



Activating a Global Employer Brand with Employee Stories



A CASE STUDY BY **STORIES**



TABLE OF CONTENTS

03	Intro
08	The Global Culture Project
09	Life at Dell Video
11	Themed Videos
16	Localized Culture Videos
20	Videos Optimized Per Channel
21	Photo Content Library
23	Results
24	The Employee Storyteller Experience
26	Conclusion
27	About Stories Inc.



DELL TECHNOLOGIES

Dell Technologies is a global technology company with over 150,000 employees across 180 locations. Dell started with computers, but didn't stop there. Today, Dell is helping customers move into the future with multi-cloud, AI and machine learning through the most innovative technology and services portfolio for the data era.

Dell Technologies is a worldwide leader in digital transformation and in building inclusive cultures. Stories Inc. has been [working with Dell for years](#) to create recruitment marketing content campaigns that attract women in tech, veterans, and interns.

They re-engaged Stories Inc. to capture culture that reflected the employee experience at both the global and regional level. Their employer brand team knew that a story-based and employee-driven methodology would again be the best way to show the Dell Technologies employee experience throughout the world.

**Stories Inc.
captured stories
and created video
content that
revealed universal
company culture
across all Dell
Technologies
locations
worldwide.**

Together, Dell and Stories Inc. set out to uncover compelling employee stories that brought culture to life at both the global and local level. After Dell identified employees who were thriving in nine locations around the world, Stories Inc. scheduled, lightly prepped, and interviewed over 60 storytellers — uncovering hundreds of stories that illustrated Dell values and company culture in action.

Project Overview

Employees interviewed: 67

Videos created: 33

Sites visited: Singapore, Kawasaki, Beijing, Cairo, Bangalore, Montpelier, Panamá, Nashville & Round Rock

Photo library: Hundreds of professionally-edited photos of storytellers, teams in action, and environments

Stories uncovered: Too many to count!



Then, Stories Inc. delivered a content library for all recruitment marketing stakeholders to use, in order to build and fill candidate-facing channels with engaging and relevant employee stories. Content is searchable by topic, location, talent category, candidate-facing channel, and more.

Description	Category	Region
Innovation	Global Culture	GLOBAL
Culture (Global)	Global Culture	GLOBAL
Site video: Nashville	Local Culture	NORAM
Site video: China (Chinese)	Local Culture	APJ
Site video: China (English)	Local Culture	APJ
Site video: Montpellier (French)	Local Culture	EEA
Site video: Singapore	Local Culture	APJ
Site video: Panama (spanish)	Local Culture	LATAM
Site video: Japan	Local Culture	APJ
Site video: Bangalore	Local Culture	IMEA
Site video: Panama	Local Culture	LATAM
Site video: Montpellier	Local Culture	EEA
Site video: Cairo	Local Culture	IMEA
Diversity of Thought (Instagram animation)	Culture Theme	GLOBAL
Our Women in Action (Instagram animation)	Culture Theme	GLOBAL
Our Women in Action (30 seconds)	Culture Theme	GLOBAL
Diversity of Thought	Culture Theme	GLOBAL
D&I: Tiffany's story	Culture Theme	GLOBAL
Diversity in Thought (30 seconds)	Culture Theme	GLOBAL
Women in Action	Culture Theme	GLOBAL
Social impact: Making progress real	Culture Theme	GLOBAL
Graduate Greatness (Instagram animation)	Culture Theme	GLOBAL
Shaping the Future of Innovation (Instagram animation)	Culture Theme	GLOBAL
Work/Life Balance (30 seconds)	Culture Theme	GLOBAL
Shaping the Future of Innovation (30 seconds)	Culture Theme	GLOBAL

The People Behind the Content



Anna Lippe
Account Manager,
Stories Inc.



By the Numbers:



67

Employees interviewed
around the world.



9

Global locations
visited.



18+

Dell Technologies Employer
Brand regional leaders
collaborating on the project.



2,000+

Professional photos
added to photo library



33

Videos, optimized by
candidate-facing channel.

STORIES



We worked with Dell's regional employer branding points of contact, as well as location-based points of contact who served as our day-of guides onsite. All told, we collaborated with 85+ Dell Technologies team members, including employer brand regional leaders and employee storytellers, to help make the project a success.



THE GLOBAL CULTURE PROJECT

Gathering important stories from all over the world, across offices, races, ages, tenures, and positions, allowed Dell and Stories Inc. to “zoom out” and see the big picture.

Regardless of where in the world someone worked, there were consistencies in experience. Themes emerged around flexibility, DIB, and more. As a result, the Stories team created a library of content that brought to life their universal culture, which all stakeholders at Dell could use to talk about their employee experience globally.



