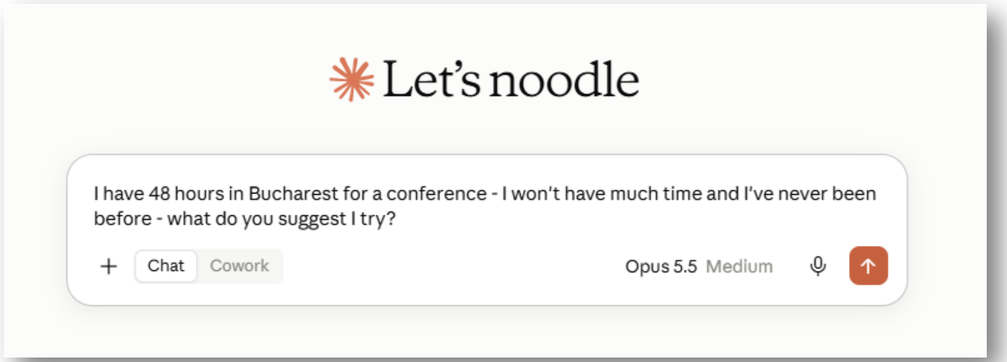
tribal impact®

How Employee Voice Becomes Your Talent Advantage

Sarah Goodall | Speaker, Author & Founder @ Tribal Impact

Claude



I have 48 hours in Bucharest for a conference - I won't have much time and I've never been before - what do you suggest I try?

Read memory, searched the web ›

If you only get a few hours free, these are the ones I'd prioritise.

If you can squeeze in an early morning: do a fast walk around the lake in King Michael I Park (still widely called Herăstrău). The loop around the lake is roughly 7km, starting and finishing at Aviatorilor Metro station, mostly on an asphalt path. It's a lovely way to see a different side of the city before the conference starts. The Village Museum is inside the park too, an open-air collection of old houses and churches from around Romania, if you fancy a wander afterwards.
greatruns inyourpocket

One big sight: the Palace of the Parliament. It's enormous and slightly bonkers, and the guided tour gives you a real feel for the Ceaușescu era. Book ahead and take your passport, as they check ID at the door.

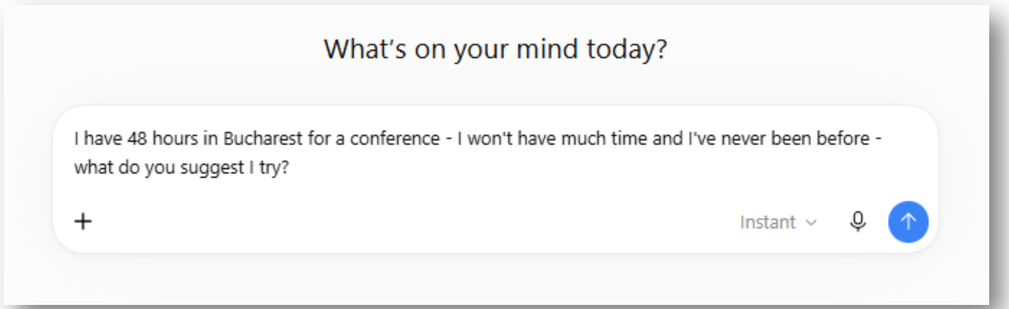
One evening stroll: walk Calea Victoriei past the Romanian Athenaeum, then drift into the Old Town around Lipscani. Make a point of popping into Cărturești Carusel, a bookshop in a restored 19th century building with swooping white balconies. As someone with a book coming out, you'll love it.

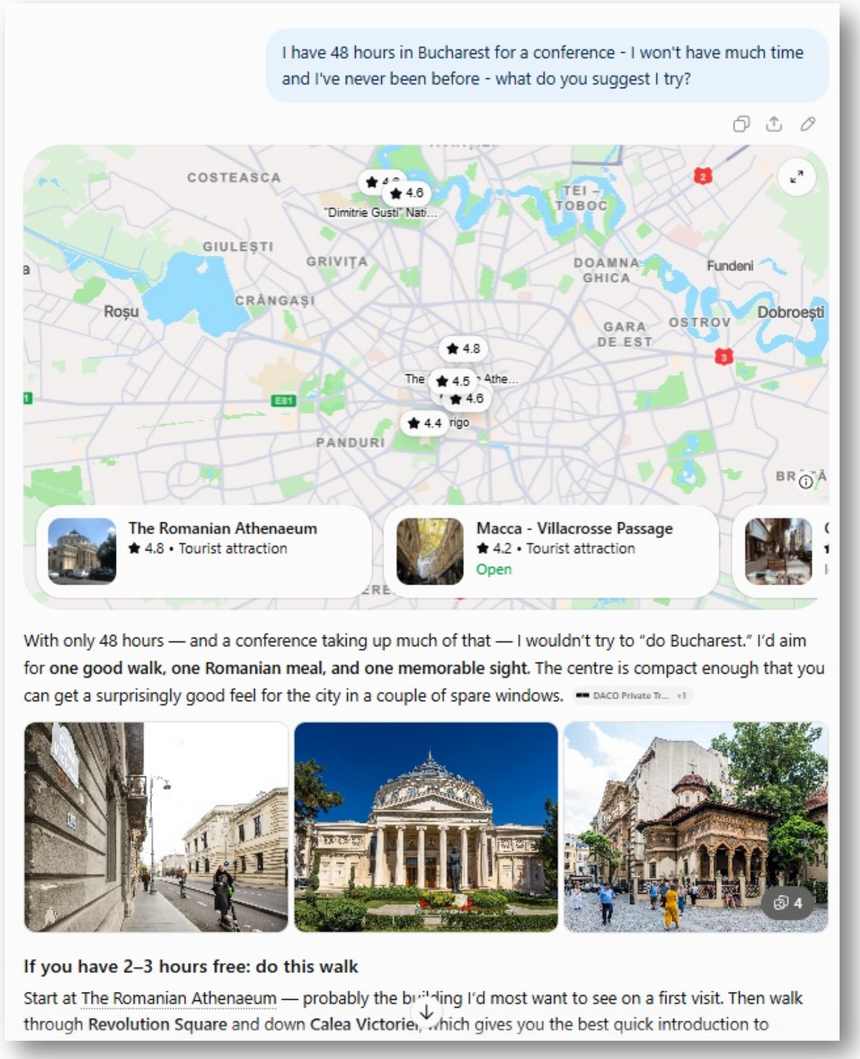
What to eat: go to Caru' cu Bere for the full experience (it's touristy, but the beer hall interior is stunning). Order sarmale (cabbage rolls with polenta and sour cream), mici (little grilled sausages) and leave room for papanași, a fried doughnut with sour cream and jam that's worth every bite. If you're feeling brave, ciorbă de burtă is the classic sour tripe soup. Try a glass of Fetească Neagră, the local red.

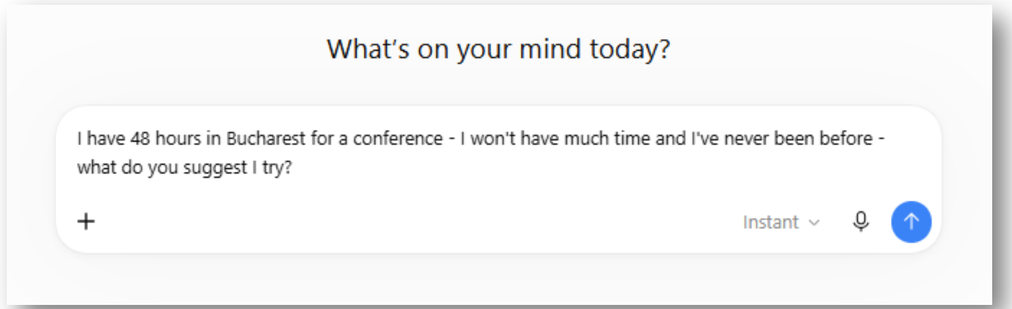
A couple of practical bits: use Bolt or Uber rather than hailing taxis, especially at the airport, and you'll find the city very walkable once you're in the centre.

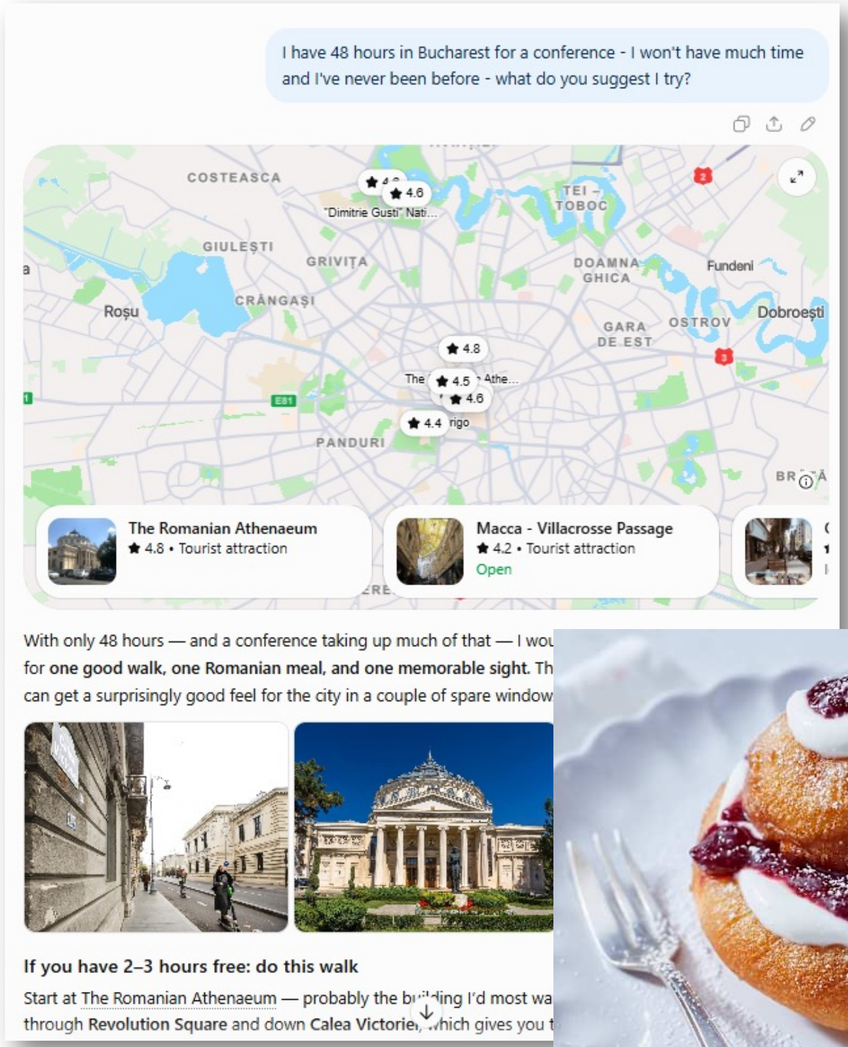
Want me to map these out around where your conference is so you can grab them in the gaps?

