

The Power of Brand

HR meets PR

CEO and Founder Gillian Horan



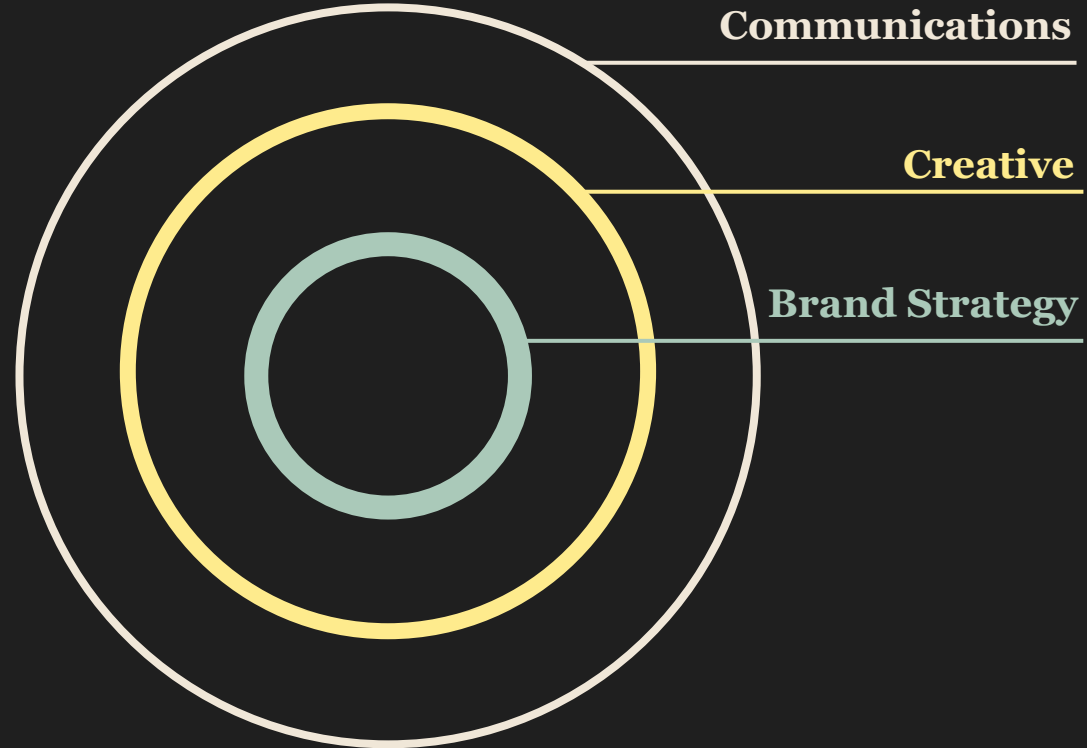


“Of all the things that your company owns, **brands** are far and away the **most important and the toughest**. Founders die. Factories burn down. Machinery wears out. Inventories get depleted. Technology becomes obsolete. **Brand loyalty** is the only sound foundation on which business leaders can build enduring, profitable growth.”

