

# Your Employer Brand sounds the *same* as everyone else's...

(and what to do about it)





*Everything* **I**  
**know about**  
**Employer**  
**Branding.**

Many companies still don't take EB seriously.



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It's still failing to achieve its full potential.

Human truth and Creativity are the key (AI helps us elevate.)

**I've seen  
these  
challenges  
from *several*  
angles**

I have a marketing and brand background.

I've run EB for Booking.com.

I have been an EB consultant for incredible brands.

I ran a successful People and Culture agency.

Then I broke that agency because I believe in a smarter way....


# Now I get to *curate* all of the best employer brand Experts in the world

TruthWorks.

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## The trusted marketplace for every *culture* challenge.

Verified People and Culture Experts, ready to get started on your brief.




Trusted by: CRITEO prosus PLAT FORM AI tomtom


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- Employee Experience
- Internal Comms
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**Mary Lynn**  
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Leadership Expert helping global organizations embed equity into how leaders lead, not just what they say

And we all get  
frustrated by  
**Employer**  
*Blanding.*

**EXPRESS** YOUR UNIQUENESS

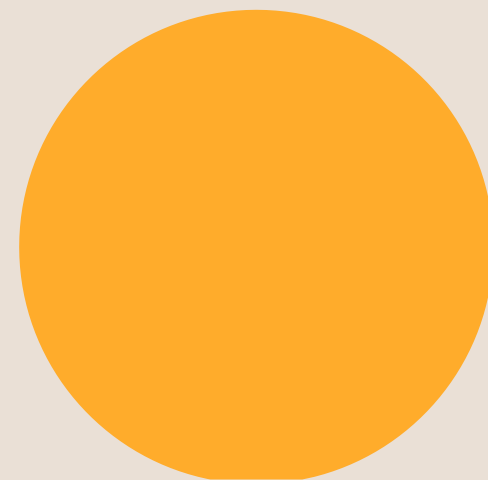
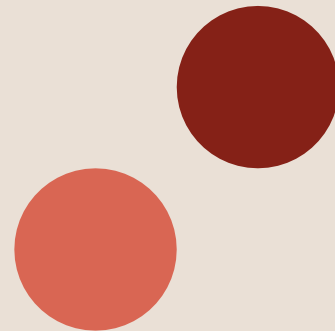
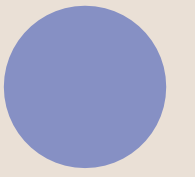
Make it happen with us



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**Think this isn't**  
*your company?*

**TruthWorks.**



Oh X?

“Yes it’s a fast-paced, innovative, purpose-driven company. It puts people first and fosters a fun, inclusive culture where everyone can thrive.”



# My *colleagues?*

**“They are self-starters and naturally curious problem-solvers that take ownership of the outcomes.”**



**We've  
forgotten  
how to be  
*human.***



**What do you  
tell your  
*friends and  
family?***



**Say *something*.**

**When we make  
safe statements  
we are actually  
saying *nothing*  
at all.**

# Transform the Future of Finance

[Explore Opportunities](#)



# displayce

Careers

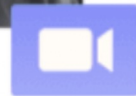
## Join us shape the future of Digital Out-of-Home



## Help us build the future of ecommerce

At Recharge, we're on a mission to create a world where payments are frictionless. We're looking for talented and friendly people to join us on this journey. Think you'd be a good fit?

[View open positions](#)



Careers at Lobyco

## Join us. Shape the future of loyalty.

At Lobyco, you'll help make shopping more fun, rewarding, and seamless for millions of people worldwide.

[See open roles](#)



**What you say  
needs to feel  
*intentional.***

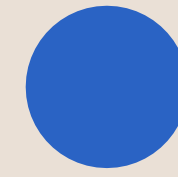


One of my  
*favourite* **EB**  
lines we've  
written.

