

Evidence Appendix 1

Susanna Rantanen – Thought Leader of the Year Nomination

Thinkers360 Annual Awards

1. Original Frameworks and Intellectual Contribution

Susanna Rantanen is the creator of the **Magnetic Employer Branding Method™**, a strategic framework that integrates storytelling, strategic company culture, and persuasive communication into a systematic model for employer branding.

The framework was developed through practical consulting work with modern organizations and later formalised in her book **Story-Driven Employer Branding**, which introduces the methodology and its practical applications.

Key components of the framework include:

- **Magnetic Employer Branding Method™** – a strategic employer branding blueprint combining storytelling, leadership communication, and talent psychology
- **Magnetic Job Post™** – a narrative-based job communication model
- **Strategic Company Culture Framework** – a model linking business strategy, culture, and talent communication
- **Instant Employer Brand Accelerator™** – a structured approach for rapidly building employer brand attention and engagement during critical recruitment phases.
- The framework positions **talent as the hero and the employer as the guide**, replacing traditional employer-centric messaging with narrative-driven communication aligned with organizational mission and culture.

See Appendix 2 visualizing the Framework's 5 Key Principles, Talent Journey of the Information Era™ which shows the actual communication process with connecting goals and the Story-Driven Employer Brand Formula adapted from Donald Miller's excellent SB7 formula.

2. Industry Adoption and Corporate Impact

Susanna Rantanen's frameworks and strategic approach have been applied in employer branding and talent communication projects with numerous international and Nordic organizations.

Examples include:

- **OP Financial Group**
- KONE
- **Airbus Defence & Space Finland**
- Elisa Plc
- Management Events
- Nitor
- **Granlund**
- Accenture
- PwC
- Deloitte
- Sweco
- Visma Finland
- Ahlsell
- Rejlers
- Sinebrychoff (Carlsberg Group)

Notable examples of impact include:

OP Financial Group

Long-term employer branding collaboration helped reposition OP Financial Group from a traditional banking employer toward one of Finland's most attractive technology employers for digital and software professionals.

<https://www.op.fi/tietoa-op-pohjolasta/ura/op-pohjola-kaupallisen-alan-vetovoimaisin-tyonantaja/>

<https://news.cision.com/fi/op-pohjola/r/op-ryhma-jalleen-kaupallisen-alan-vetovoimaisin-tyonantaja,c4234313>

<https://emine.fi/case-op-opn-teknologiaorganisaation-tyonantajakuvan-kehittaminen/>

Airbus Defence & Space Finland

Employer branding strategy built on the Magnetic Employer Branding Method™ contributed to award-winning employer branding initiatives.

These projects demonstrate the real-world adoption of the framework across multiple industries including finance, technology, consulting, engineering, and manufacturing.

<https://emine.fi/podcast/podcast186-award-winning-employer-brand/>

Granlund

Granlund, one of Finland's leading construction and property consultancy companies, adopted a story-driven employer branding approach based on the Magnetic Employer Branding Method™ to strengthen its employer reputation among engineering and technical talent. Through narrative-driven content and culture-focused communication, the organisation clarified its employer value proposition and improved the consistency of how leadership, culture, and employee experience were communicated externally. The initiative helped position Granlund as a modern engineering employer capable of attracting professionals who identify with the company's mission, values, and long-term vision.

Molli Nyman · 1st
Passionate about B2B marketing and CX / Marketing Director at Granlund
11mo · 🌐

What a day and what a team 🙌 Today we were nervous all day **The Magnet Employer Branding Awards Finland** and it was worth it, the boy got to go to the sauna and even 🥰 shed a few tears

Granlund's structural design recruitment campaign wins the high-level Best Recruitment Campaign category 🙌🔥🏆

Thanks go to the amazing team **Riikka Hauhia**, **Anna Palmgren** and **Minna Huuhka** ❤️ Special thanks go to Riikka, who has done an amazing job with a big heart and commitment ❤️ Good our team 🙌

Thanks also go to our extremely committed partner on the business side, it is a pleasure to work with you **Timo Palonkoski** 🙌 Thank you also to our long-term EB partner **Employer Branding Agency Emine Oy** and especially for this roommate, **Leo Rantanen** 🙌 Teamwork at its ❤️ best

We were in a tough company, congratulations to the other winners and finishers 🙌 All in all, a great day, a lot of good speeches, lessons and summaries 🙌💡

#magnetawardsFI #employerbranding #granlund

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The Magnet Employer Branding Awards Finland
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Granlund tackled a major hiring challenge, and nailed it! 🙌

Highlights from their submission:

- 🔥 Successfully won over highly sought-after senior professionals for their structural engineering expansion
- 🔥 Created a compelling narrative focused on low-carbon construction and data-driven innovation
- 🔥 Secured 17 senior engineers and leaders in just 5 months