Jim Mullen, Scottish businessman and CEO of the publisher Reach plc

Inside out

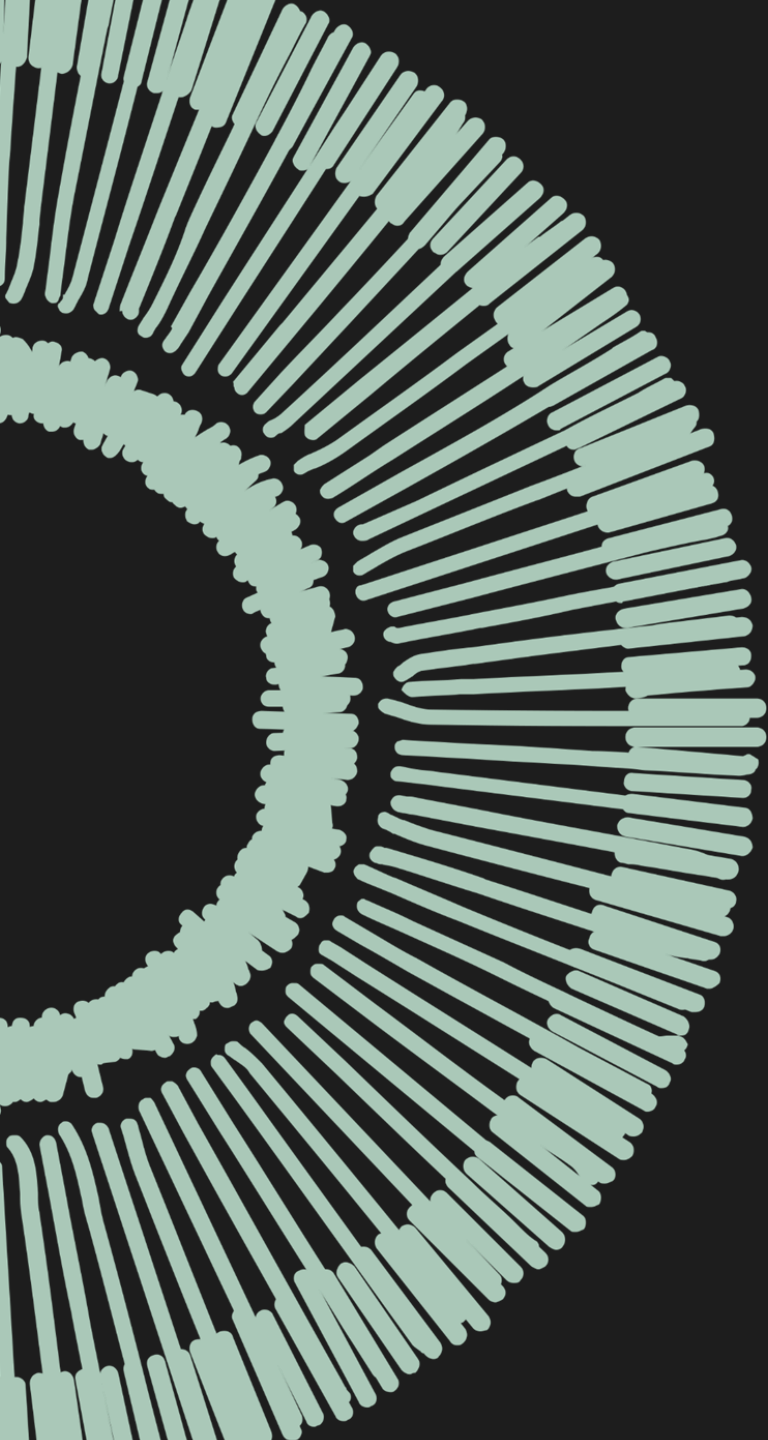
With inside out, everybody wins



**"We are Ladies and
Gentlemen Serving
Ladies and
Gentlemen"**



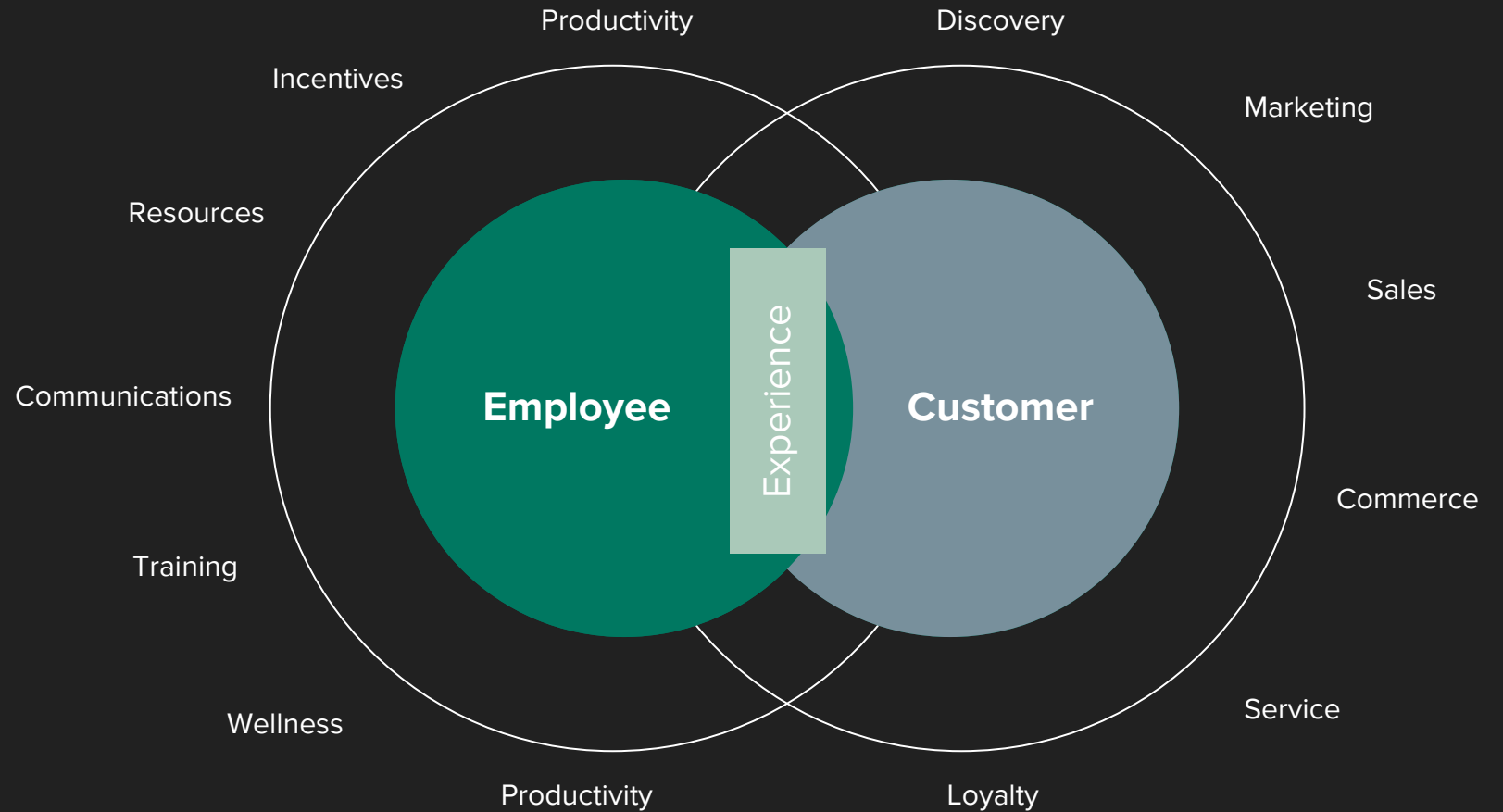
THE RITZ-CARLTON



“Executives should treat EX [employee experience] as seriously as CX (customer experience) by being more **scientific and more tailored in their approach**”

