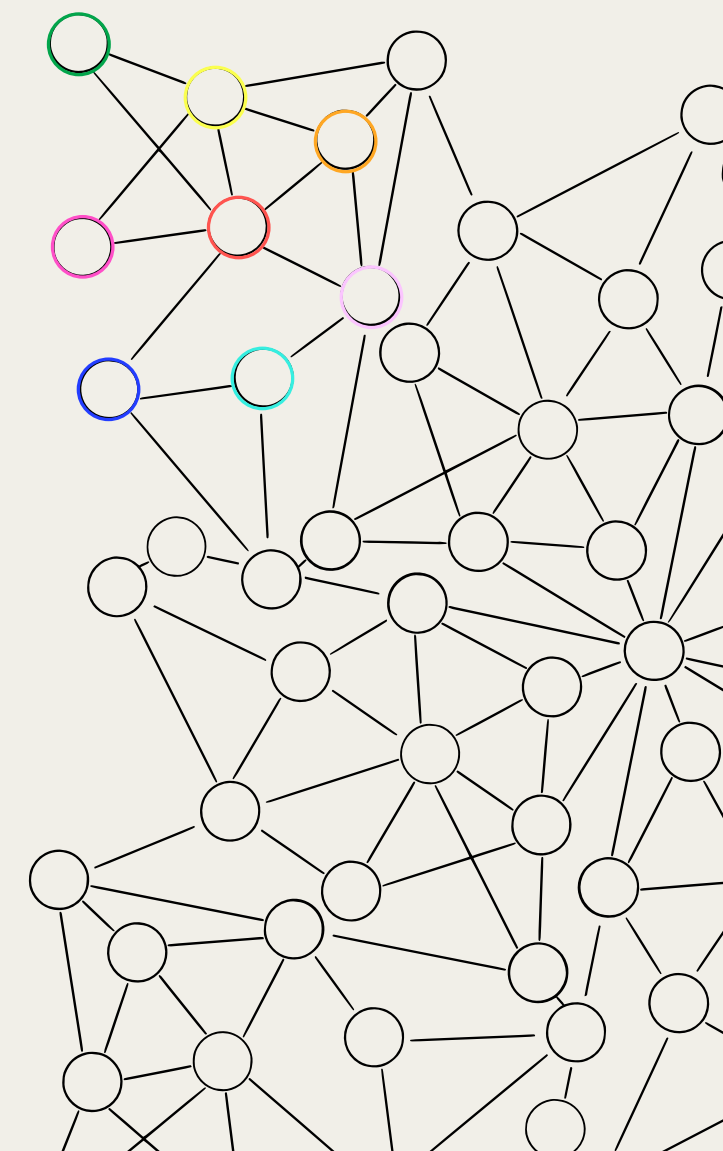


ARCHITECTING DISTINCTION

Elevating Your Employer Brand
Content to Rise Above the Noise



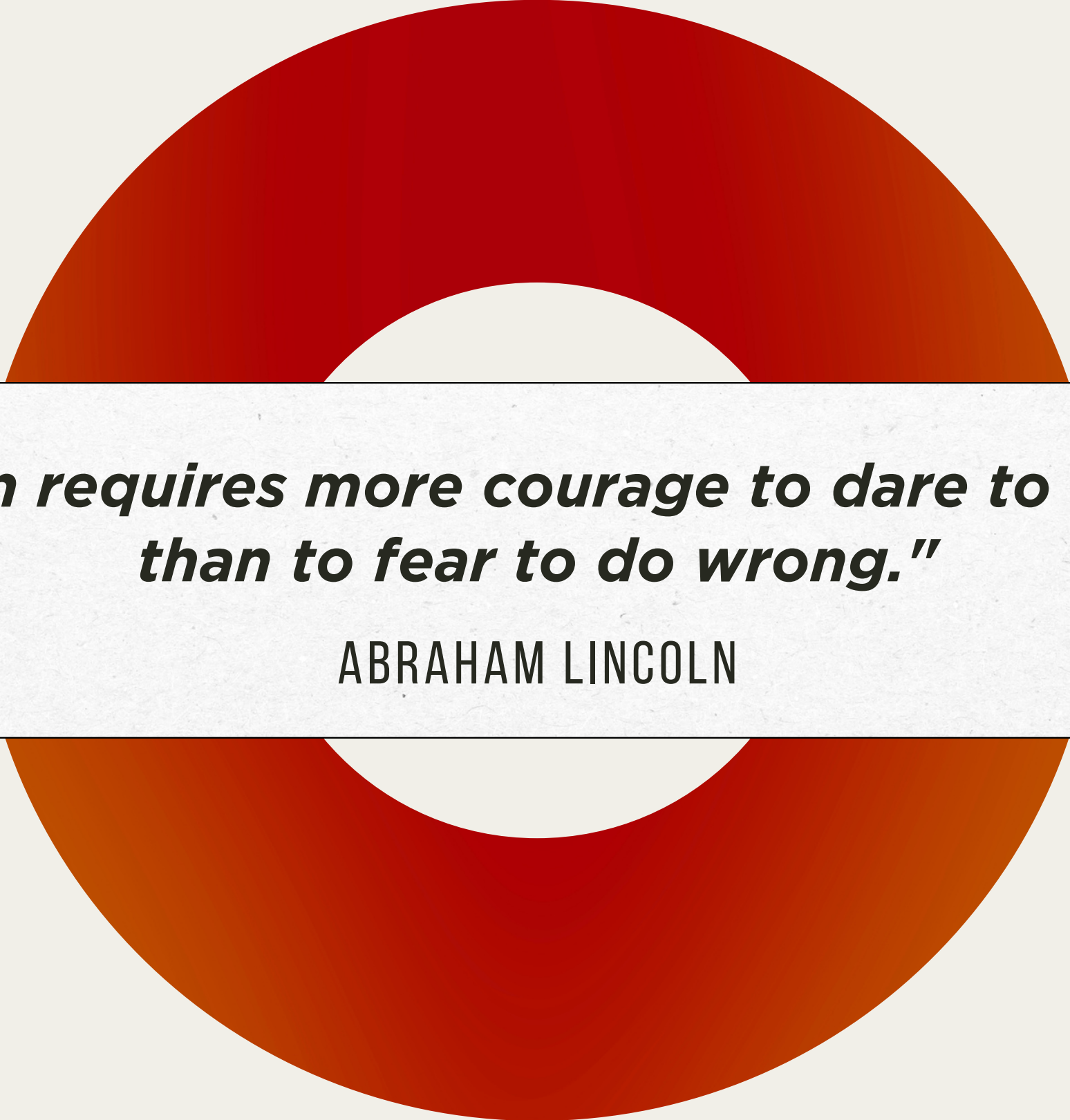
FUNDAMENTALS

AUDITS

NEW APPROACH TO CONTENT

PUT INTO ACTION

QUESTIONS



***"It often requires more courage to dare to do right
than to fear to do wrong."***

ABRAHAM LINCOLN



2012

Minnesota → Bologna, Italy

2019

Britta June & Co

2022

LinkedIn

2026

Executive
Personal Brand

FUNDAMENTALS

1.COMPANY PAGE IS COMPLETE

2.COMPANY PAGE IS A MARKETING TOOL

CHALLENGES

1. COMPANY PAGES HAVE LOWER REACH THAN PERSONAL PROFILES
2. AI CONTENT
3. LOWER TRUST

GOALS

1. FOSTER TRUST
2. DRIVE CONTENT TO BE SHARED
3. ***DEMONSTRATE*** ALL VALUES

AUTHENTICITY VS. HONESTY

HONESTY

is often about specific, objective facts (truth-telling).

AUTHENTICITY

is a continuous, holistic way of being (truth-being).

.