Themes Covered

- Universal global culture
- Local culture
- Innovation
- Diversity & inclusion
- Women of Dell
- Work/life balance
- Social impact
- Graduate greatness
- Focus on customers

Content Delivered

- Long-form video
- Short-form video
- Social video
- Animated videos
- Headshot photography
- Individual candid
- Team portraits
- Group “in action” shots
- Workspace photography


LIFE AT DELL VIDEO

The first piece we created together was a video entitled, “Life at Dell,” featuring some of the very best employee stories from around the world.



Dell now uses the Life at Dell video as their principal company culture piece across their channels, including their career site, talent network, and all social media networks. It's since earned more than 100,000 views on YouTube alone.

Diversity and inclusion themes are naturally pulled through in this video, because it has been a work in progress at Dell for years ... not just when it's become a corporate necessity.



To better understand leadership's culture perspective and vision, we interviewed three executives: Michael Dell, Chairman and CEO; Karen Quintos, Chief Customer Officer; and Allison Dew, Chief Marketing Officer for leadership's perspective on the company culture and a strategic vision.

We could then support their strategic statements and visions with employee stories. From Bangalore to Nashville to Panama, we heard stories to really illustrate concepts like work/life balance, career growth, and an inclusive culture, which transcended location.

Take this story from Kavita Mehra, on work/life balance:

"There is nobody in my fifteen years who's told me you have to be in the office from nine to six. You know exactly what needs to be done on a priority basis today, tomorrow. My father was very ill, and he needed that constant care. My boss said, 'Go take care of your father, family comes first.' I called up my boss and I told him, 'Thank you. You have absolutely no idea what that means to me.'" — Kavita Mehra



VIDEO: OUR WOMEN IN ACTION

Dell Technologies has publicly announced an ambitious goal: their workforce will consist of 50 percent women, and 40 percent of leadership roles held by women, by the year 2030.

Next, they needed stories to show women they have built a culture to support them. For the Women in Action video, we weaved together stories from Dell women employees about career growth, recognition, internal mobility, work/life balance and initiatives that support girls.

All marketers know timing is important. Dell Technologies launched this video on International Women's Day.



Our Women in Action video

VIDEO: DIVERSITY OF THOUGHT

Diversity, inclusion, and belonging are now business imperatives. Because creating an inclusive culture has been a priority for Dell for years, we uncovered countless stories that could illustrate this concept to candidates. In this video, we shared stories of team members with various backgrounds and tenures, from all over the world. We highlighted specific employees who worked hard to make Dell's Employee Resource Groups productive and successful.



Diversity of Thought video

"We open the offices so you can bring your family. My son learned about the Employee Resource Groups. He said, 'Mom, I'm so proud of you working at Dell Technologies.'"

—Yaravi Cardoze



VIDEO: FOCUS ON OUR CUSTOMERS

Many companies talk about a commitment to customers, but what does that look like in action? In this video, through employee stories, we showed how Dell Technologies goes the extra mile for customers, and how team members develop deep and long-lasting relationships with customers.



Focus on Our Customers video

This video also communicates Dell's core value: "customer oriented." It shows the high standards the company sets for itself, and how that value of customer service is embraced by team members.



Shaping the Future of Innovation video

SHAPING THE FUTURE OF INNOVATION

We hear the words “Innovation” and “AI” so much in modern society that they have lost their impact in text. Although they are exciting concepts, the words alone no longer capture attention.

This video took these concepts and *showed* what Innovation is for engineers and technologists at Dell Technologies. From showcasing a passionate engineer with 13 patents, to a Research Scientist living out his childhood dream, there’s no doubt this is a place talented people come to create and change the world.

GRADUATE GREATNESS

Dell Technologies has robust intern and early career talent programs. They also have a sophisticated understanding about why this talent category chooses Dell as a place to start their career.



Graduate Greatness video

Amongst the fun in this fast paced video, there's serious messages. Learning from the experience of potential peers, candidates can connect to their future colleagues. They also can understand what it means to start their career at Dell Technologies.

LOCALIZED CULTURE VIDEOS

Working in a specific team, whether that's office-wide or department-specific, sometimes naturally creates its own subculture. It's important to honor these as well: the more realistic an employee experience you can show candidates, the better.

For each Dell Technologies office site we visited, we created a video that highlighted what was unique about that particular location, featuring employees local to the office.