EX+CX =
360 Degree

Human-centered
Transformation





MINDSET *Shifts*

For organization
transformation



Profit



Purpose



Hierarchies



Networks



Controlling



Empowering



Planning



Experimentation



Privacy



Transparency





POWERING THE FREEDOM TO CREATE



TIKTOK TRENDS

#BAREMINIMUMMONDAYS

#RAGEAPPLYING

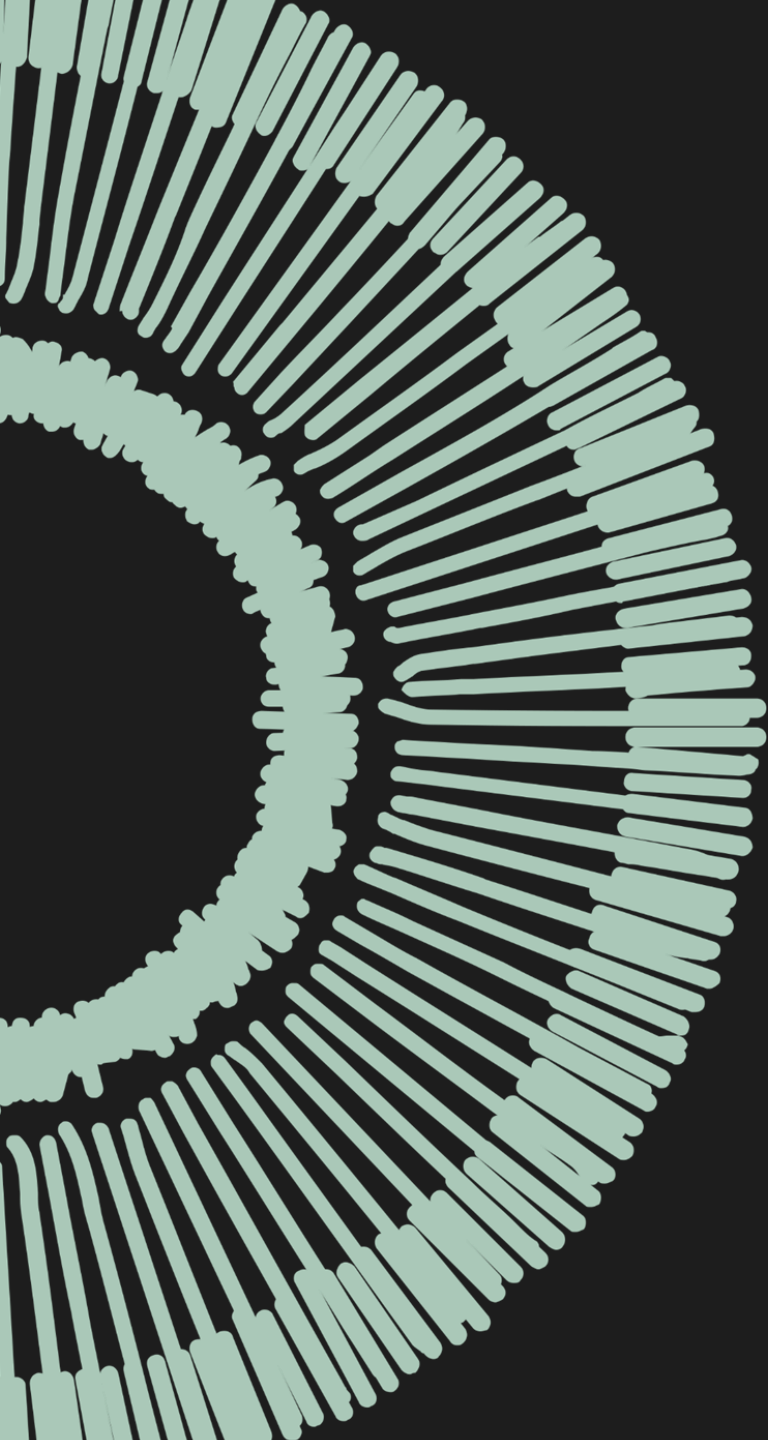
#ACTYOURWAGE

#QUIETQUITTING

TikTok & employer branding



episode 1



Consider your employee experience (EX)

Have you a strong EVP?

Have you a clear compelling purpose?

What's your stance on DEI?

How do you attract talent?

What is your eNPS?

Thank you

gillian@thepudding.co

thepudding.co

[LinkedIn](#)



[Instagram](#)