Authenticity fosters well-being vs. **honesty** enables alignment.

<https://lifestyle.sustainability-directory.co>

Authenticity fosters well-being, **honesty** enables congruence.

Authenticity balances self-expression with social expectations (in context) vs. **honesty** is about building trust.

Authenticity fosters well-being, **honesty** enables congruence.

Authenticity balances self-expression with social expectations, **honesty** is vital for trust.

Authenticity is a free choice with responsibility;
vs. **honesty** involves ethical considerations.

VALUES



DEMONSTRATED

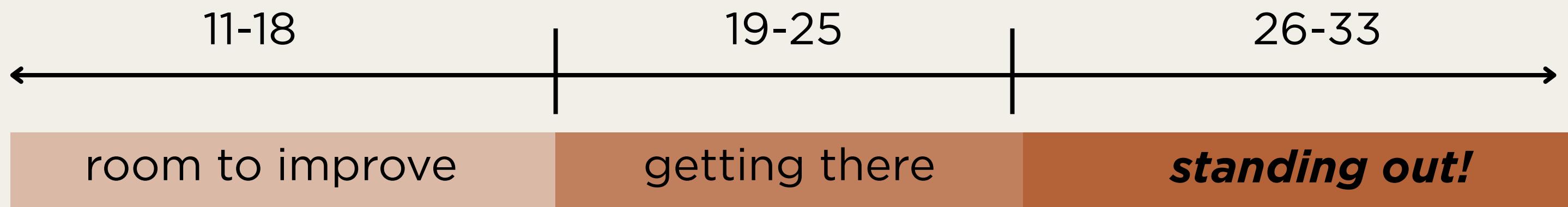


BEHAVIORS



STORY I.E. EXAMPLES

AUDITS



Congratulations to our teammates in Brazil for their recognition at the recent **Kraft Heinz** Supplier Awards, which is an event dedicated to celebrating and thanking partners who delivered exceptional work in 2025! 🎉