ChatGPT

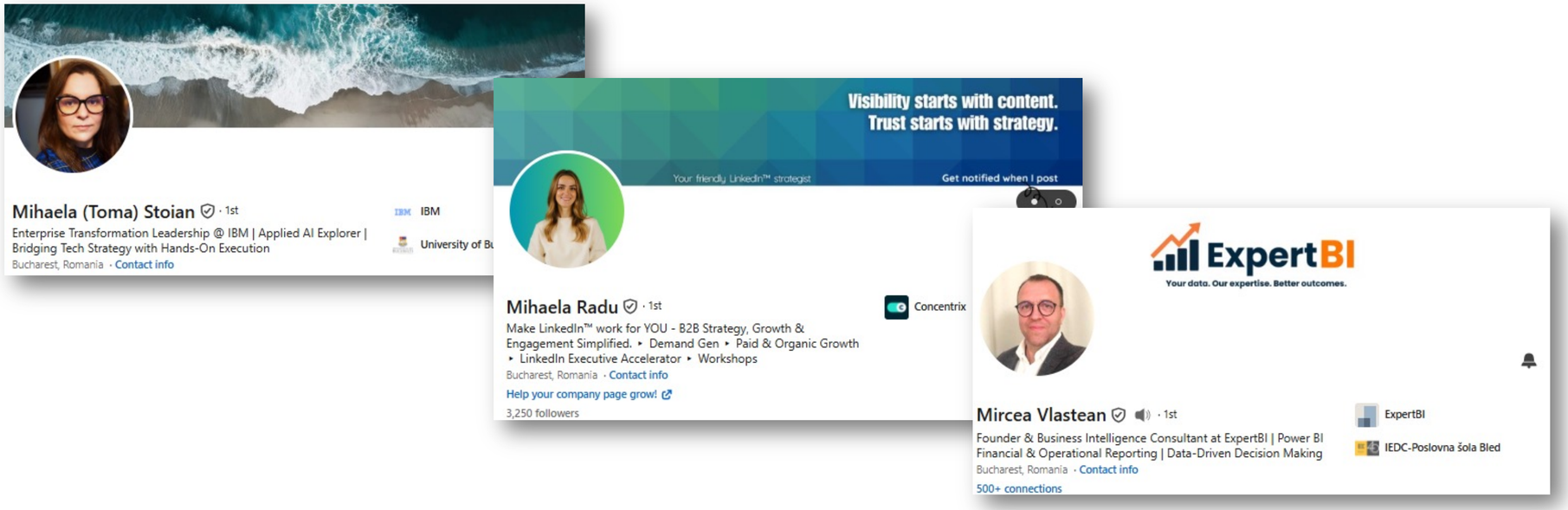

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Instant

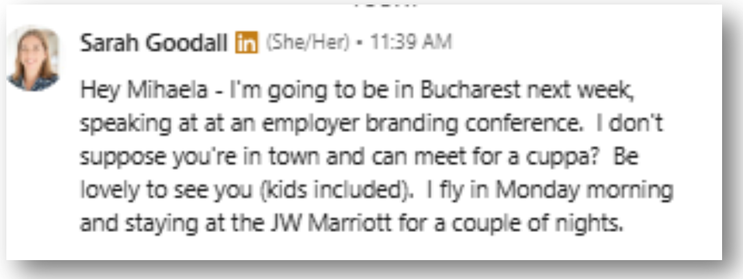

I have 48 hours in Bucharest for a conference - I won't have much time and I've never been before - what do you suggest I try?
COSTEASCA
GIULEȘTI
GRIVIȚA
CRÂNGAȘI
Roșu
PANDURI
TEI – TOBOC
DOAMNA GHICA
Fundeni
GARA DE EST
OSTROV
Dobroești
The Romanian Athenaeum
4.8 • Tourist attraction
Macca - Villacrosse Passage
4.2 • Tourist attraction
Open
With only 48 hours — and a conference taking up much of that — I wouldn't try to "do Bucharest." I'd aim for one good walk, one Romanian meal, and one memorable sight. The centre is compact enough that you can get a surprisingly good feel for the city in a couple of spare windows.
If you have 2–3 hours free: do this walk
Start at The Romanian Athenaeum — probably the building I'd most want to see on a first visit. Then walk through Revolution Square and down Calea Victoriei, which gives you the best quick introduction to

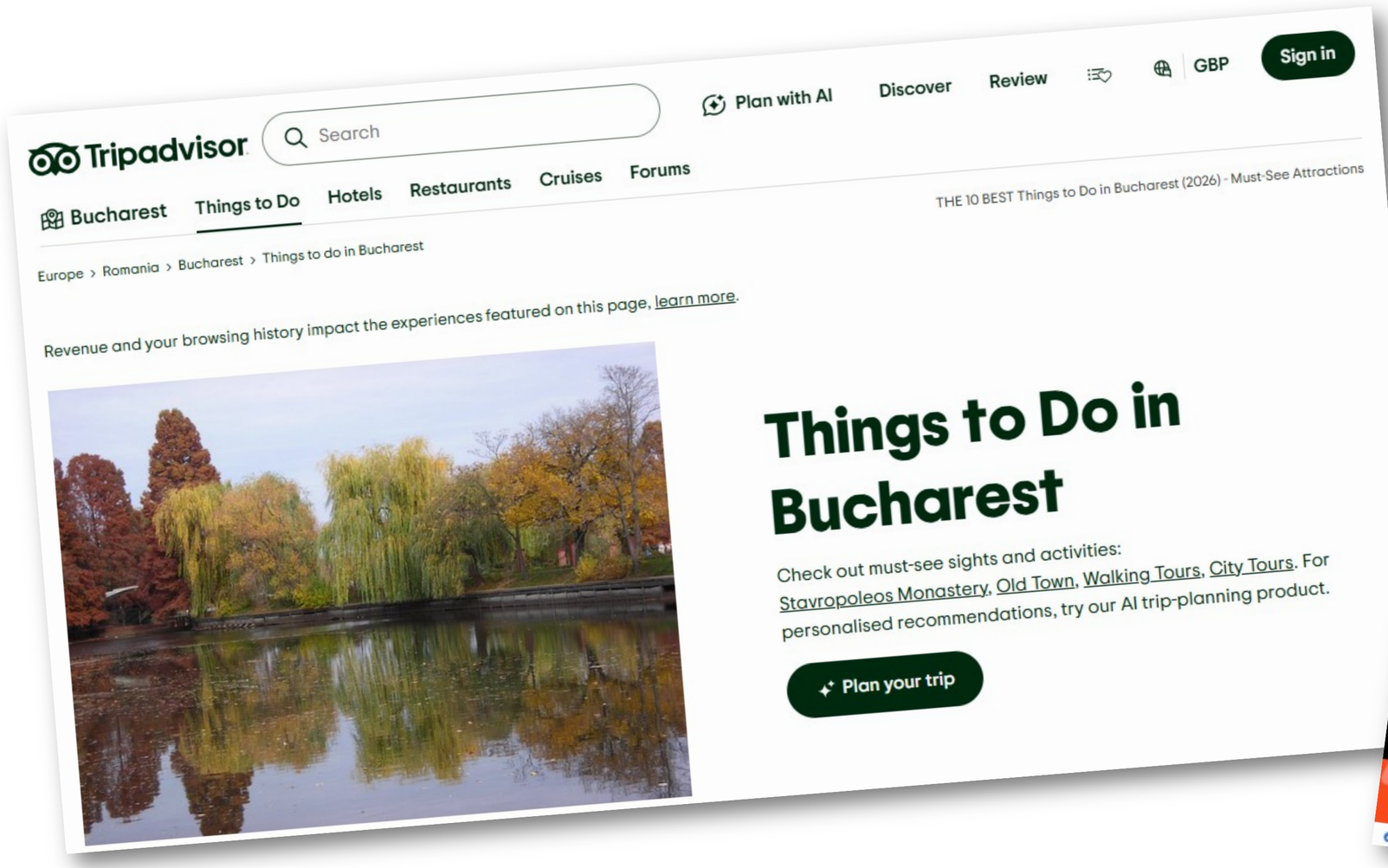

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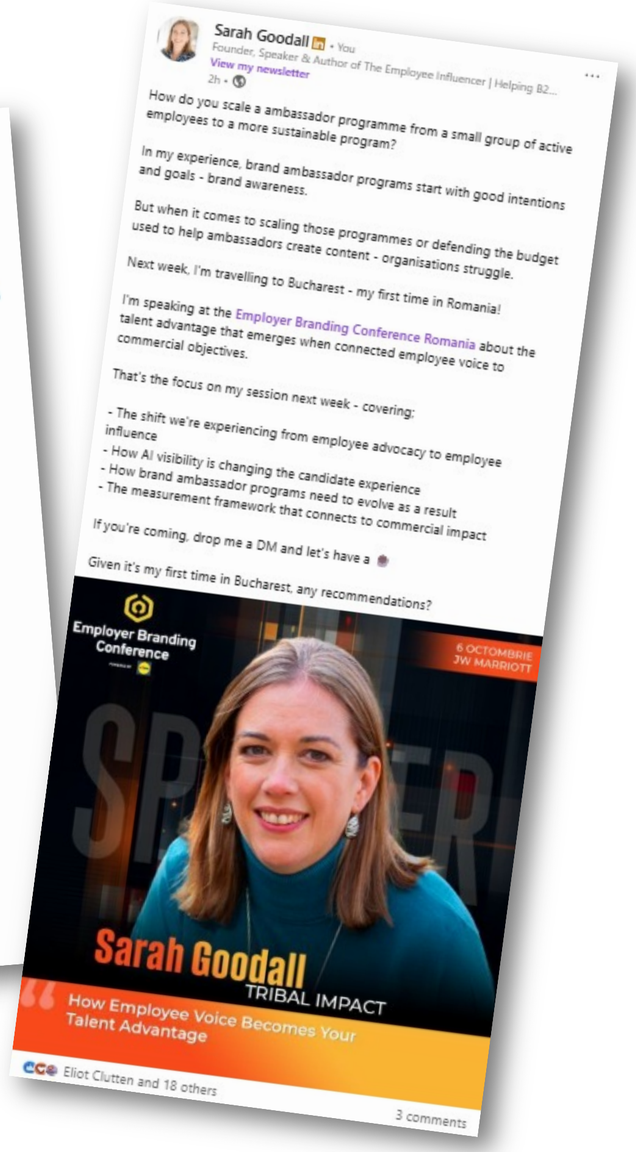

