

# Impactful D&I Storytelling

The below was co-created during a WEBD x Seenit workshop on bringing your Employer Brand to life through impactful storytelling and User-Generated Content.



## A catalogue of impactful D&I stories:



**Apple**

"The whole working-from-home thing" by Apple brings everyday lockdown struggles to life.



**L'Oréal**

L'Oréal's Diversity & Inclusion mission explained.



**E-ON**

E.ON Highways Lighting Apprentice, David Guy, tells you how you can get a job, even if you're not like everybody else.



**HSBC**

LGBT+ colleagues and allies share their own 'Million Moments of Pride'



**Novartis**

To celebrate Pride 2020, Novartis associates from across the globe share their stories and how they inspire us all to make a difference.



**ING**

ING employee Kendra Surbano always knew she was different. And we accept her for who she is. Hear her story.



**Novartis**

In this video series, Novartis LGBTQI employees share their experiences and perspective.



**Vodafone**

How Vodafone employees #StayConnected during these uncertain times.



**HSBC**

For Black History Month HSBC shared some of the stories and voices of their colleagues who are helping us understand and be better.



**Infosys**

A very human, open and honest blog series written by the LGBTQ+ community at Infosys.



**PwC**

PwC is launching Diversity and Inclusion Week 2020. At PwC, all voices are heard. Be you at PwC.



**Swarovski**

Swarovski's annual campaign for International Women's Day, The Future Is Equal, aims to raise awareness of the importance of gender equality to create an inclusive world for everyone.

Co-created by 100+ Employer Branding leaders

Powered by **Seenit** & **WORLD EMPLOYER BRANDING DAY 2020**



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**Grow**

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