The awards were divided into eight categories, with MCC being honored with the following:

🥇 First place – Agility (For building an excellent relationship and successful outcome to support their Halloween campaign)

🥈 Second place – Innovation (The result of several projects, campaigns and promotional opportunities involving the entire team)

🏆 Second place – Supplier of the Year

Kudos to all involved in this incredible achievement! These awards are a direct reflection of partners who have gone above and beyond – not just for results, but for the trust, collaboration, and shared goals that allow our customers to evolve and continue to raise the bar. 🙌 Thank you for all your hard work and dedication!

#MCCLabel #Brazil #CustomerSuccess #SupplierExcellence

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[#MCCLabel](#) [#Brazil](#) [#CustomerSuccess](#) [#SupplierExcellence](#)

WHAT BUT NO 'HOW'

GENERIC

 SPECIFIC EXAMPLES OF WHAT HAPPENED

Happy Employee Appreciation Day!

Today and every day, we celebrate our incredible employees — the people behind our technology, our innovation, and our growth — for their hard work, dedication, and the passion they bring to

We're proud to recognize the impact they make for our customers, our communities, and each other.

GENERIC

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WHERE'S THE STORY?

In recognition of Women's History Month, employees came together to celebrate the achievements, contributions, and impact of women across the organization. Through leadership discussions, speaker sessions, and well-being initiatives, colleagues engaged in meaningful conversations and learning experiences. Aligned with the IWD 2026 theme, "Give to Gain," the initiative focused on fostering growth through recognition, learning, and support.

HOW?

**WHAT CONVERSATION,
WHAT EXPERIENCES?**

Some places shape who you become.

For _____, that place is Minneapolis. It's not just where our firm began, but where we learned how to listen, collaborate, and care deeply about the people around us.

Community engagement is central to how we work. It's something we practice by showing up, staying curious, and choosing optimism even when the work is hard. The values we learn here continue to guide how we serve communities everywhere.

Today, we're grateful for the city that reminds us daily what it means to design with purpose and lead with heart.

Here's to choosing community, again and again.

VALUES STATED, NOT DEMONSTRATED.





DEMONSTRATES
A VALUE
LIVED



Bending Spoons

369,343 followers

1mo •



The toughest truths can be the most important to hear.

And giving hard feedback is no pony ride either.

We wrote this guide to help us get better at those difficult, necessary conversations. It's become one of the most-referenced docs for Spooners, so we figured you might find it useful, too.

Read it here: <https://lnkd.in/eiMAyEZr>.

P.S. Hope you don't mind us borrowing your title, [Kim Scott](#).



Ilenia Piccolo and 182 others

6 comments · 4 reposts



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**SPECIFICITY
HONESTY**

VALUE

RECOGNITION



Manychat

31,869 followers

2w • 🌐

[+ Follow](#) ...

This is a company page. It's not going to behave like one anymore...

We're BREAKING this profile. On purpose. In public. While you watch and judge.

There will be no big reveal nor polished rollout.

You can expect that:

- *We'll be in comment sections more than our own feed.
- *We'll say things we actually believe (not things that survived legal.)
- *We'll pay attention to what people are obsessed with...

...and then we will turn that into content.

Less:

- "We launched a thing."
- "Join our webinar."
- "Meet the team (smiling, arms crossed)."

More:

- What creators, brands and influencer teams are actually dealing with right now.
- What's working (and what's REALLY not.)
- Breakdowns, not announcements.
- Opinions you might hate to love or love to hate.

Some posts will hit. Some will flop. Some might be wrong.

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We're posting them anyway.

Tag one person who:

- *Has strong opinions about marketing or creators.
- *Works in the weeds: agency, brand, or growth.
- *Or constantly sends you "look at this post" messages

We're building for them.

If you care about:

- *Creators as a business (not just content.)
- *Attention, distribution, and conversion.
- *Making money on social.

This page should get a lot more useful.

If it doesn't, you'll ignore us.

Fair.

We'll be in the comments. Come argue with us.