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Mihaela (Toma) Stoian · 1st
Enterprise Transformation Leadership @ IBM | Applied AI Explorer | Bridging Tech Strategy with Hands-On Execution
Bucharest, Romania · Contact info
IBM
Visibility starts with content.
Trust starts with strategy.
Your friendly LinkedIn™ strategist
Get notified when I post
Mihaela Radu · 1st
Make LinkedIn™ work for YOU - B2B Strategy, Growth & Engagement Simplified. ▸ Demand Gen ▸ Paid & Organic Growth ▸ LinkedIn Executive Accelerator ▸ Workshops
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Help your company page grow!
3,250 followers
Concentrix
ExpertBI
Your data. Our expertise. Better outcomes.
Mircea Vlastean · 1st
Founder & Business Intelligence Consultant at ExpertBI | Power BI Financial & Operational Reporting | Data-Driven Decision Making
Bucharest, Romania · Contact info
500+ connections
ExpertBI
IEDC-Poslovna šola Bled


Sarah Goodall (She/Her) • 11:39 AM
Hey Mihaela - I'm going to be in Bucharest next week, speaking at at an employer branding conference. I don't suppose you're in town and can meet for a cuppa? Be lovely to see you (kids included). I fly in Monday morning and staying at the JW Marriott for a couple of nights.


Tripadvisor
Search
Plan with AI
Discover
Review
GBP
Sign in
Bucharest
Things to Do
Hotels
Restaurants
Cruises
Forums
THE 10 BEST Things to Do in Bucharest (2026) - Must-See Attractions
Europe › Romania › Bucharest › Things to do in Bucharest
Revenue and your browsing history impact the experiences featured on this page, learn more.
Things to Do in Bucharest
Check out must-see sights and activities: Stavropoleos Monastery, Old Town, Walking Tours, City Tours. For personalised recommendations, try our AI trip-planning product.
Plan your trip


Sarah Goodall • You
Founder, Speaker & Author of The Employee Influencer | Helping B2...
View my newsletter
2h •
How do you scale a ambassador programme from a small group of active employees to a more sustainable program?
In my experience, brand ambassador programs start with good intentions and goals - brand awareness.
But when it comes to scaling those programmes or defending the budget used to help ambassadors create content - organisations struggle.
Next week, I'm travelling to Bucharest - my first time in Romania!
I'm speaking at the Employer Branding Conference Romania about the talent advantage that emerges when connected employee voice to commercial objectives.
That's the focus on my session next week - covering:
- The shift we're experiencing from employee advocacy to employee influence
- How AI visibility is changing the candidate experience
- How brand ambassador programs need to evolve as a result
- The measurement framework that connects to commercial impact
If you're coming, drop me a DM and let's have a
Given it's my first time in Bucharest, any recommendations?
Employer Branding Conference
6 OCTOMBRIE
JW MARRIOTT
Sarah Goodall
TRIBAL IMPACT
How Employee Voice Becomes Your Talent Advantage
Eliot Clutten and 18 others
3 comments



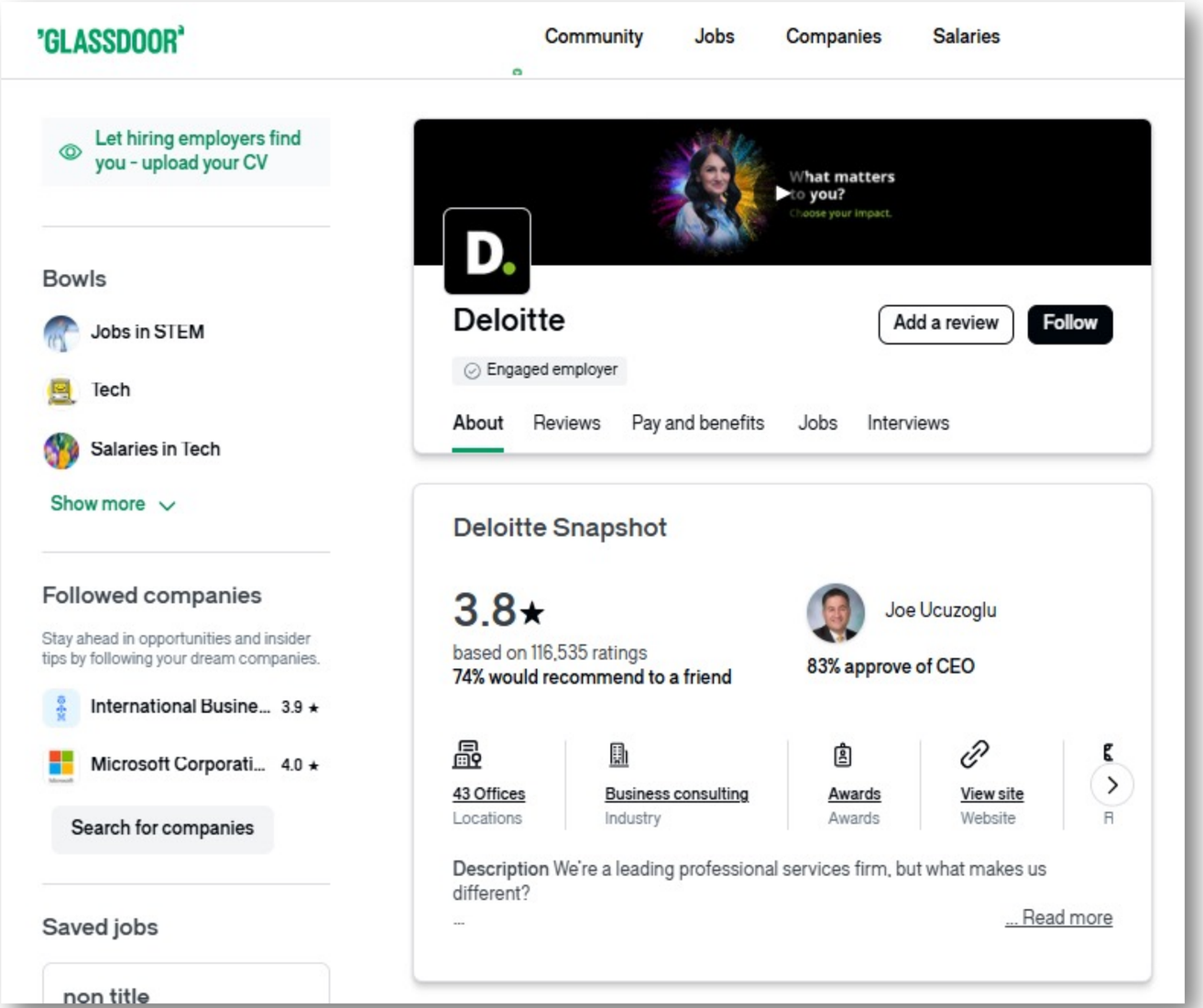
What's on your mind today?

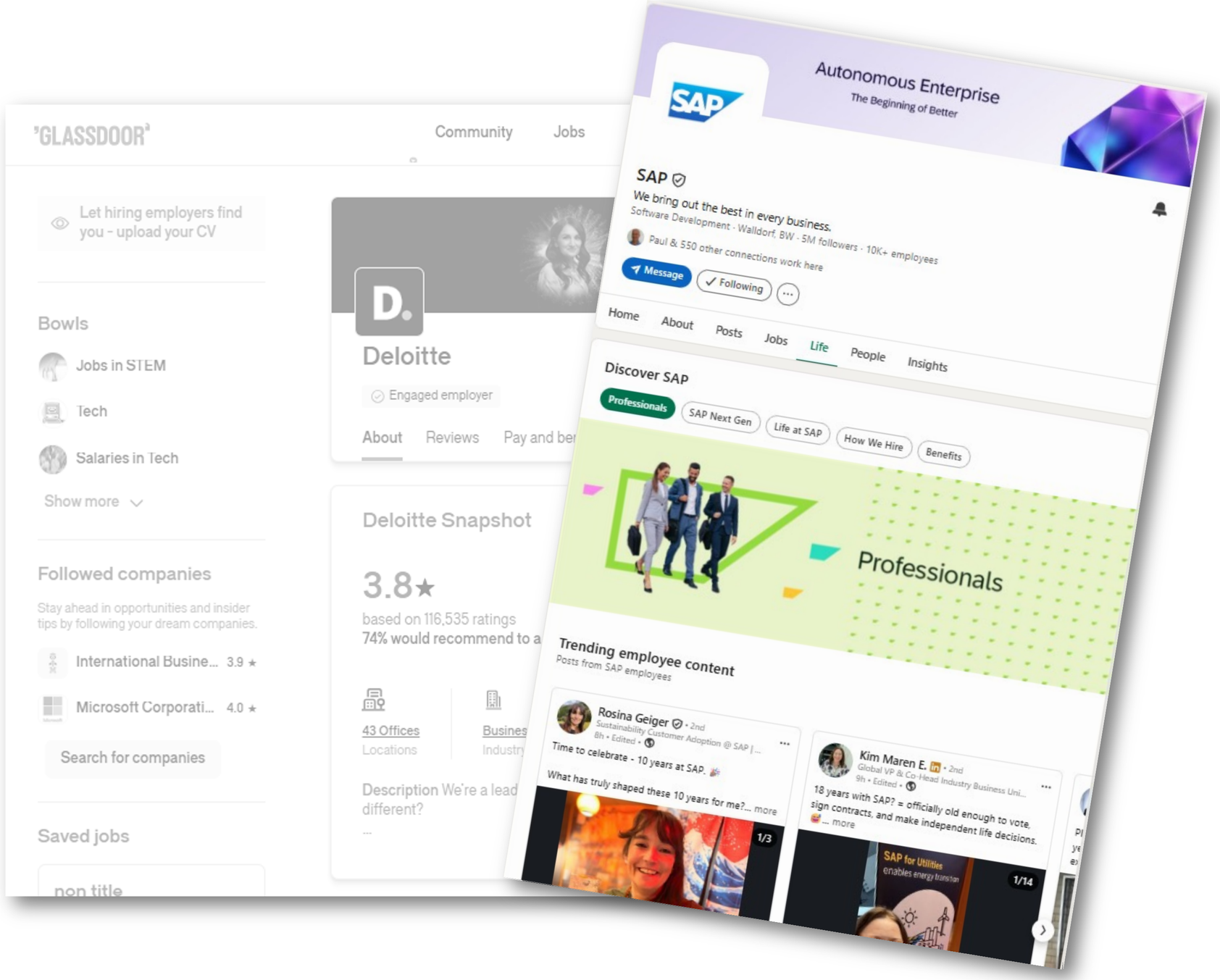
What are the progression opportunities like at Siemens?

