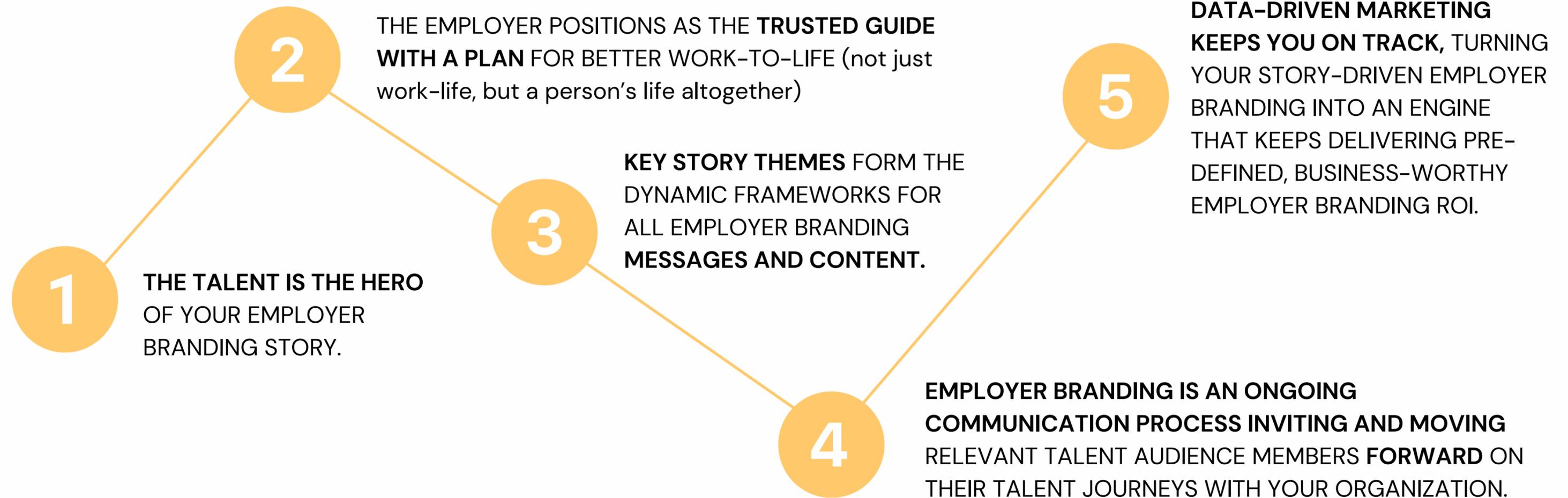


THE MAGNETIC EMPLOYER BRANDING METHOD™



Five Core Principles

The Magnetic Employer Branding Method™ is a strategic framework that integrates storytelling, company culture, leadership communication, and talent psychology into a structured model for long-term employer brand development.



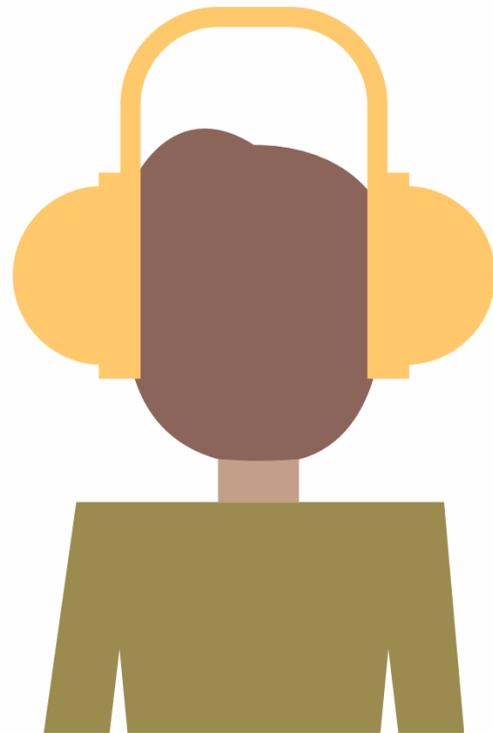
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This framework is introduced through the book Story-Driven Employer Branding: Introducing the Magnetic Employer Branding Method™ and further developed through professional consulting, speaking, and the Story-Driven Business podcast by Susanna Rantanen and her team.

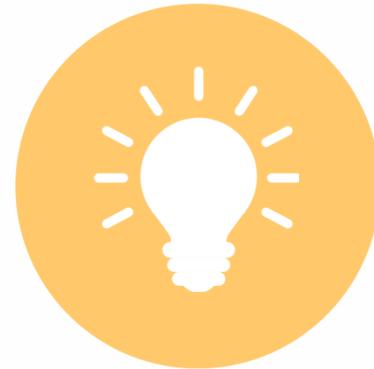
The Systematic Communication Process

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THE TALENT JOURNEY OF THE INFORMATION & AI-ERA™



.....
WINNING
SUSTAINABLE.....
ATTENTION



(EMPLOYER IMAGE)
AWARENESS

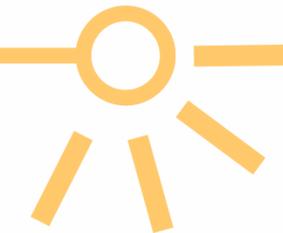


(EMPLOYER BRAND)
AFFINITY



(EB ROI)
VALUE
CONVERSIONS

THE ACTUAL TALENT JOURNEY
where the employer branding influence deepens over time



The Story-Driven Employer Branding Formula

The Magnetic Employer Branding Method™ | Story-Driven Employer Branding

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The TALENT
(who is the hero)



Discovers a magnetic,
empathic and wise
EMPLOYER



And guides them to
take ACTION



To stop or get rid of the
WORK-TO-LIFE RIDDLE



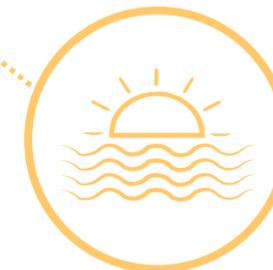
Helping them to
gain the courage
and momentum
to MOVE
FORWARD



Suffers from A WORK-
TO-LIFE RIDDLE that
needs solving



Who understands their
struggle and offers them a
solution



And move forward towards the
better professional and personal
LIFE they desire

From the book 'Story-Driven Employer Branding' by Susanna Rantanen

The Magnetic Employer Brand Storytelling Formula applies Donald Miller's StoryBrand Formula "SB7"