Eric Mehlenbeck and 314 others

149 comments ·

PUBLIC COMMITTMENT



Manychat

31,869 followers

2w · 🌐

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PSYCHOGRAPHIC TARGETING

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149 comments ·

INTENTIONAL REPELLING

3M
2,407,366 followers
1mo • 🌐

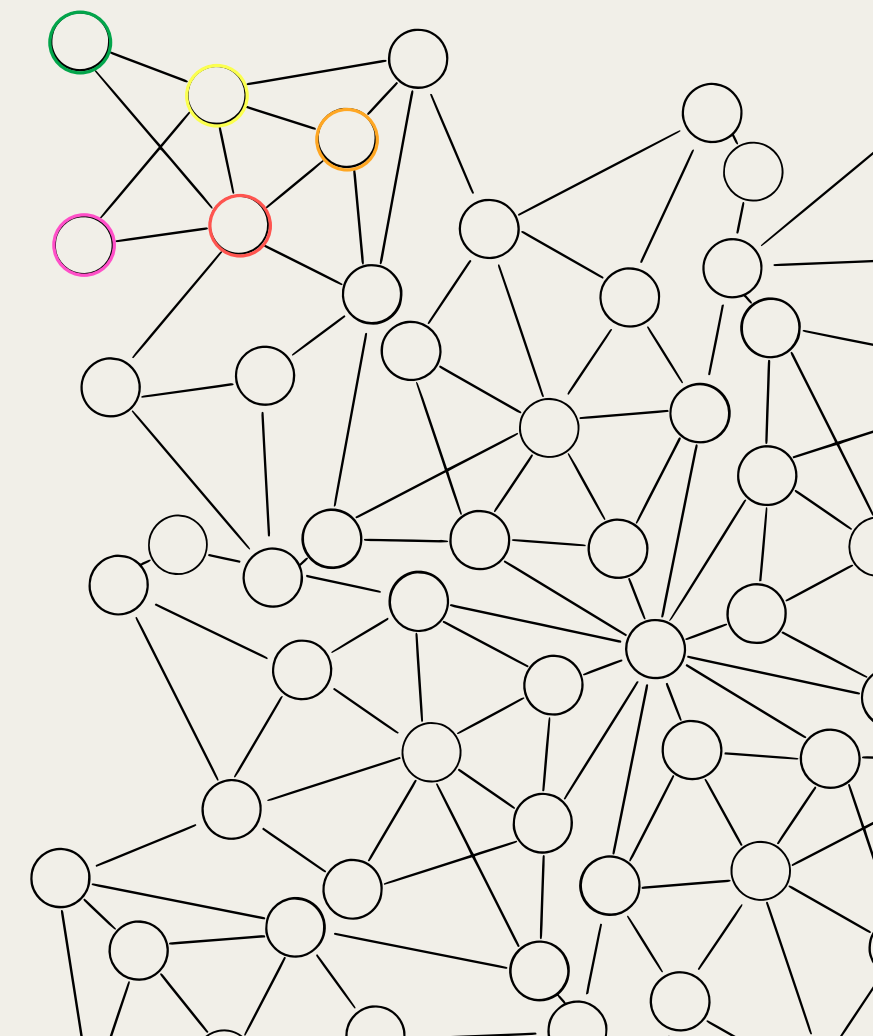
From baby steps to breakthroughs. Swipe to see the innovators they became. 🚀
Celebrating 3Mers around the world this Women's History Month.

This is who you're asking to make the
invisible part of everyday wellness visible
for Filtrete™ Air Filters.