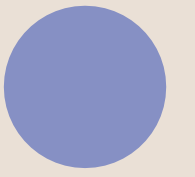
**YOUR AMBITION  
WILL NEVER BE  
TOO LOUD  
FOR US.**



**It says something specific.**



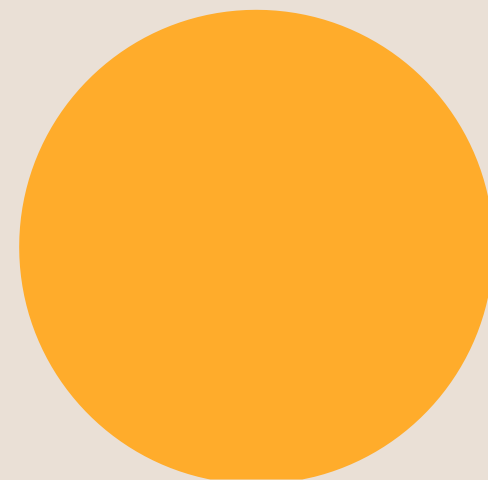
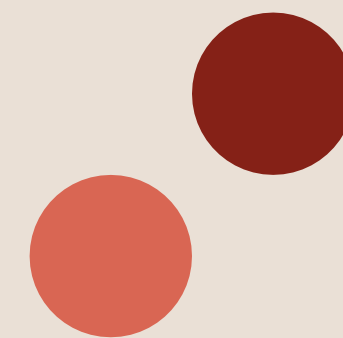
**It's clearly not for everyone.**



**It connects to the brand which gives it more distinctiveness.**



**It has scroll-stopping power.**



# I hear you *thinking...*

It's easy when it's a cool brand.





# Start from a human *Truth.*



**Why do people in New York need storage?**

**Why do people in New York need storage?  
Because their places are tiny.**

**Why do people in New York need storage?  
Because their places are tiny..  
And they don't want to leave the city..**

**DON'T LEAVE THE CITY,  
BUY STORAGE SPACE INSTEAD.**

**Why do people in New York need storage?  
Because their places are tiny..  
And they don't want to leave the city..**

**Why do people in New York need storage?  
Because their places are tiny...  
And they don't want to leave the city...  
Because they have to move out to suburbia.**

**Why do people in New York need storage?  
Because their places are tiny...  
And they don't want to leave the city...  
Because they have to move out to suburbia.  
Ugh...everything...**

**"I REALLY MISS THE CITY, AND THERE'S NOWHERE HERE TO CRY ABOUT IT IN PUBLIC."**

*-Madeline*  
LEFT WILLIAMSBURG IN 2020

**NEVER BECOME A FORMER NEW YORKER**

BUY with StreetEasy

**"CUL-DE-SAC IS JUST A FANCY WORD FOR DEAD END."**

*-Demar*  
LEFT BED-STUY IN 2021

**NEVER BECOME A FORMER NEW YORKER**

BUY with StreetEasy

**"WE SAID NEW YORK OR NOWHERE, THEN WE CHOSE NOWHERE."**

*-Dustin & Tiana*  
LEFT LONG ISLAND CITY IN 2021

**NEVER BECOME A FORMER NEW YORKER**

BUY with StreetEasy

**"A BROOKLYN DAD OUTSIDE OF BROOKLYN IS JUST A DAD."**


*-Omid*  
LEFT COBBLE HILL IN 2021

**NEVER BECOME A FORMER NEW YORKER**

BUY with StreetEasy

*Call Now*

**1-833-I-MISS-NYC**

PRESENTED BY  **StreetEasy**

# What's the truth about our audience?

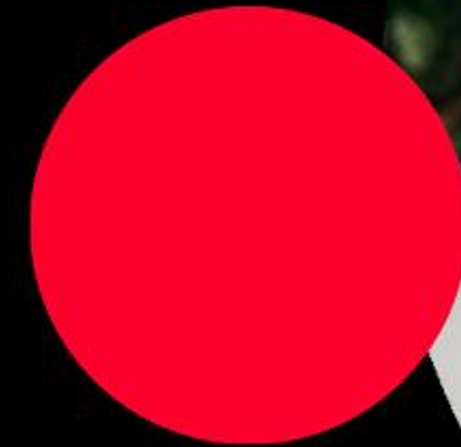
Through the lens of what we offer.  
(AKA make storage sexy.)



**When an audience is already in demand. You make the offer feel *exclusive...***

**Join the next big fintech before the hype.**

**mollie**



When all the big accounting firms treat employees like ‘number robots.’



