

Recruit, retain  
and raise up the  
best talent to build  
brand success





# Content

Recruiting top talent	5
Retaining staff and a consistent brand goes hand in hand	8
Raise up your people to make them, and your brand, shine	11
Unleash your brand with Papirfly	14



**Feeling the chill of a frequently revolving door within your brand can be disheartening - and expensive - as good employees move on to your competitors when it feels like they only walked into the building yesterday.**

Considering we spend over a third of our lives working, deciding how we spend that time means the potential for a career change and a new challenge is ever-present for many employees.

Taking the opportunity to assess and improve your current employer branding strategy can play a big factor in successfully recruiting the best talent. Keeping your existing team members happy and motivated in their current position, depends on fostering a collective culture behind your company's values – one that allows your workforce to develop a deep, meaningful connection to your brand and its unique identity.

Our team at Papirfly is here to guide you onto the path of better employee recruitment and retention, leading you and your brand on the journey to becoming a highly regarded employer of choice.

## **Counting the cost**

Achieving a 100% retention rate is unrealistic, as there will always be a few people who move on due to various changes in their personal circumstances. The silver lining is that your brand can benefit from the occasional injection of fresh faces, perspectives and enthusiasm that the hiring of new recruits can bring.

Yet having too many experienced employees walk away can significantly damage your productivity and overall company culture. Substantial investment in time and money to train up new people is then required to fill the void left by these departures.

Whilst a 10.9% turnover rate can be considered the approximate norm (varying in sector and industry), recent trends include 43% of working Millennials contemplating leaving their current roles within two years. Realising it can cost anywhere between 6 and 9 months' salary of the departing team member to replace their role, such short spells of employment can cause more than a negative financial impact. When your best people see other top talent walking out the door, your competitors could gain the momentum of growth your brand is losing.



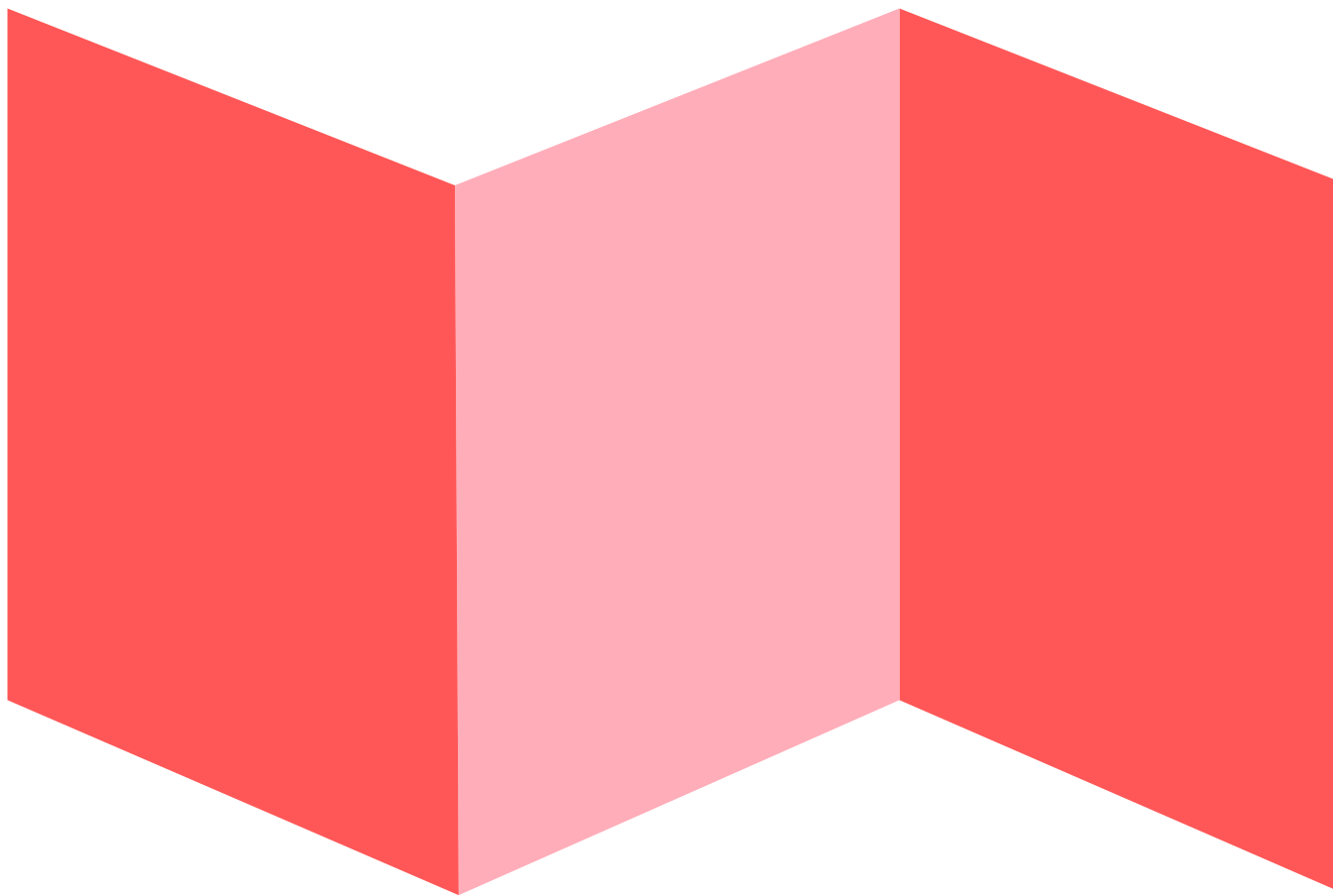
## Taking control of your employer brand

