



Susanna Rantanen

ABOUT THE AUTHOR

Susanna Rantanen is the world's leading modern employer branding expert, the creator of the **Magnetic Employer Branding Method™**, and a renowned podcast host and speaker. With over two decades of experience, she has helped HR, marketing, and communications professionals transform into powerful storytellers who attract, engage, and retain top talent.

As the founder of Finland's first employer branding agency, Emine, Susanna guides C-suite executives and business leaders in leveraging storytelling to drive **business growth, talent attraction and retention, and competitive advantage**.

Known for her **bold insights, clarity, and razor-sharp strategic thinking**, she helps organizations turn complex employer branding challenges into **irresistible, talent-magnetising narratives**.

Her work has influenced **industry-leading brands** and **pioneered a new era of employer branding** that bridges marketing, HR, and business leadership. If your employer brand isn't working, **this book will show you exactly why—and how to fix it**.

CONNECT WITH SUSANNA RANTANEN

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WHY THIS BOOK MATTERS RIGHT NOW:

The employer branding landscape is changing—fast. The old ways no longer work. Companies that fail to adapt will struggle to attract top talent, lose their best employees, and fall behind their competitors. This book isn't just theory. It's a battle-tested strategy from the world's leading expert in modern employer branding. It's the guide you need to turn your employer brand into your most significant business advantage.

The question is: Will you lead the change, or will you be left behind?

WHO THIS BOOK IS FOR

- ✓ Tired of employer branding that sounds like corporate fluff? Struggling to get leadership buy-in for employer branding? Finding it hard to stand out from competitors and attract the right talent?
- ✓ This book is for **HR leaders, talent acquisition professionals, marketing and communications experts, and C-suite executives** who know that talent is their greatest competitive advantage—but struggle to turn that into a brand that actually attracts and retains top performers, and helps keep customer happy.
- ✓ If you want to **turn your employer brand into a strategic business asset**, this book is for you. If you need a **clear roadmap to cut through the noise and create real impact**, this book is for you. If you're ready to **ditch short-term campaigns** and build a brand that works **long-term**, this book is for you.
- ✓ **Your competitors are already improving their employer brand. Are you ready to lead, or will you be left behind?**

WHAT YOU'LL LEARN IN THIS BOOK:

- ✓ **How to Use Business Storytelling as a Strategic Asset** – Move beyond generic employer branding and create narratives that truly engage talent.
- ✓ **Why Strategic Company Culture is Your Greatest Competitive Advantage** – Learn how to position your culture as a magnet for the right people.
- ✓ **The Difference Between Short-Term Campaigns and Sustainable Employer Branding** – Stop wasting money on campaigns that fade. Build something that lasts—and keeps generating value.
- ✓ **How to Measure Employer Branding Success with Real Data** – Gain leadership buy-in with measurable results.
- ✓ **The Art of Crafting Talent-Centric Messages That Actually Resonate** – Create messages that make your talent say, "This is exactly where I belong."

TALK TOPICS

- ✓ **Why Your Talent, Not Your Company, Must Be the Hero** – The biggest employer branding mistake most companies make (and how to fix it).
- ✓ **How to Create a Brand That Talent Can't Resist** – Stop shouting about your company—start making talent feel like they belong.
- ✓ **Your Employer Brand Is Broken** – And here's how to fix it before it costs you your best people.
- ✓ **Why Great Company Culture Is a Strategy, Not a Perk** – Culture is the foundation of talent attraction and retention—here's how to make it work for you.
- ✓ **How Key Story Themes Will Change Your Employer Branding Forever** – The secret to turning complex employer brand messages into engaging, memorable content.