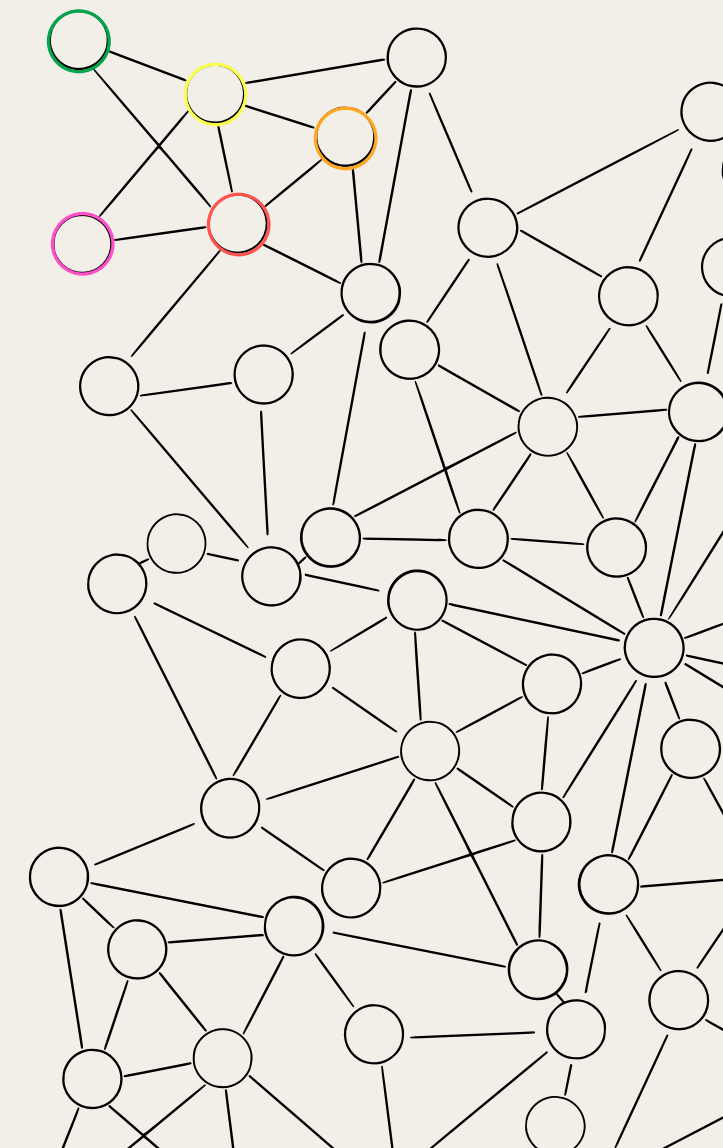
Cindy | Global Marketing



LET'S
BUILD

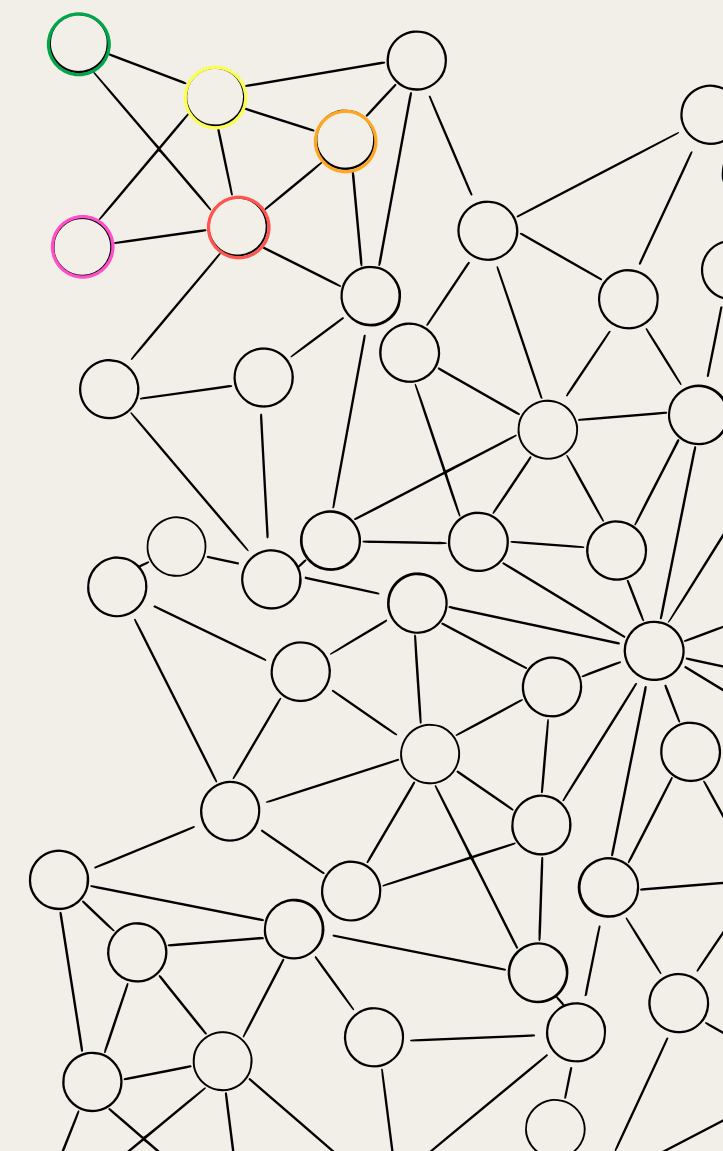


CREATING DISTINCITON



CREATING DISTINCTON

SPECIFICITY



"Hard work and dedication"

"Today and every day"