Having an effective and consistent employer brand strategy in place can lead to benefits including retaining valued employees by as much as 28%.

Adding to this, attracting and keeping top talent, whilst allowing them to thrive and shine for your brand, can only help support better brand awareness for your customers.

So, it's time to begin an authentic assessment of how you currently recruit, retain and raise up your people based on our guidelines below.

# Recruiting top talent





## First impressions count.

Taking time to consider how and what you present to potential internal and external candidates is key in attracting the best people for your brand.

## Competing with your competition

While money isn't everything to everyone, it is usually the first and most important consideration for most candidates. If the salary doesn't meet or exceed the industry standard or the candidate's personal expectations, they may deselect themselves without investigating any further.

Staying competitive to attract the right people and give them compelling reasons to stay, means they're less likely to have their heads turned by your competition. Remaining realistic and within budget may mean your company isn't able to offer a great candidate the salary they want.

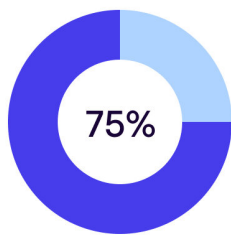
Having a clear path to progression, a pay review in place after a set number of months and other financial incentives and benefits could be enough to make you the employer of choice among their other targets.

## Being ultra-clear on culture and values

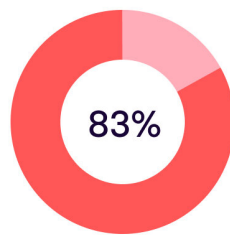
An inspiring company culture will attract top talent. A brand that is consistent, authentic and built on strong values and positive reputation will minimise the risk of employees holding out for an alternative offer elsewhere. Your values and how you communicate them can differentiate you from competitors in and around your industry from the very beginning.



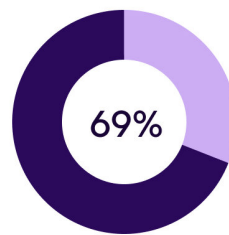
Conversely, if your workers don't buy into your goals, missions and principles, they won't form a connection to your organisation and won't feel a compulsion to stay when another opportunity comes along. Having a strong employer value proposition, clearly defining your brand's values and culture, helps candidates self-select in or out of the application process - saving you time and energy to focus on those who are the perfect fit.



of candidates research about firm's reputation and employer brand before applying for a job



of employers say that employer brand plays a significant role in their ability to hire talent



of candidates would NOT accept a job in a firm with a bad reputation even if they wouldn't have a job

