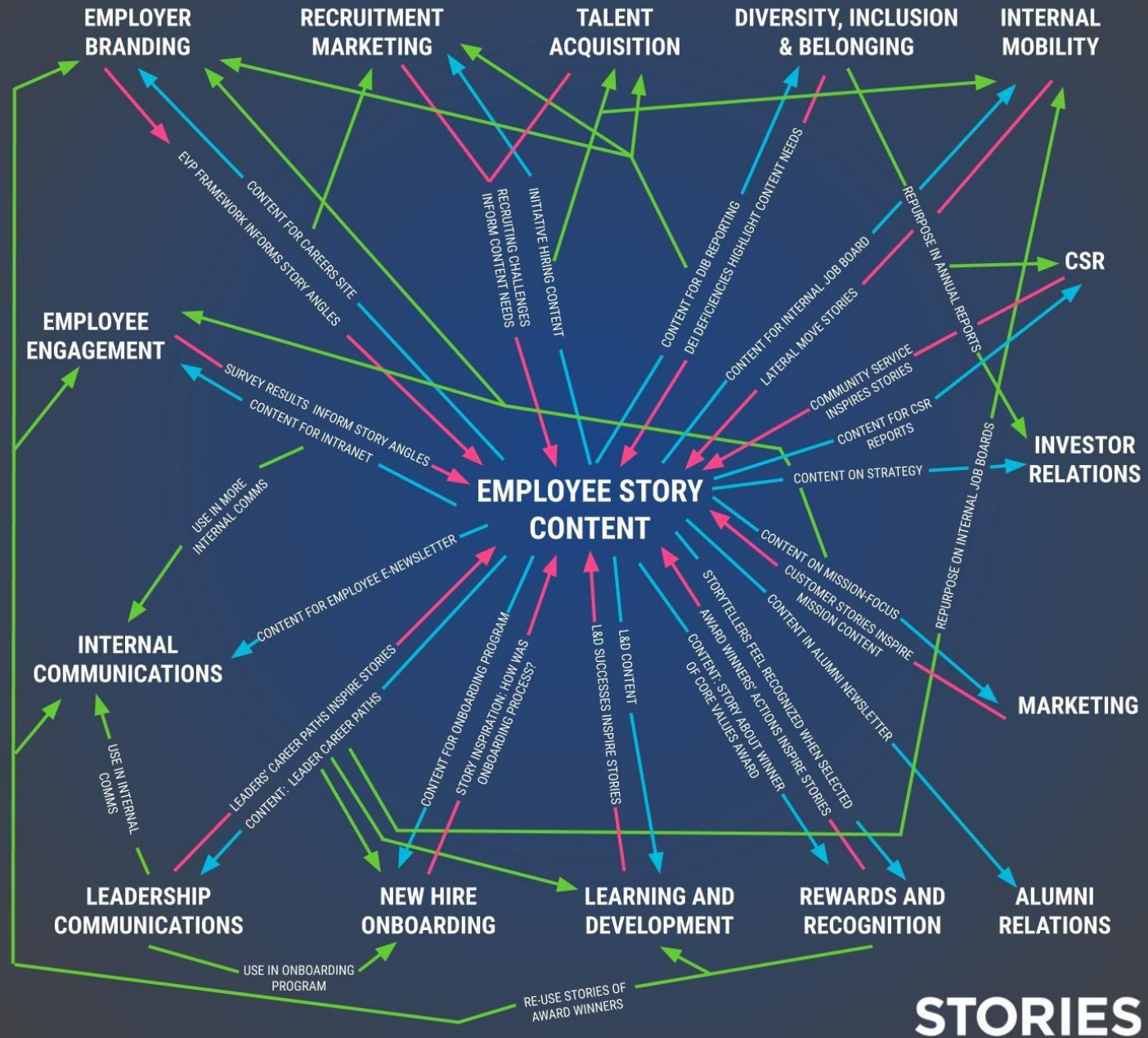


**MAXIMIZE
INTERNALLY**



STORIES AND CONTENT SYNERGY

ORGANIZATIONAL STORYTELLING



Thank You!

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