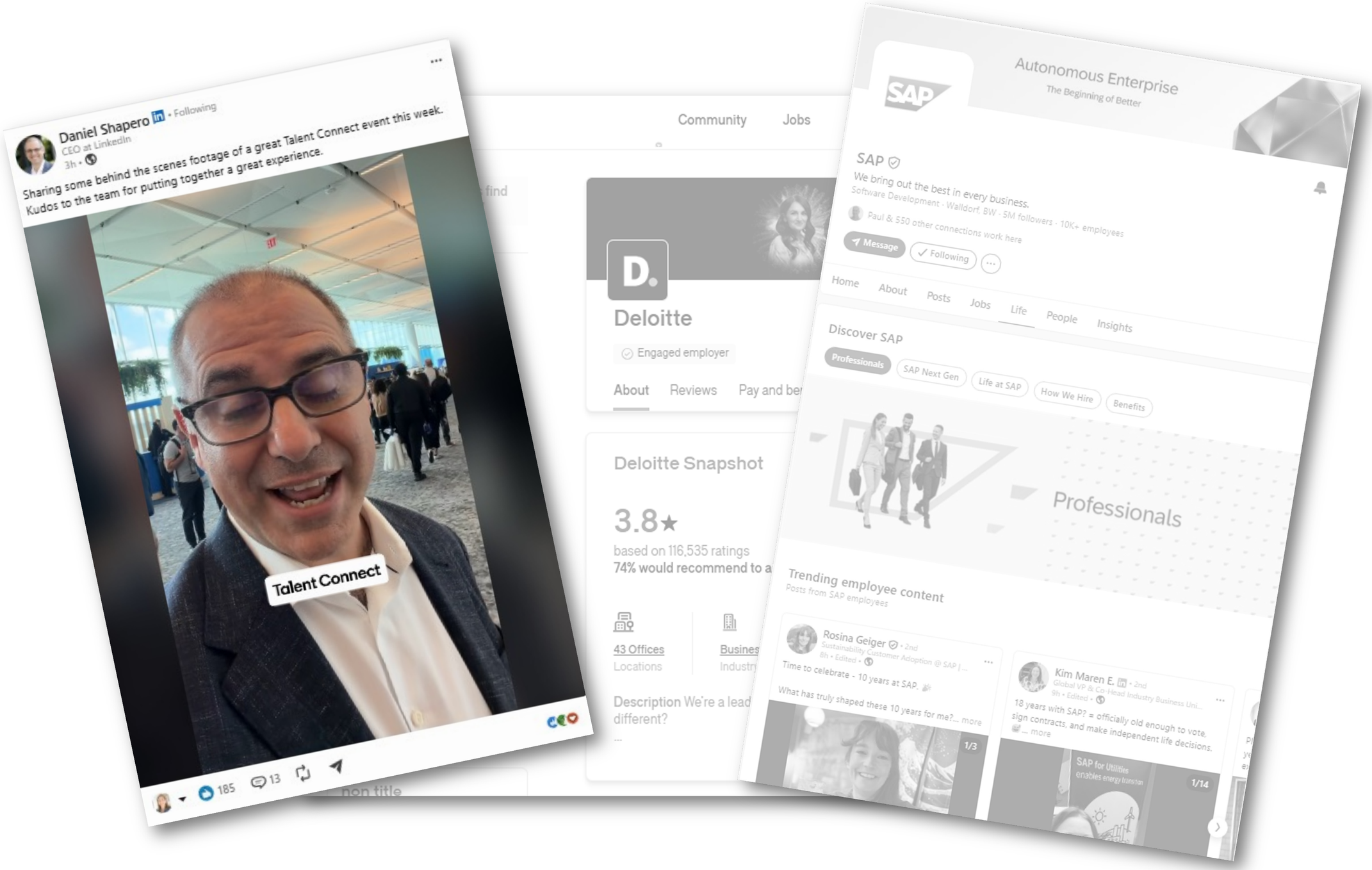
81%

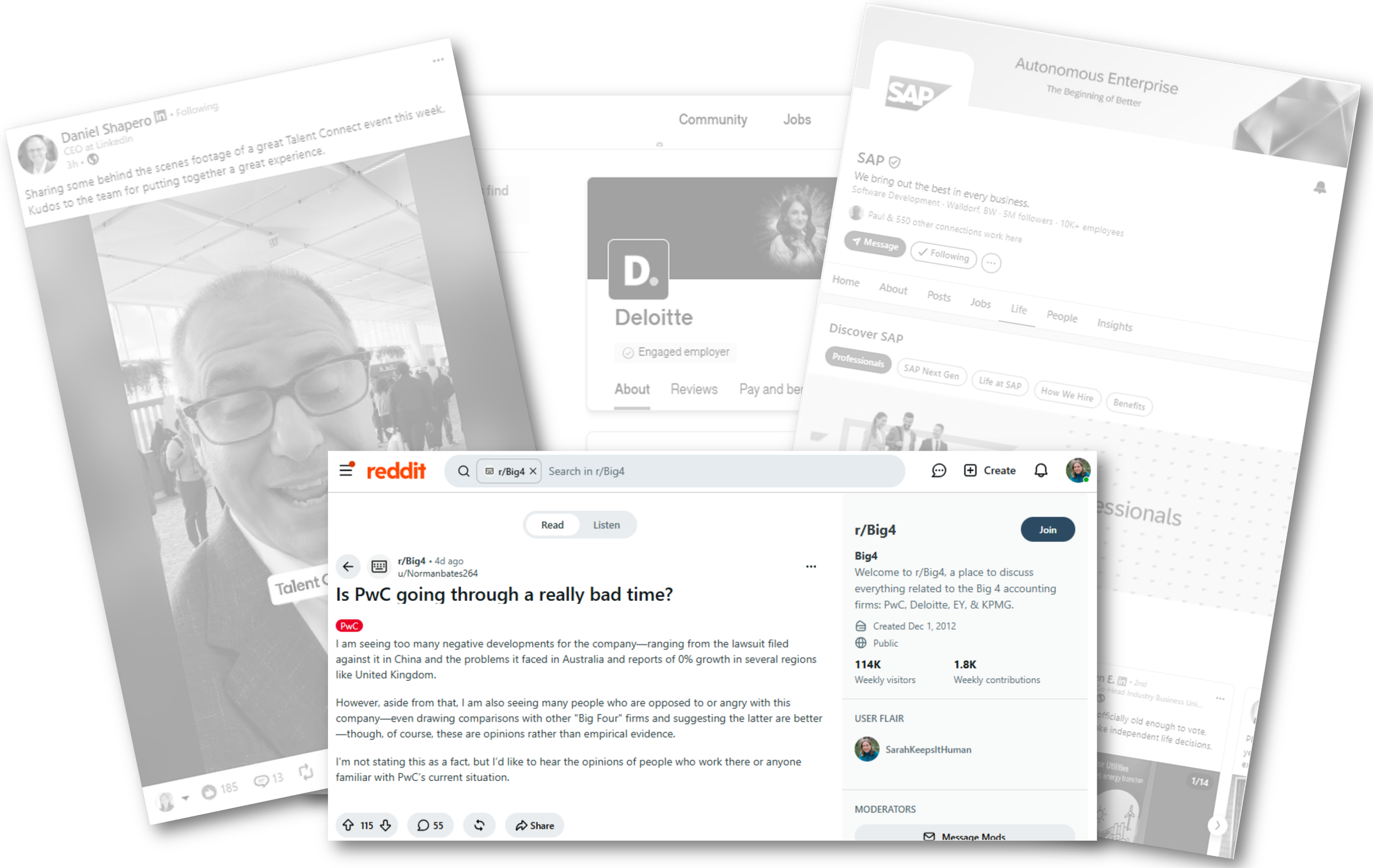
of people globally have used or plan to use AI in their job search

(LinkedIn 2026)


GLASSDOOR
Community
Jobs
Companies
Salaries
Let hiring employers find you - upload your CV
Bowls
Jobs in STEM
Tech
Salaries in Tech
Show more
Followed companies
Stay ahead in opportunities and insider tips by following your dream companies.
International Busine... 3.9 ★
Microsoft Corporati... 4.0 ★
Search for companies
Saved jobs
non title
What matters to you?
Choose your impact.
Deloitte
Add a review
Follow
Engaged employer
About
Reviews
Pay and benefits
Jobs
Interviews
Deloitte Snapshot
3.8★
based on 116,535 ratings
74% would recommend to a friend
Joe Ucuzoglu
83% approve of CEO
43 Offices
Locations
Business consulting
Industry
Awards
Awards
View site
Website
Description We're a leading professional services firm, but what makes us different?
... Read more