The image shows a Facebook post from the company Saffery. At the top left is the Saffery logo, a dark teal square with a white '@' symbol and the word 'Saffery' in white. To the right of the logo, the name 'Saffery' is written in bold black text, followed by '18,229 followers' and 'Promoted' in a smaller font. In the top right corner, there are three small black dots representing a menu. Below the header, the main text of the post reads: 'Join a Corporate Tax team where you can build closer connections with colleagues and clients. At Saffery #PotentialMeetsPersonal'. The hashtag is in blue. The main content area features a teal background on the left with the Saffery logo and the tagline 'Potential meets Personal' in white. To the right of this is a photograph of a man with a beard and dark hair, wearing a black long-sleeved shirt, sitting at a desk with his arms crossed. Overlaid on the teal background is the text 'Work with numbers but be known by *name.*' in white, with 'name.' in a larger, italicized font. At the bottom of the post, there is a white bar containing the text 'Find out more about Corporate Tax roles at Saffery' and a blue button with white text that says 'Learn more'. Below this bar, the website 'saffery.com' is listed.

**Saffery**  
18,229 followers  
Promoted

Join a Corporate Tax team where you can build closer connections with colleagues and clients. At Saffery [#PotentialMeetsPersonal](#)

**Saffery** Potential meets Personal

Work with numbers but be known by *name.*

Find out more about Corporate Tax roles at Saffery [Learn more](#)

saffery.com

**Sometimes the  
truth is also  
*uncomfortable.***

Build  
in

British  
Factories

ANDURIL UK STANDS READY



[01] BUILD IN BRITISH FACTORIES  
[02] EMPLOY BRITISH WORKERS  
[03] DEFEND BRITISH INTERESTS



ANDURIL INDUSTRIES  
EST.—2017  
AUTONOMY FOR  
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TRANSFORMING DEFENCE  
CAPABILITIES WITH ADVANCED  
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Anduril  
UK

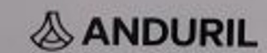
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Employ

British  
Workers

ANDURIL UK STANDS READY

[01] BUILD IN BRITISH FACTORIES  
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**McDonald's**  
*gets it.*



**TruthWorks.**



Creative

# McDonald's Spotlights Gen Z Crew to Silence the 'Lazy' Narrative

“The job market for  
young people is really  
*tough* right now...”

“Workplace *skills* that  
can be taught and  
nurtured”

“Where some see  
stereotypes we see  
*potential.*”



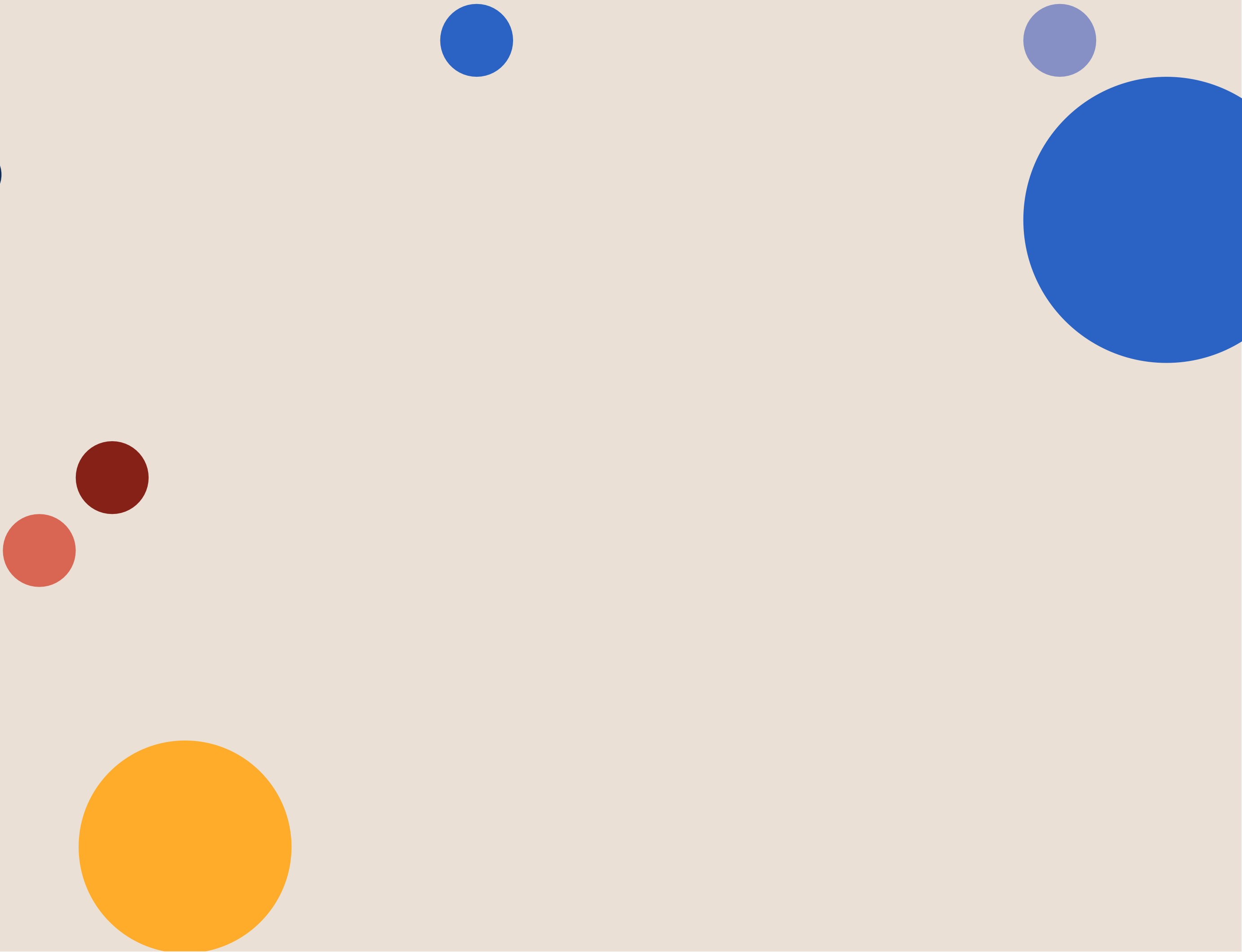
## **“What’s it like to work at McDonald’s Gen Z”**

