



NOT JUST BUILT FOR PEOPLE. *BUILT WITH PEOPLE.*

A STORY IN FOUR ACTS

SEE

HEAR

STAGE

CHANGE



Not built for likes. Built for people



încredere



bunic



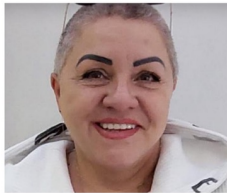
respect



curaj



visător



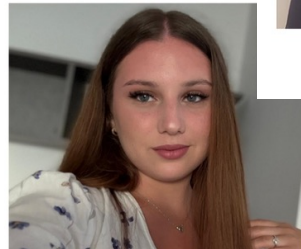
calm



sprijin



mamă



răbdare



compasiune



empatie



grijă

What are you good at that your CV doesn't show?

Keep one answer in mind



FROM LIFE TO SKILLS

“I check in on my neighbor”

EMPATHY

“I know how to calm my child down”

PATIENCE

“I’m the person everyone calls when something goes wrong”

RELIABILITY



A job title tells us what someone did.
Not everything it taught them.

VETERINARIAN

TRUCK DRIVER

FIREFIGHTER

HOSPITAL CARER

WAITER

RETAIL SUPERVISOR

SEE BEYOND THE LABEL

TRUST RESILIENCE HUMAN CONNECTION ADAPTABILITY COURAGE



2025

We saw the roles.

2026

**We saw what those
roles built in people.**



Built for people was the promise.

Built with people was the proof.





**We did not create characters.
We removed the job titles.**

**CONVERSATIONS,
NOT INTERVIEWS**

**REAL PLACES,
NOT SETS**

**HUMAN STORIES,
NOT TESTIMONIALS**

“Who are you when you are not at work?”





If people are the
protagonists, where do
protagonists belong?



SEE

The person
before the story.

TRANSLATE

Everyday experience
into visible value.

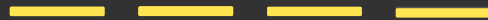
TRUST

People with
their own story.

STAGE

A moment that matches
the story's importance.

*Employer branding is also the experience we create
when we choose to tell someone's story.*



**What are you good at
that your CV doesn't show?**

That may be exactly what someone is looking for.

**NOT JUST BUILT FOR PEOPLE.
BUILT WITH PEOPLE.**

SEE THEM. HEAR THEM. TRUST THEM. STAGE THEM.



Thank you,

Dana Stoian

24/7 mom @home

HR Manager @Provident