Hear how Granlund stood out and secured industry-leading talent at the Magnet Awards! 🙌

🔥 Secure your tickets today: <https://lnkd.in/dvB9qW-G>

#MagnetAwards #EmployerBranding #MagnetAwardsFI25

THE MAGNET
EMPLOYER BRANDING AWARDS
FINLAND
April 10, 2025

AI-yhteenveto

+4

Granlund won the **Best Recruitment Marketing Campaign** category at the **2025 Magnet Employer Branding Awards Finland**. Their winning campaign, recognized for its success in attracting senior professionals through a low-carbon, data-driven narrative, resulted in hiring 17 senior engineers and leaders in 5 months. [Clision +2](#)

Key Details Regarding Granlund's Award:

- **Award Category:** Best Recruitment Marketing Campaign by Jobly.
- **Focus:** The campaign focused on recruiting experts for structural engineering expansion, highlighting themes of low-carbon construction and data-driven innovation.
- **Results:** Secured 17 senior engineers and leaders in just 5 months.
- **Context:** The **Magnet Employer Branding Awards Finland** are a major non-profit competition for employer branding in Finland, with the 2025 event held in April. → [MarkkinointiUutiset +4](#)

Granlund was noted alongside other nominees in 2025 such as [Metso](#), Microsoft Finland, Nitor, and Wärtsilä. [Milton](#)

<https://rankings.universumglobal.com/en/most-attractive-employers-top-100-professional-hw320-granlund-finland-engineering-2023/>



Sent to Granlund, 19 Sep 2023.
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Granlund – MOST ATTRACTIVE EMPLOYERS

Issued by **Universum**

Congratulations for being one of the Most Attractive Employers in Finland!

Every year, university students vote for their ideal employers in the country's largest, most comprehensive and independent career related study – the **Universum Talent Survey**. This year we surveyed over **13,424** students in Finland and asked them to provide insight on company characteristics they find most attractive in a potential employer as well as who they perceive to be their ideal employer.

Granlund ranked as #TOP 100 amongst Engineering students, in this 2023 Finland's Most Attractive Employers ranking.

You can download the full ranking here: [Finland's Most Attractive Employers](#).

If you have any questions, [please contact us here](#).

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3. Educational and Academic Influence

Susanna Rantanen's work has influenced higher-education research and professional education in employer branding, recruitment communication, and talent marketing.

Publicly available Finnish higher-education thesis records show repeated citation of Susanna Rantanen's Magnetic Employer Branding Method™ (Vaikuttava Työnantajabrändi concept in Finnish), podcast, and related expert commentary in research on employer branding, recruitment communication, candidate experience, social media strategy, and expert branding.

Between **2019 and 2025**, her frameworks, podcast insights, and professional commentary have been cited in **multiple bachelor's and master's thesis projects** in universities and universities of applied sciences.

Typical research topics referencing her work include:

- employer branding strategy
- recruitment marketing and communication
- candidate experience and employer perception
- storytelling in employer communication
- social media and talent attraction

The evidence demonstrates sustained higher-education uptake across multiple institutions and years, indicating recognition of the framework as a practitioner model with conceptual value.

See Appendix 3 demonstrating the academic influence thusfar.

4. Thought Leadership Dissemination

In addition to consulting and writing, Susanna Rantanen actively disseminates her ideas through public speaking, publishing, and digital education.

Key channels include:

Podcast

Host of the Story-Driven Business podcast (formerly known as the *Building a Modern Employer Branding Podcast*) with more than **360 episodes** discussing strategic employer branding and storytelling.

Selected as one of the Top10 Business Podcasts in Finland in 2020 by Bonfire Agency.

Book

Story-Driven Employer Branding: Introducing The Magnetic Employer Branding Method™

Speaking and industry education

Frequent keynote speaker and advisor helping organizations rethink employer branding as a **long-term narrative leadership discipline** rather than a recruitment campaign activity.

5. Recognition and Industry Position

Susanna Rantanen founded **Employer Branding Agency Emine**, the first agency in Finland specializing in employer branding marketing and communications.

Under her leadership, the agency has been recognised among **Europe's Top 10 employer branding agencies**.

<https://employer-branding-europe.hrtechoutlook.com/vendors/top-employer-branding-consulting-services-companies-in-europe.html>

Her work continues to influence how organizations connect strategic culture, leadership communication, and talent attraction through story-driven employer branding.

Final summary

Susanna Rantanen helped redefine employer branding by shifting it from short-term recruitment marketing into a strategic narrative discipline that aligns culture, leadership, and talent around a shared mission. Through the *Magnetic Employer Branding Method*[™], she introduced a practical framework that enables organisations to communicate their purpose through story-driven leadership and long-term employer brand communication.

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