**At McDonald’s you work in a team that feels more like a crew than a hierarchy, and you get flexible hours that actually fit around exams, side hustles and your social life. Every shift is a chance to prove the “lazy Gen Z” stereotype wrong and build skills that go with you for life – confidence, communication, teamwork, leadership and determination – in one of the world’s biggest youth employers where one in three managers is under 25. Whether you stay, step up, or move on, McDonald’s is a place where you can serve, grow and belong while you figure out what’s next.**

**Imagine the EB equivalent**

**You company works in  
defense and you**

**We have to  
stop telling  
and start  
showing.**



**If you  
couldn't use  
the words  
~~innovative,~~  
~~collaborative,~~  
~~inclusive...~~**

# innovative

You would set  
up an AI  
newsletter or  
talks ...

TruthWorks.

in Search Home My Network Jobs

**PULSE**  
32,187 subscribers ✓ Subscribed

**PULSE**  
YOUR MONTHLY AI WRAP.  
POWERED BY prosus

**The next big shift in ecommerce**

prosus **Prosus**  
123,188 followers

April 7, 2026

**Meet the AI powering the future of ecommerce**

~~collaborative~~

You would  
give your  
team an epic  
challenge...



TruthWorks.

**inclusive**

**You would  
create policies  
that are  
PRable...**

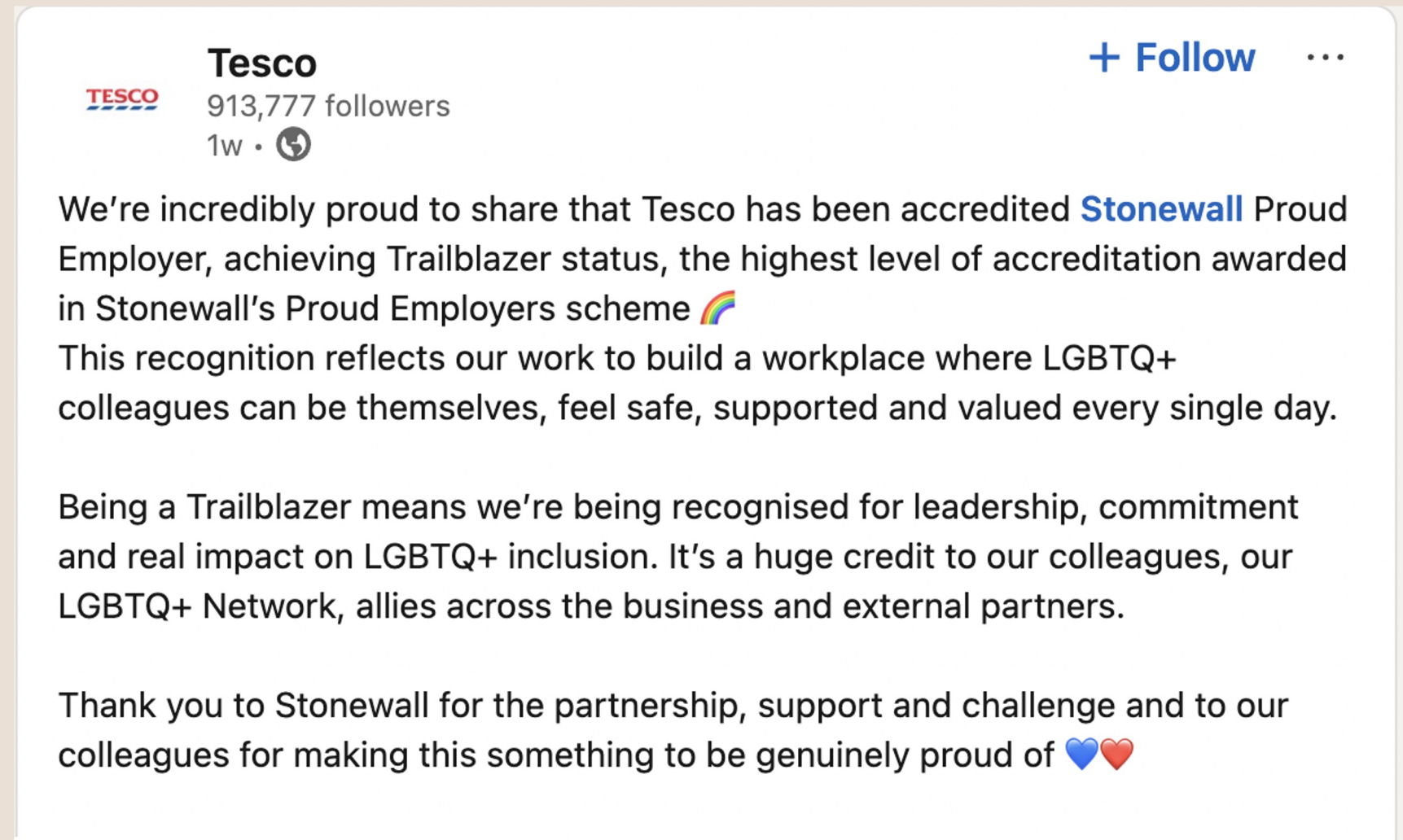
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# inclusive

# Or win awards for your LGBTQ+ efforts...

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**Tesco** + Follow ...  
TESCO 913,777 followers  
1w · 🌐