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Let hiring employers find you - upload your CV
Bowls
Jobs in STEM
Tech
Salaries in Tech
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Stay ahead in opportunities and insider tips by following your dream companies.
International Busine... 3.9
Microsoft Corporati... 4.0
Search for companies
Saved jobs
non title
D.
Deloitte
Engaged employer
About
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43 Offices
Locations
Description We're a lead
different?
SAP
Autonomous Enterprise
The Beginning of Better
SAP
We bring out the best in every business.
Software Development · Walldorf, BW · 5M followers · 10K+ employees
Paul & 550 other connections work here
Message
Following
Home
About
Posts
Jobs
Life
People
Insights
Discover SAP
Professionals
SAP Next Gen
Life at SAP
How We Hire
Benefits
Professionals
Trending employee content
Posts from SAP employees
Rosina Geiger • 2nd
Sustainability Customer Adoption @ SAP |...
8h • Edited •
Time to celebrate - 10 years at SAP.
What has truly shaped these 10 years for me?... more
1/3
Kim Maren E. • 2nd
Global VP & Co-Head Industry Business Uni...
9h • Edited •
18 years with SAP? = officially old enough to vote, sign contracts, and make independent life decisions.
... more
SAP for Utilities
enables energy transfor
1/14


Daniel Shapero • Following
CEO at LinkedIn
3h •
Sharing some behind the scenes footage of a great Talent Connect event this week. Kudos to the team for putting together a great experience.
Talent Connect
185
13
Community
Jobs
Deloitte
Engaged employer
About
Reviews
Deloitte Snapshot
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SAP Next Gen
Life at SAP
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SAP Next Gen
Life at SAP
How We Hire
Benefits
reddit
r/Big4
Search in r/Big4
Create
Read
Listen
r/Big4 • 4d ago
u/Normanbates264
Is PwC going through a really bad time?
PwC
I am seeing too many negative developments for the company—ranging from the lawsuit filed against it in China and the problems it faced in Australia and reports of 0% growth in several regions like United Kingdom.
However, aside from that, I am also seeing many people who are opposed to or angry with this company—even drawing comparisons with other "Big Four" firms and suggesting the latter are better—though, of course, these are opinions rather than empirical evidence.
I'm not stating this as a fact, but I'd like to hear the opinions of people who work there or anyone familiar with PwC's current situation.
115
55
Share
r/Big4
Join
Big4
Welcome to r/Big4, a place to discuss everything related to the Big 4 accounting firms: PwC, Deloitte, EY, & KPMG.
Created Dec 1, 2012
Public
114K
Weekly visitors
1.8K
Weekly contributions
USER FLAIR
SarahKeepsItHuman
MODERATORS
Message Mods
1/14