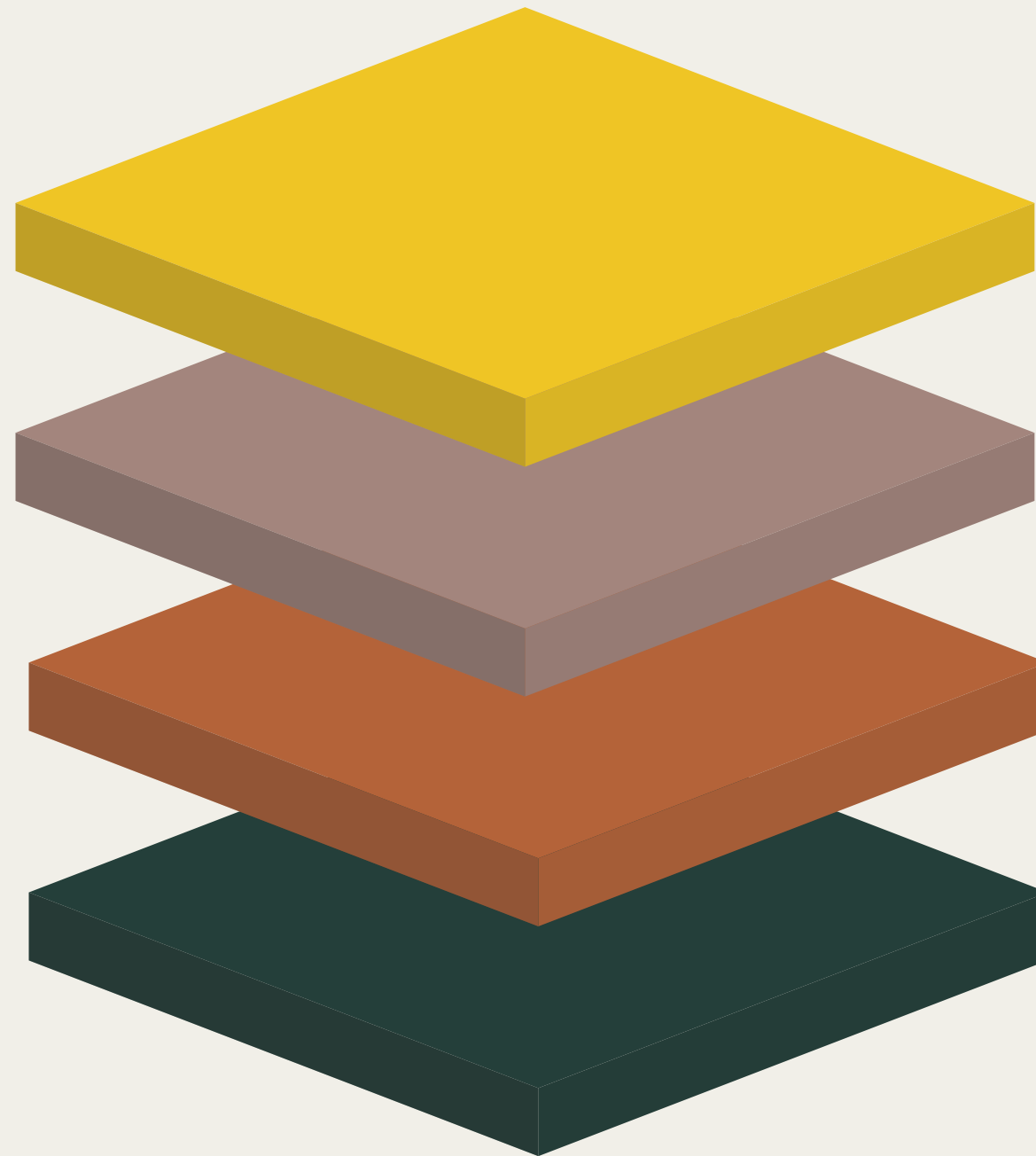
"Meaningful conversations"

"Trust, collaboration, shared goals"

"Incredible team"

"Proud to announce"

WHO
WHAT
WHEN
WHY
HOW



"Hard work and dedication"→ **SUCH AS WHAT?**

"Today and every day"
└.....→ **SINCE, SPECIFIC TIME, PERIOD, PROJECT**

"Meaningful conversations"
└.....→ **WHAT MADE IT MEANGINGFUL?WHAT WAS THE SHIFT? CHANGE?**

"Trust, collaboration, shared goals"
└.....→ **ON WHAT? WHAT GOAL?**

"Incredible team"
└.....→ **WHY?**

As we close out 2025, I want to recognize the dedication and hard work that have driven our results at this year. Together, we've strengthened our focus on what matters most for our customers, our business and the communities where we operate.