Dell Technologies Panama culture video



Dell Technologies Montpellier culture video - English version

It was also important to Dell to further localize the videos by telling stories in languages native to the candidates we were targeting, even if that audience also spoke English. For each of the four bilingual office sites, we created both a site-specific video in English and another video cut in the native language (French, Japanese, Chinese and Spanish).



Dell Technologies Kawasaki culture video - Japanese version




Dell Technologies Cairo culture video

In all eight of the videos, our b-roll and photos captured the visual look and feel of the office so candidates can picture themselves in the space.



Dell Technologies Singapore culture video



In these site videos, we were able to share content that's specific to that office location, like the story captured in the Cairo office, above. This content will resonate with candidates in that market, regardless of position.

In four of the offices — Montpellier, Kawasaki, Beijing and Panama — storytellers spoke in both English and their native languages of French, Japanese, Chinese, and Spanish, respectively.

“We had a marathon by the pyramids of Giza to celebrate and market for Dell Technologies. We invited our customers, partners, university students and team members. Everyone was cheering for each other and helping others to continue the race.”

—Tarek Hamdi



VIDEOS OPTIMIZED PER CHANNEL

We created 30 second cuts of all the videos, optimized for social channels and career site locations.



Our Women in Action :30 version



*Shaping the Future of Innovation
animated Instagram video*


And, we created four 15 second animated versions of each themed videos especially for the @LifeatDell Instagram channel.

PHOTO CONTENT LIBRARY

For each of the nine Dell Technologies locations — Singapore, Kawasaki, Beijing, Bangalore, Cairo, Montpelier, Panamá, Nashville, Round Rock — we took hundreds of professional photos. Ultimately, we delivered an extensive photo library all stakeholders at Dell Technologies could use in their marketing efforts.



These professional photos captured the unique visual cultures of each office.



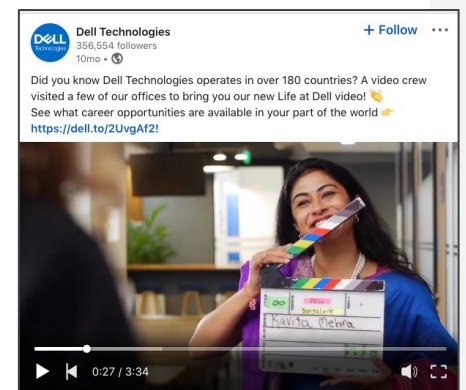
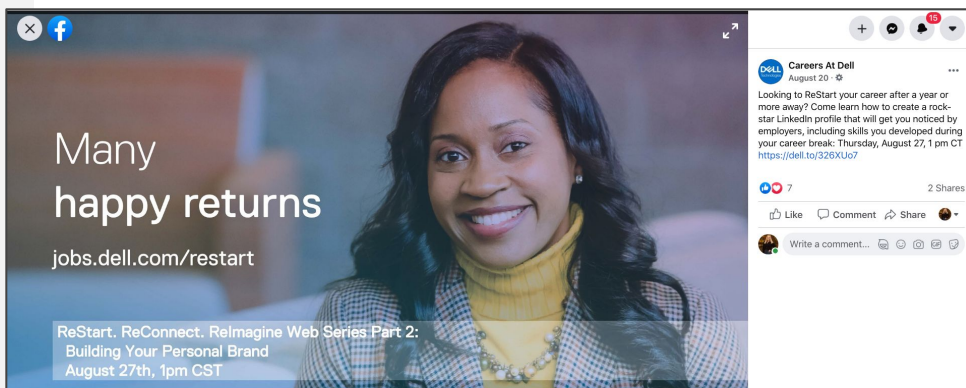
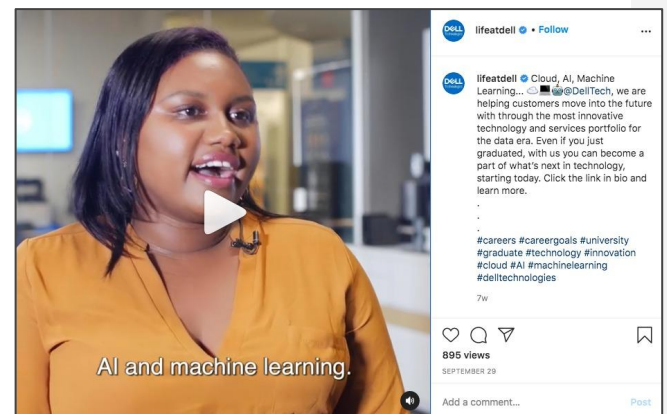
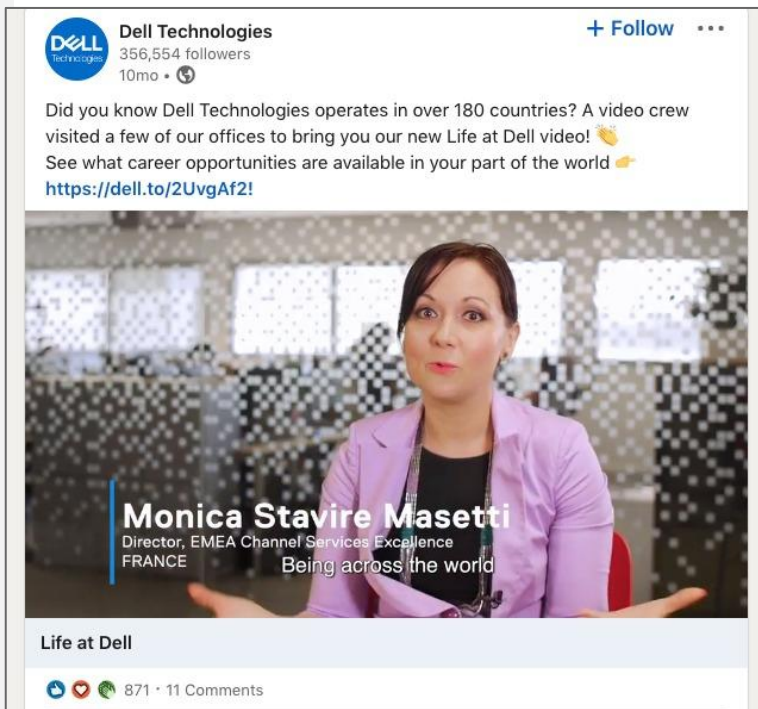
Our favorites include team members at work doing their jobs, work spaces, portraits of individuals and teams, headshots and people genuinely enjoying the time they're spending with their teams.