Launch a brand ambassador programme

Brand ambassador programmes



Scaling
small groups

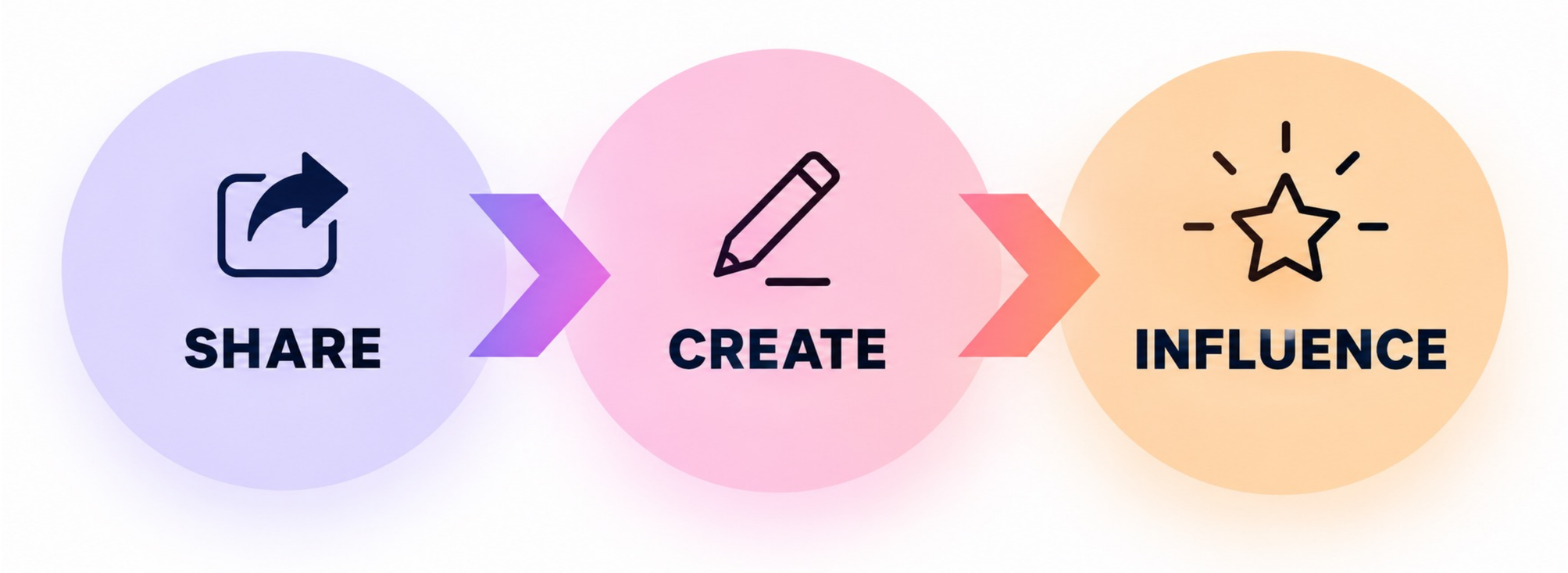


Sustaining
brand reach

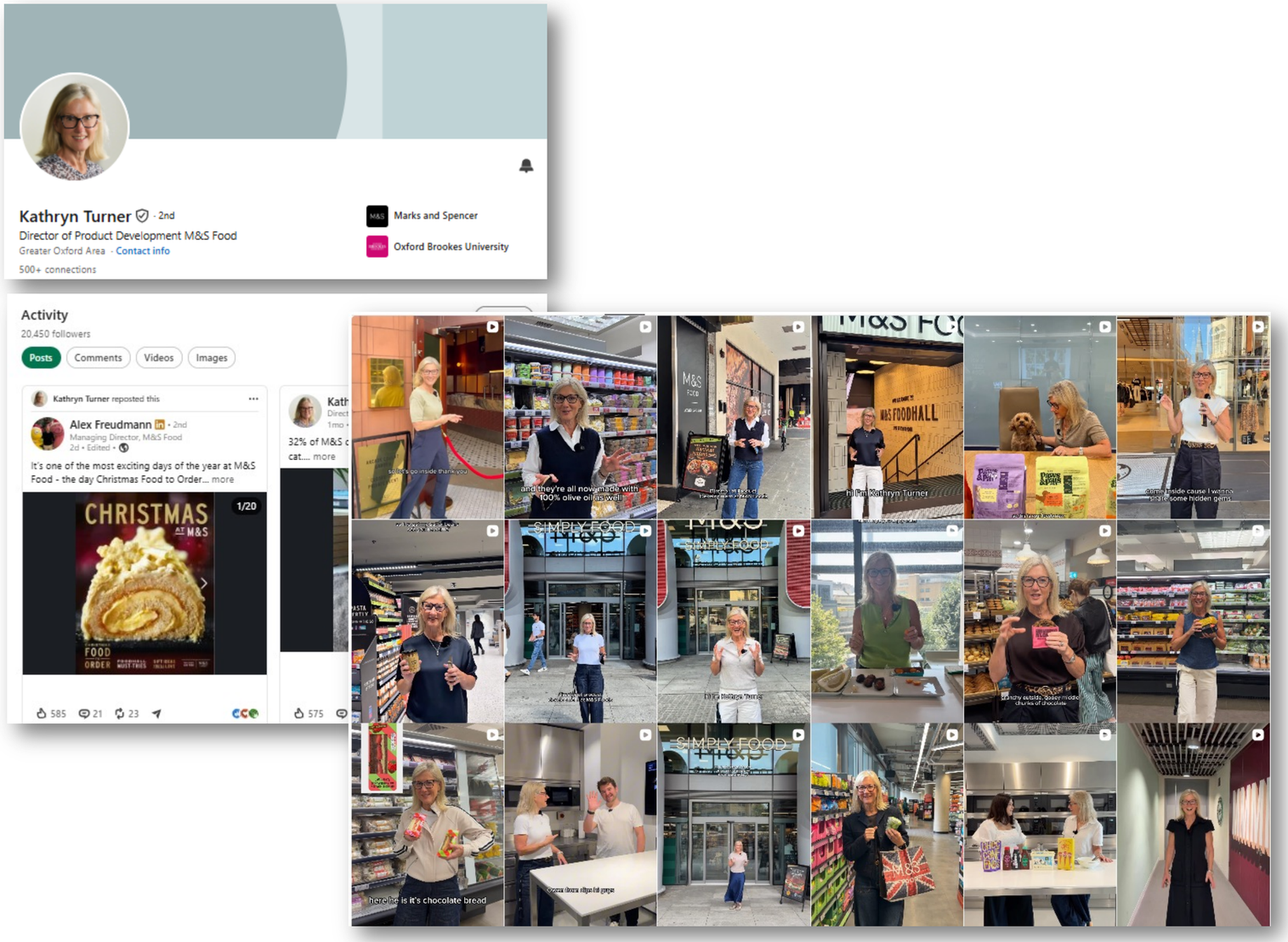


Maintaining
content & tools

Employee advocacy to influence



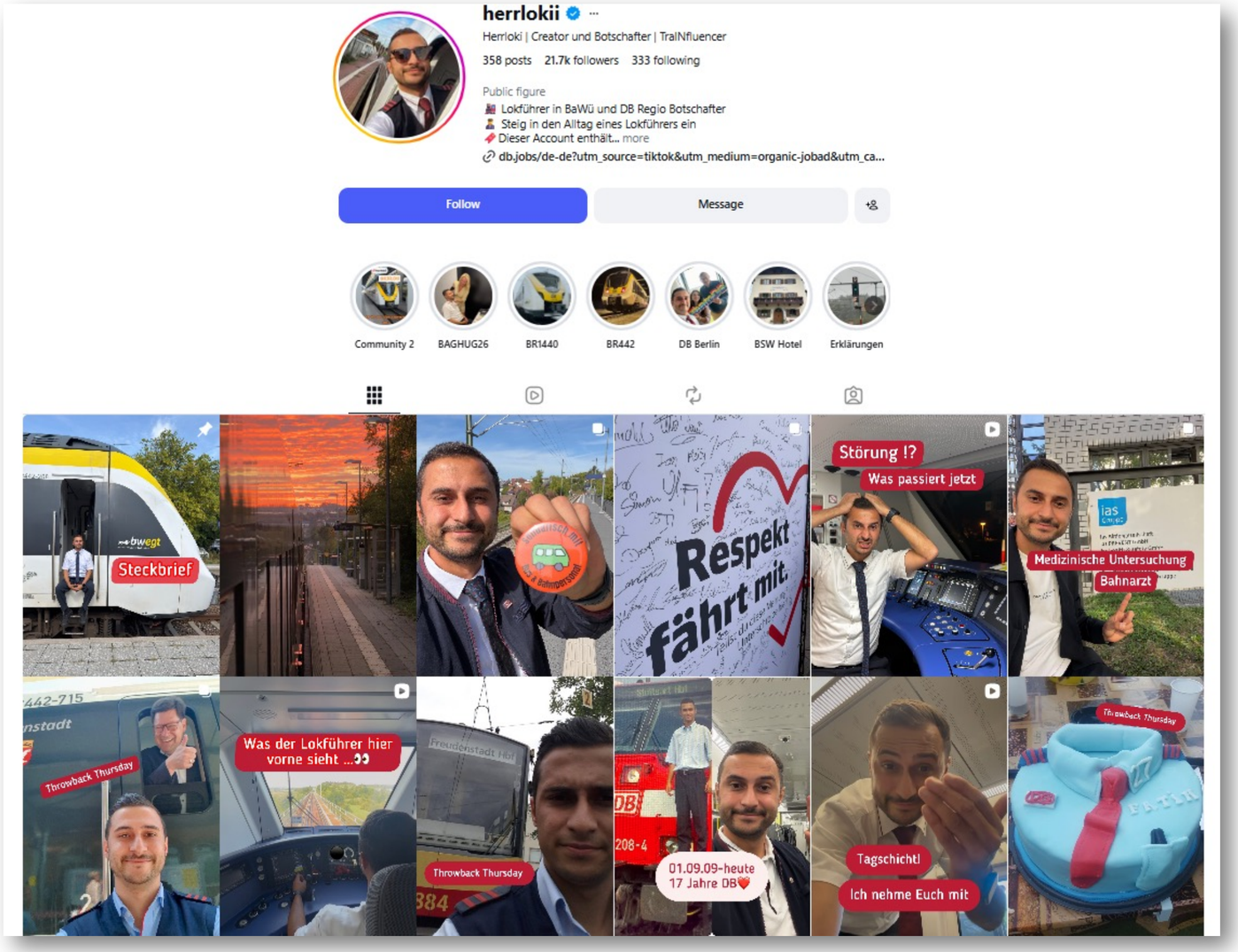
Kathryn: Marks & Spencers



EXPERTISE

ACCESSIBILITY

Fatih: Deutsche Bahn



PASSION

PERSONALITY

What makes an employee influential?





What makes an employee influential?





proximity + expertise + personality + permission

Enable & empower employees



Ability recognise a story



Skills to turn into that into content



Habit to build community around it

Your talent advantage is already on your payroll

Three step approach

Three step approach



Step 1

Identify your existing ambassadors



Step 2

Align enablement to suit their maturity level



Step 3

Measure trust movement & impact

Three step approach



Step 1

Identify your existing ambassadors



Step 2

Align enablement to suit their maturity level



Step 3

Measure trust movement & impact

Step 1: Identify your ambassadors



Influence maturity matrix

Embracing employee advocacy and influence

Influence Maturity Model

tribal impact

Mapping employees

We've broadly mapped employees to the model ranging from inactive to influencer.

The model is based on two factors: their audience reach and their influence activity.

When mapping employees to such a model it's easier to target the right developmental steps to help and support them grow as an advocate, if they so wish!

Discuss the nine employee profiles in your group and map them against the model.

This activity should take 10-15 minutes.



	EMERGING PARTICIPANTS *Not posting*	CONNECTED CONTRIBUTORS *Posting*	STRATEGIC INFLUENCERS *Frequent posting, higher engagement*	
Audience reach	Connector	Collaborator	Influencer	*3,000 +*
	Networker	Broadcaster	Thought leader	*1,000 - 2,999*
	Inactive	Participator	Enthusiast	*< 1,000*

Influence activity

Engaging (likes) and posting content.



The answer


EMERGING PARTICIPANTS
Not posting
CONNECTED CONTRIBUTORS
Posting
STRATEGIC INFLUENCERS
Frequent posting, higher engagement
Stephan
Sales
Stine
Sales
Connor
Customer service
3,000 +
Morten
Marketing
Mel
Marketing
Amir
Pre-sales consulting
1,000 - 2,999
Enaaya
HR
Felix
Finance
Caroline
Communications
< 1,000
Audience reach
Influence activity
Engaging (likes) and posting content.

Finding your ambassadors



Three step approach



Step 1

Identify your existing ambassadors



Step 2

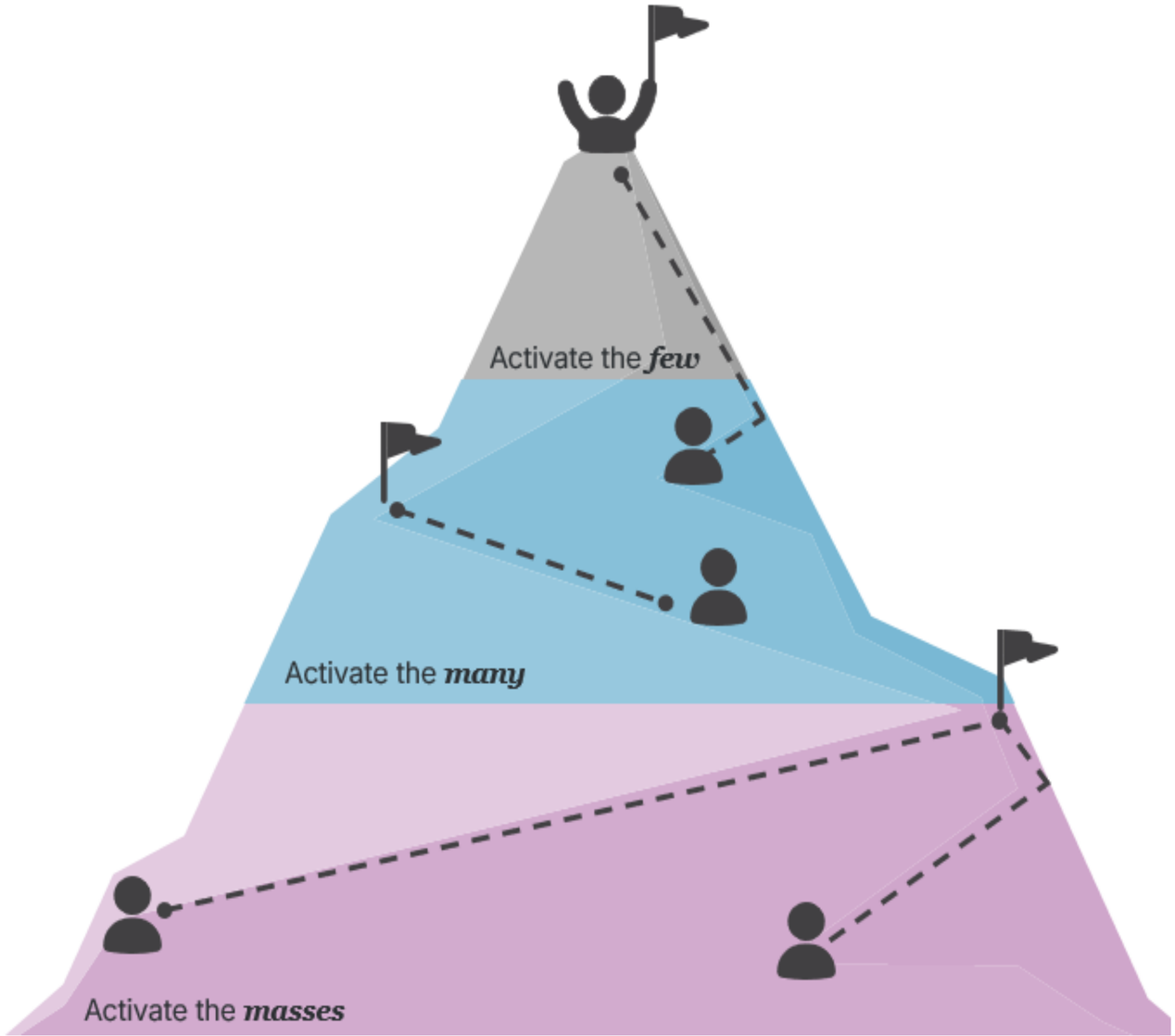
Align enablement to suit their maturity level