We're incredibly proud to share that Tesco has been accredited **Stonewall** Proud Employer, achieving Trailblazer status, the highest level of accreditation awarded in Stonewall's Proud Employers scheme 🌈

This recognition reflects our work to build a workplace where LGBTQ+ colleagues can be themselves, feel safe, supported and valued every single day.

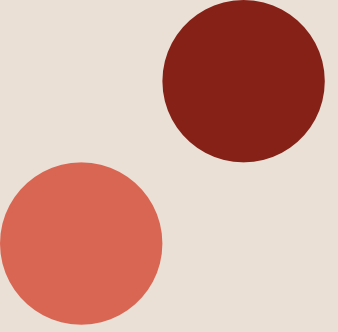
Being a Trailblazer means we're being recognised for leadership, commitment and real impact on LGBTQ+ inclusion. It's a huge credit to our colleagues, our LGBTQ+ Network, allies across the business and external partners.

Thank you to Stonewall for the partnership, support and challenge and to our colleagues for making this something to be genuinely proud of 💙❤



# **If you can't find the words then don't *say* it...**

- **Show it — a photo, video, or visible moment.**
- **Prove it — data, evidence, a process, a ritual.**
- **Stage it — an activation, event, or physical moment.**
- **Repeat it — a content series or recurring format**



**Start with  
a human  
*truth.***



**Speak to  
what they  
*care* about.**



*Show* **me  
don't tell  
me.**



**AI can make  
it better or  
much, much  
*worse.***

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**Don't feed it a  
brief - feed it  
your *culture*.**



Slack exchanges

Overheard at lunch

Quotes from a focus group

An inspiring all hands speech

# You are now all *Experts.*

But if you still need  
to call in an Expert  
to challenge and  
push your thinking...




# Sign up free for help on demand.

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