The result: thousands of professional photos that together reveal the global culture of Dell Technologies, as well as the specific cultures of each location.

RESULTS

As soon as we delivered the first video and images, Dell Technologies started sharing the content across their channels. The content library we delivered provides a fruitful flow of stories for the Dell team to schedule in their content calendars. And it's working: the Dell Technologies team has told us that their engagement analytics have been phenomenal.





THE EMPLOYEE STORYTELLER EXPERIENCE WITH STORIES INC.

At its core, the best employee story content comes from natural conversations. This is the way to get engaging and substantive stories that show culture to candidates. To do our best work, Stories Inc. is intentional about creating a world class employee storyteller experience. Our process includes group prep sessions, individual calls with employees, and a lot of back and forth in order to schedule interviews.

Our methodology requires us to really get to know our employee storytellers. In addition to telling stories that show corporate culture, we really care about lifting employees up. We feel a responsibility to tell their stories in a way that makes them proud. That's why the feedback of our work from employee storytellers means a lot to us.

EMPLOYEE STORYTELLER FEEDBACK FOR STORIES INC.

We shared the final content with the storytellers, and many of them shared to their personal social media accounts and the Life at Dell channels. We at Stories also received responses from the storytellers that thrilled us.

“Thank you @lifeatdell & @stories_incorporated ... a testament of joint talent and great professional stories to tell while having fun.”

“You've got a great team!”

“Very happy to see these photos. You made me look very beautiful, thanks a lot!”

“A big thanks for your commitment 🙏 you share perfectly our life, our stories across the world 🌍 You nailed it, Stories Incorporated team! ❤️ “

“Simply love the work of you and your team. Amazingly relaxing and professional!”





CONCLUSION

When an international company such as Dell Technologies prioritizes communicating the universal culture present in its locations around the globe, as well as its offices' unique local cultures, they're sending a resounding message to all of their audiences: ***you matter.***

By comprehensively capturing global, local and glocal stories, Dell Technologies accurately and dynamically connects with its audiences. Dell's candidates, employees and consumers are now able to experience the culture of the largest enterprise systems company in the world, through stories from team members all over the world.

Collectively, this content library of Dell Technologies' stories paints a vibrant, vivid and detailed picture of what it looks like to live #LifeatDell.



ABOUT STORIES

Stories Inc. is an employer branding, consumer marketing and recruitment marketing agency and content studio. Since 2012, Stories Inc. has been uncovering powerful stories and bringing those stories to life through engaging content. Stories Inc.'s expert team members capture stories that show what is unique about an organization's culture and brand, and connect those stories to mission, messaging, corporate values and purpose. Using a variety of digital media, Stories Inc. delivers content libraries full of engaging pieces, optimized per channel.

STORIES

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