Step 3

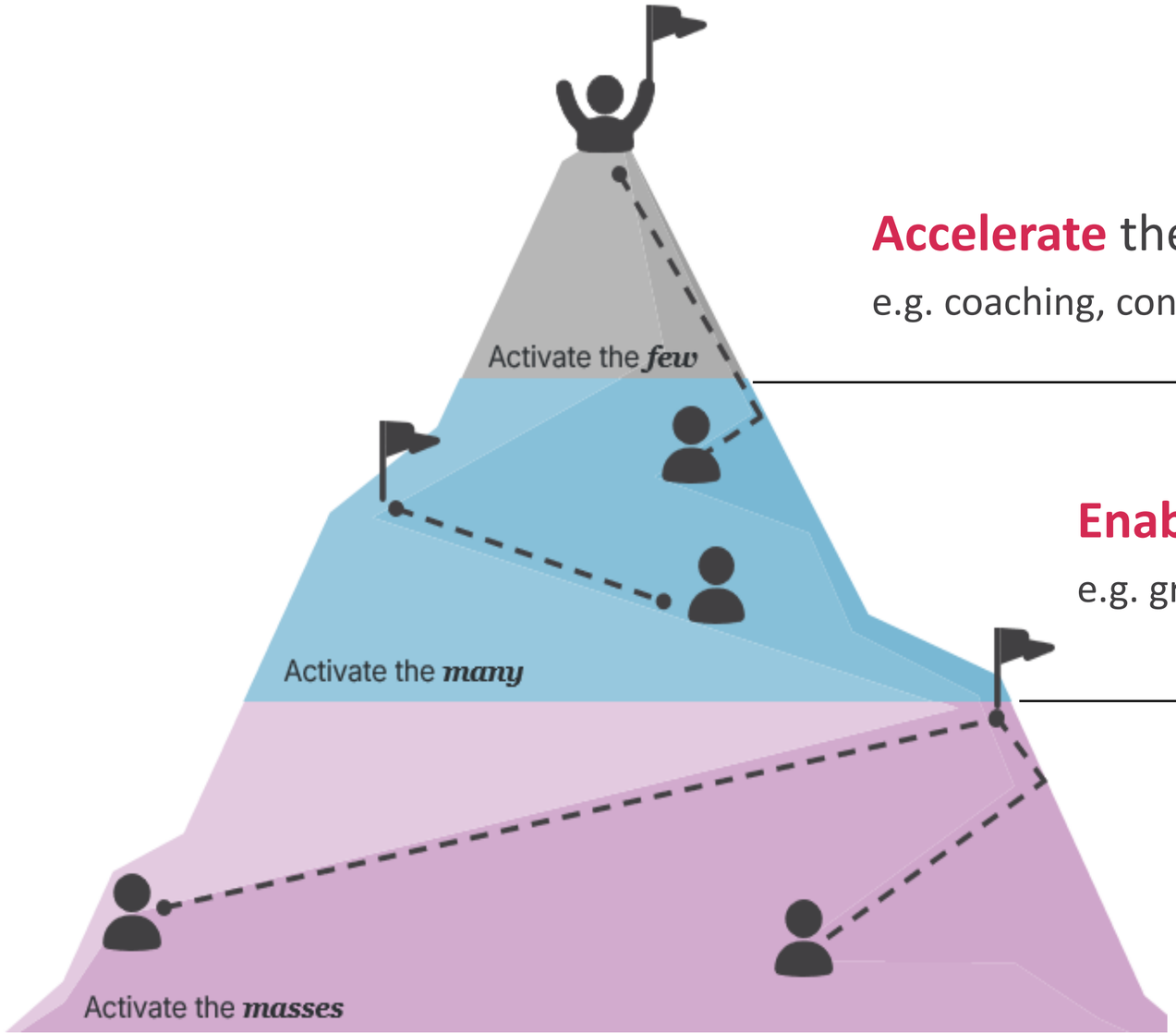
Measure trust movement & impact

Step 2: Align enablement



Give them the **skills** and **themes** to create content

Step 2: Align enablement



Accelerate their visibility

e.g. coaching, content support - executives

Enable them with the skills

e.g. group-based training skills – sales/experts

Inspire their curiosity

e.g. masterclasses, eLearning

Three step approach



Step 1

Identify your existing ambassadors



Step 2

Align enablement to suit their maturity level



Step 3

Measure trust movement & impact

Step 3: Measure impact

Leading indicators

01
Activity

Are your people showing up?

- Participation rate
- Posts and shares per person
- Comments and engagements given
- Consistency of posting
- Original vs curated content

02
Visibility

Is the right audience seeing it?

- Reach and impressions
- Employee vs company page reach
- Non-follower reach
- Engagement per share
- Audience ICP fit
- Share of voice

Step 3: Measure impact

Leading indicators

Trust movement indicators*

Lagging indicators*

01
Activity

Are your people showing up?

- Participation rate
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- Original vs curated content

02
Visibility

Is the right audience seeing it?

- Reach and impressions
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- Non-follower reach
- Engagement per share
- Audience ICP fit
- Share of voice

03
Trust Movement

Is credibility growing?

- Volume of traffic to career site
- Target talent engagement
- Careers page visits by geography
- Career page visits by demography
- Candidate enquiries
- Employee content mentions
- Employee referral growth

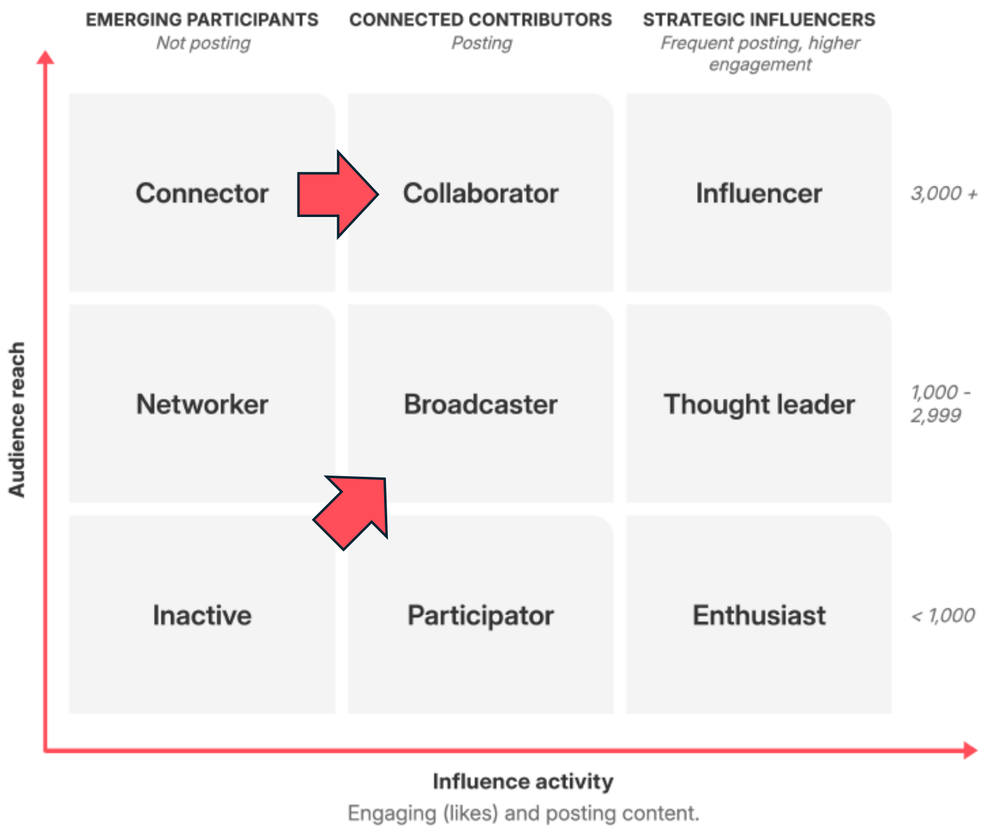
04
Business Impact

What impact is it making?

- Average time to hire
- Average cost per hire
- Offer acceptance rate ratio
- Referral hire volume
- Candidate conversion rate
- New-hire retention rate by source
- Recruitment agency spend

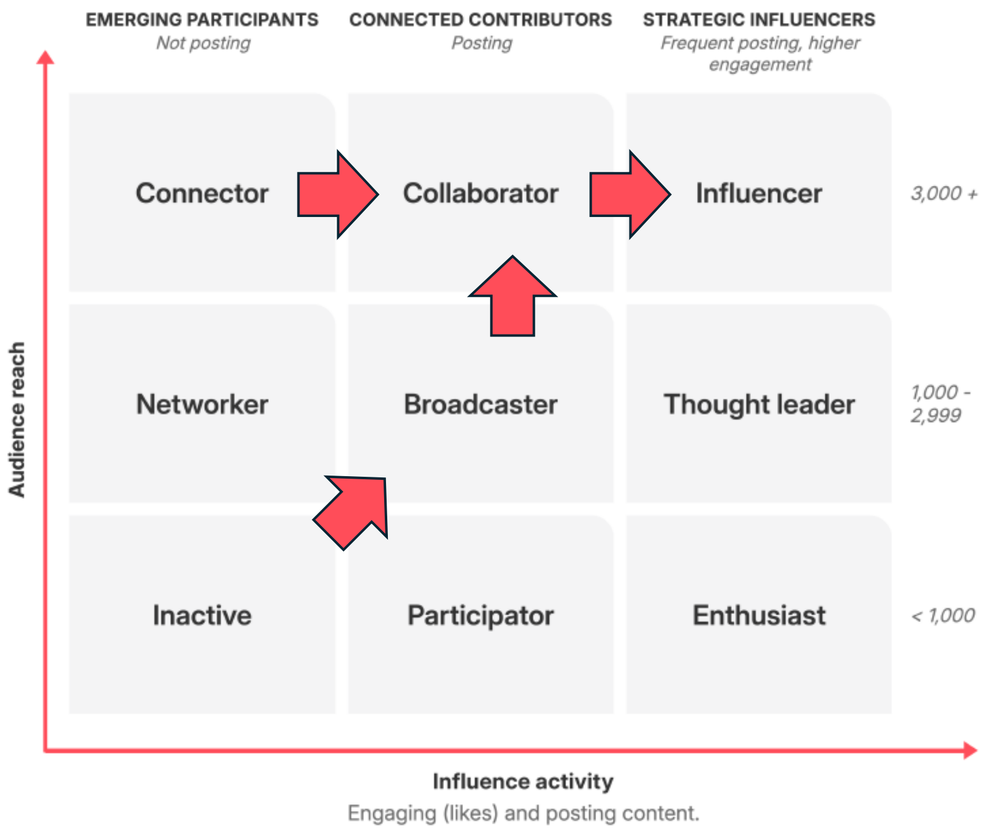
* Requires access to client internal data to correlate impact