Through collaboration and strong execution, we've made meaningful progress toward our goals and set a strong foundation for the year ahead.

Thank you to the entire team and our partners for your continued commitment and support. Let's carry this momentum into 2026 with purpose and confidence. Wishing everyone a happy, safe and successful new year. 🍀

WHAT ARE WE NOT SAYING HERE — AND WHY?

WHAT ARE WE NOT SAYING HERE — AND WHY?

THAT'S WHERE THE TRUE STORY IS

WHAT ARE WE NOT SAYING HERE — AND WHY?

THAT'S WHERE THE TRUE STORY IS

HONEST + AUTHENTIC

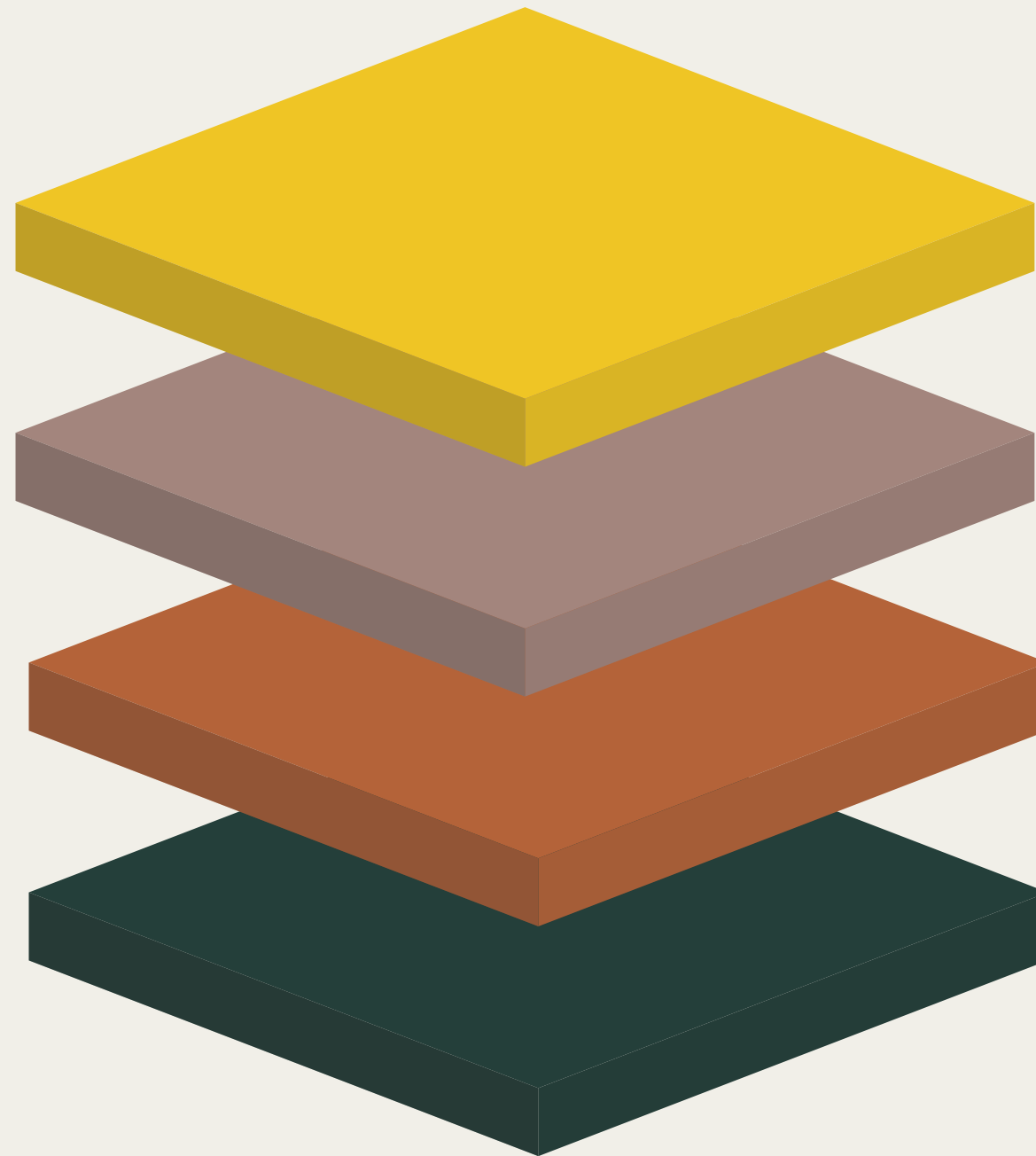
VALUE



BEHAVIOR



1 MOMENT



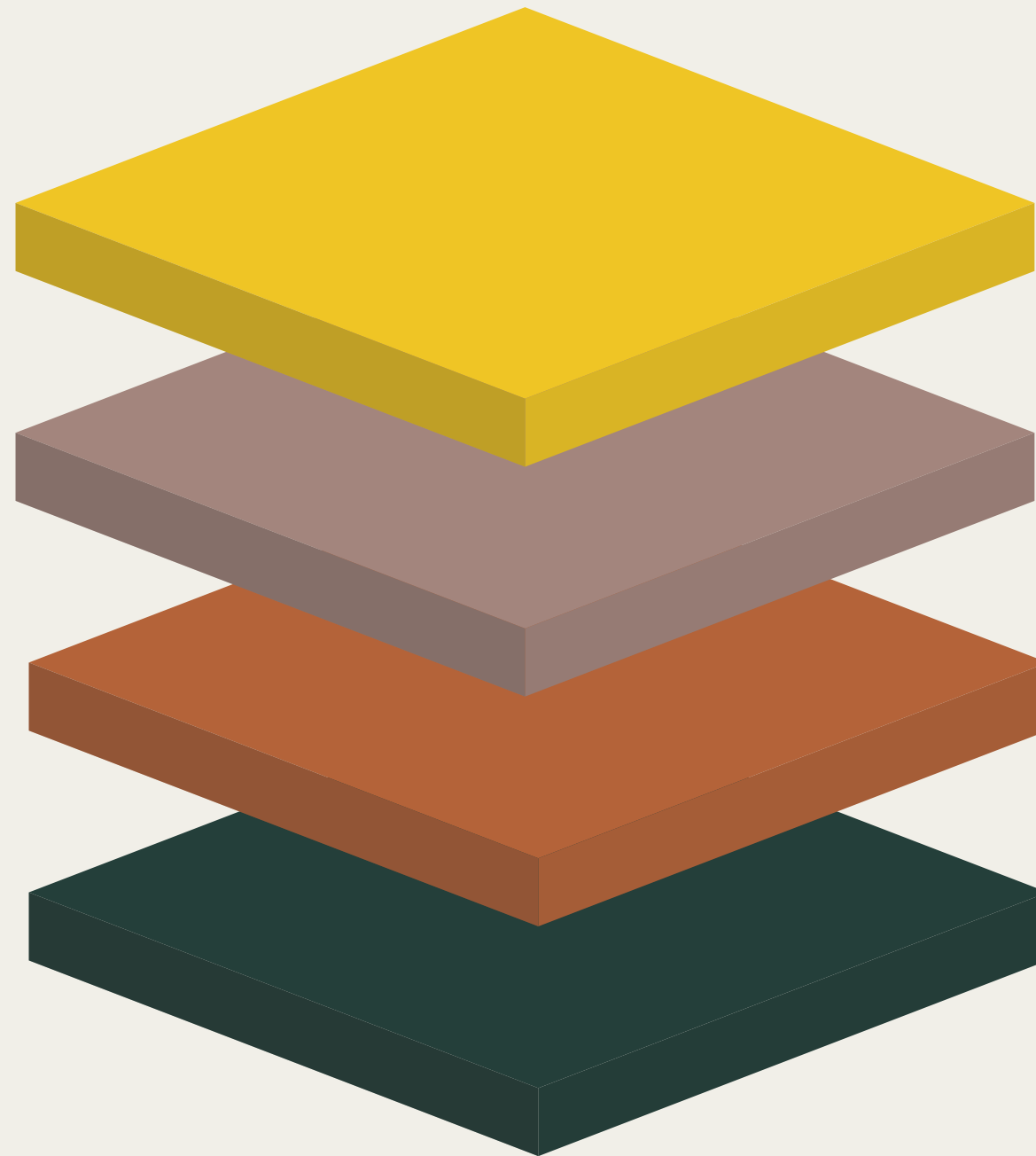
VALUE



BEHAVIOR



1 MOMENT



REFLECTION

**IS THERE A MOMENT / STORY YOU HAVE
BEEN WANTING TO SHARE?**

**IS THERE A MOMENT / STORY YOU HAVE
BEEN WANTING TO SHARE?**

**IS THERE CONTENT YOU COULD GO BACK TO
AND GIVE US THE HIDDEN BACKSTORY?**

**IS THERE A MOMENT / STORY YOU HAVE
BEEN WANTING TO SHARE?**

**IS THERE CONTENT YOU COULD GO BACK TO
AND GIVE US THE HIDDEN BACKSTORY?**

**WHAT (IF ANYTHING) WILL YOU DO
DIFFERENTLY?**

QUESTIONS