Step 3: Measure impact



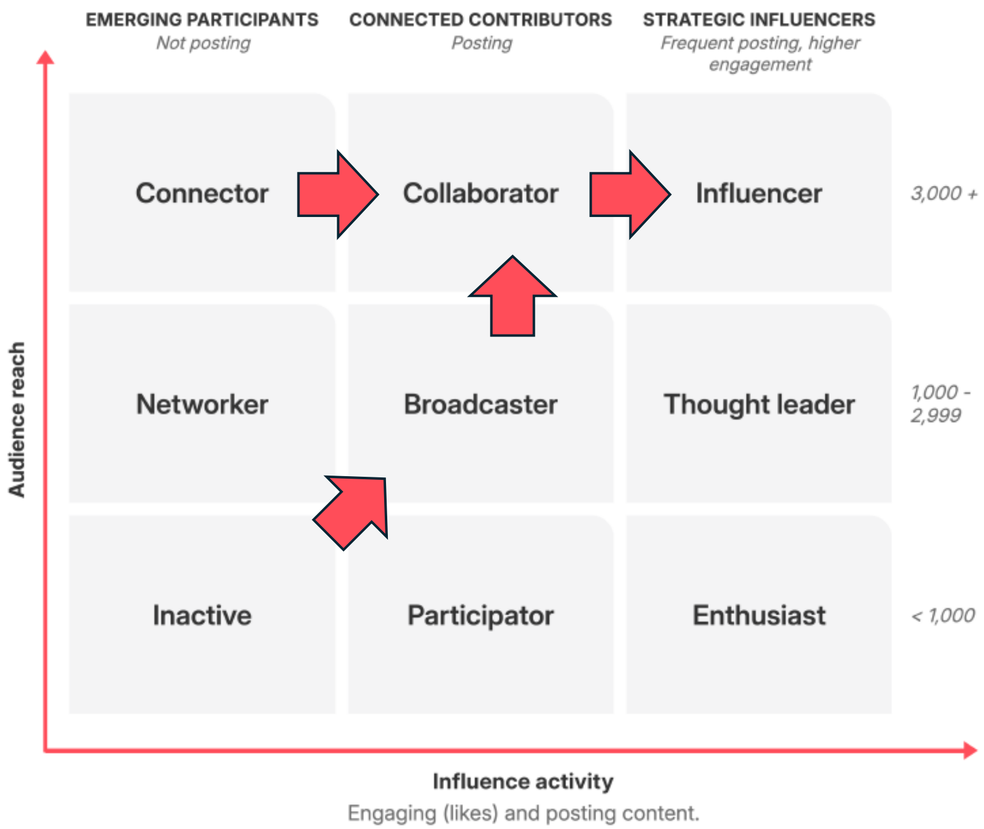
- Activity movement (motivation)

Step 3: Measure impact

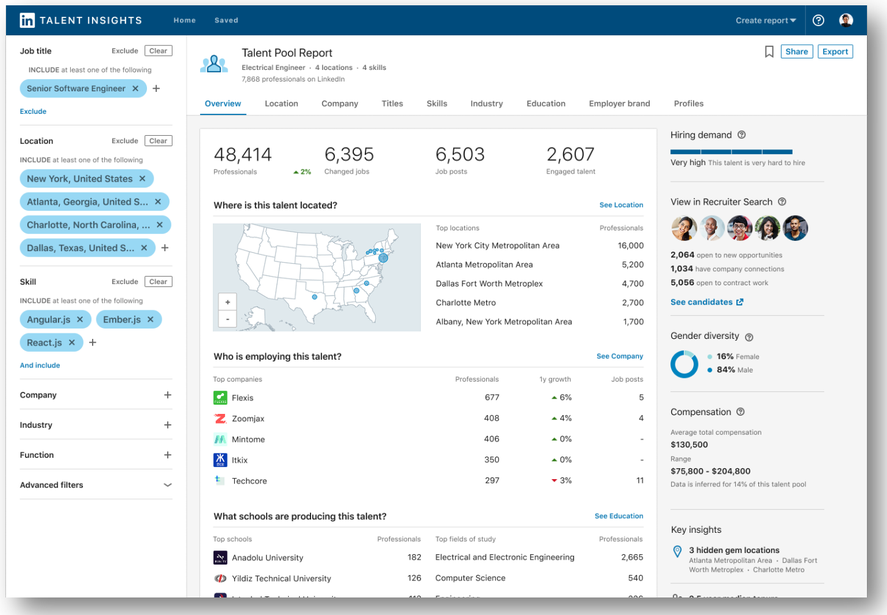


- Activity movement (motivation)
- Visibility movement (influence)

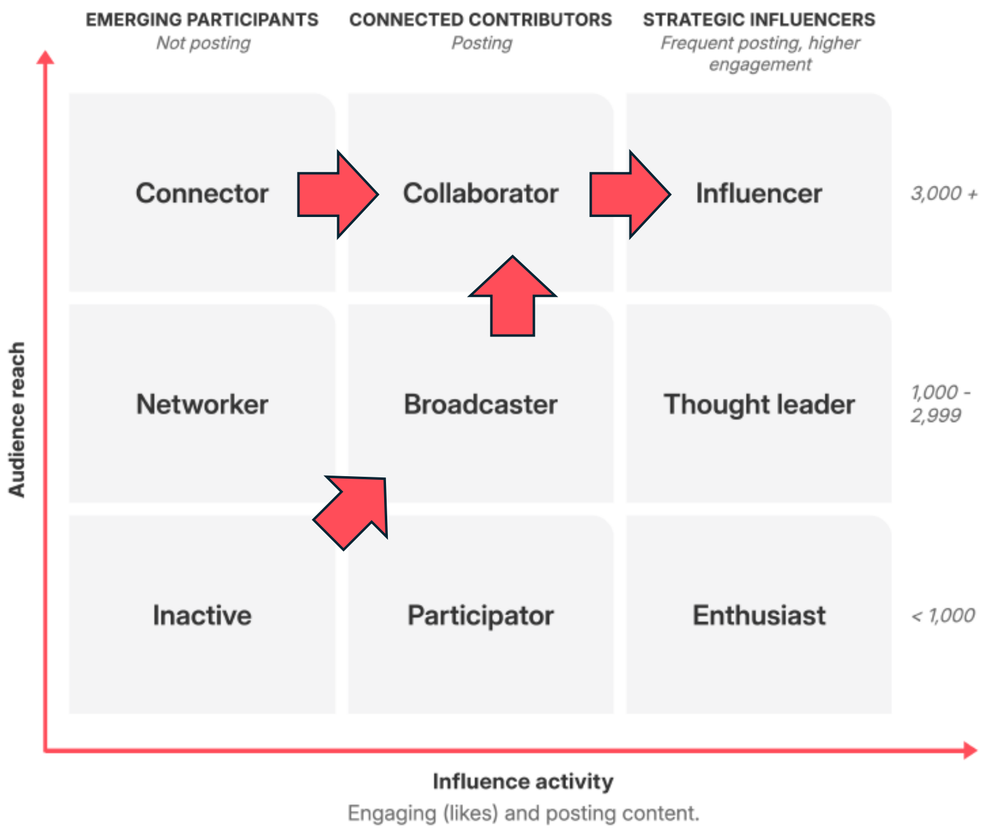
Step 3: Measure impact



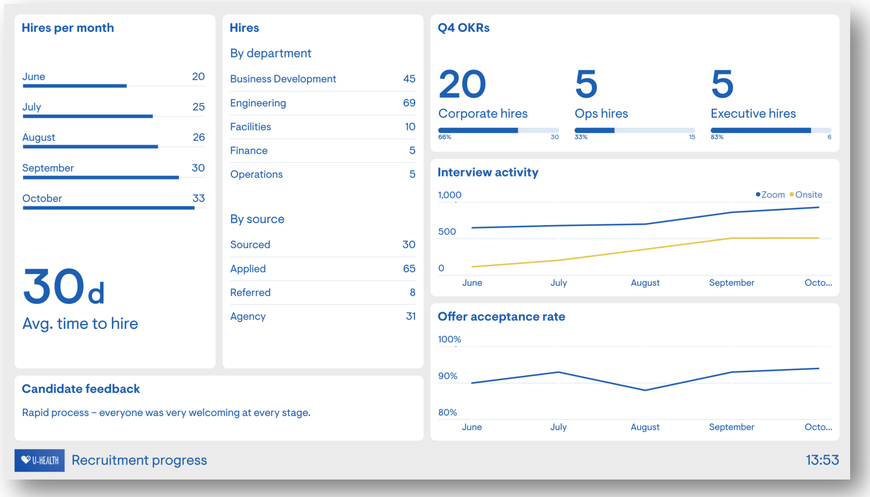
- Activity movement (motivation)
- Visibility movement (influence)
- Trust movement (correlation)



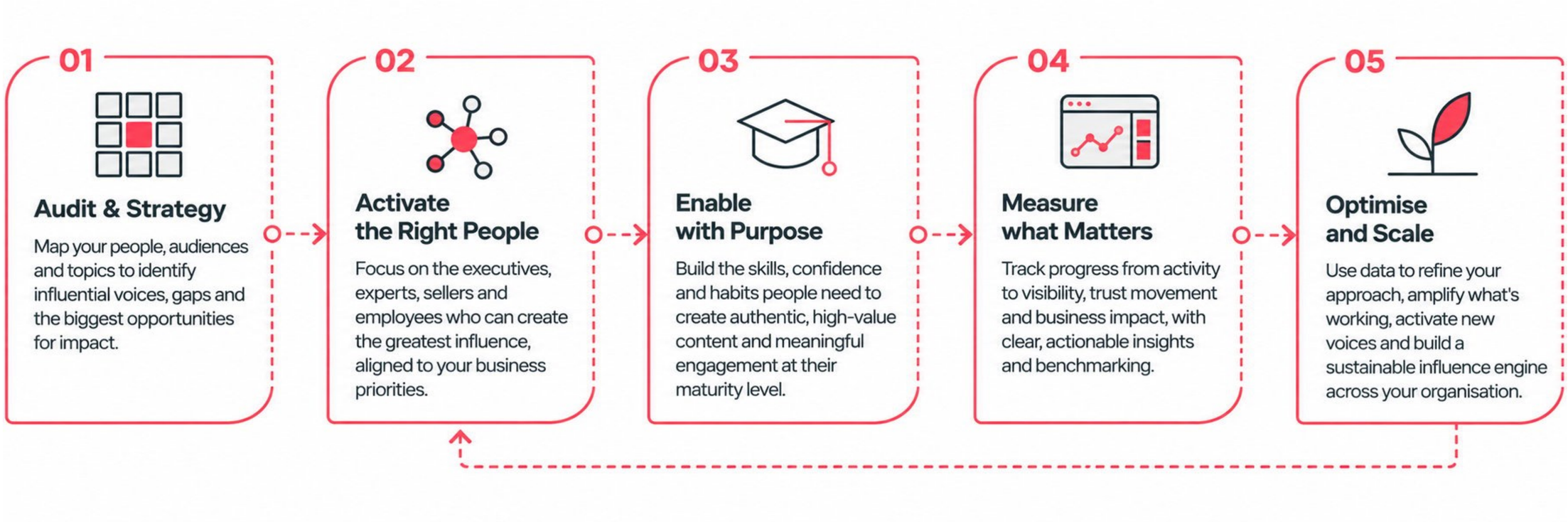
Step 3: Measure impact



- Activity movement (motivation)
- Visibility movement (influence)
- Trust movement (correlation)
- Lagging movement (impact)



The talent advantage system



Your talent advantage is already on your payroll

Mulțumesc