\*Source: TalentLyft

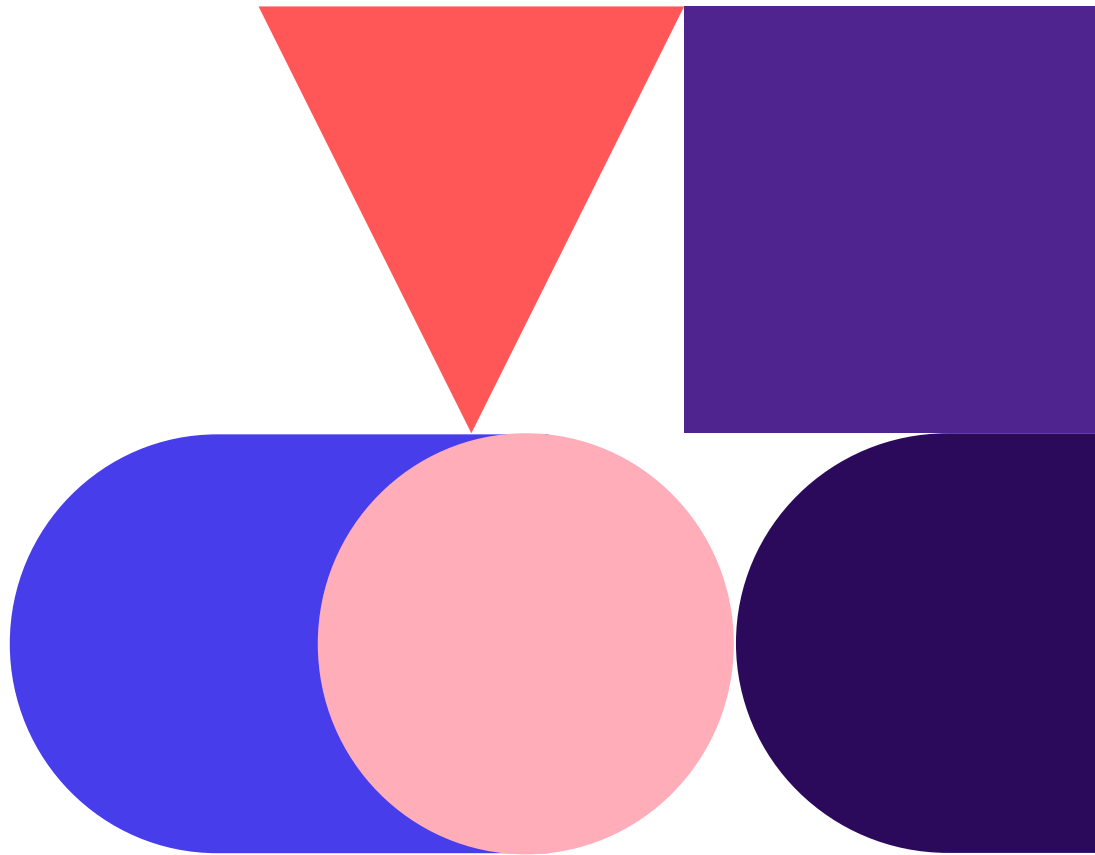
## Communication from the start

Receiving clear instructions during all stages of the application and recruitment process sets the foundation for what communication they can expect should their application be successful. If messaging is lacking, delayed or unclear at this stage this suggests they may not be supported when in the role, so a job offer may not be enough to make you the employer of choice.

You can't hire everybody, yet an unsuccessful candidate could strive to become a proposition in the future with a positive experience. Equally, your employer brand could be adversely affected if they have a negative one.



# Retaining staff and a consistent brand goes hand in hand







## Getting the right people is a huge victory.

Sustaining that feel-good factor for employer and employee means ensuring the best conditions exist to give everyone the chance to shine.

### Start off right

Your brand has bagged the perfect person. Getting them off to a great start with a well considered and established onboarding strategy is essential in reassuring them they made the right decision by accepting your offer.

At whichever position and level your new hire enters your company, being the newcomer can be disorienting. Providing them with the right information on your brand, access to essential systems and delivering key training for their role can help them feel supported. Give them a strong understanding of where they fit in by ensuring they are introduced to the key people they will be supporting and be supported by.

### Be the employer of choice for employer wellbeing

High productivity is important and a core priority for all brands. Achieving impressive short term results with staff who seem to be getting on with their jobs can seem like you're onto a winning strategy. Though silence could be an indicator of unhappy people feeling unable to speak up and unsure whether they want to stay for the long term.



Whilst stress is a natural part of any role, an excessive amount can be a strong motivator in considering employment options. Being seen as an employer open to hearing people's concerns, with an authentic intention to listen and take action can help employees stay productive, feel appreciated and remain reassured, as well as less likely to suffer burnout. With flexible working quickly becoming the norm, brands that don't adapt risk experiencing a higher turnover of staff, with 22% of workers in some cases changing company or department in pursuit of better flexibility.

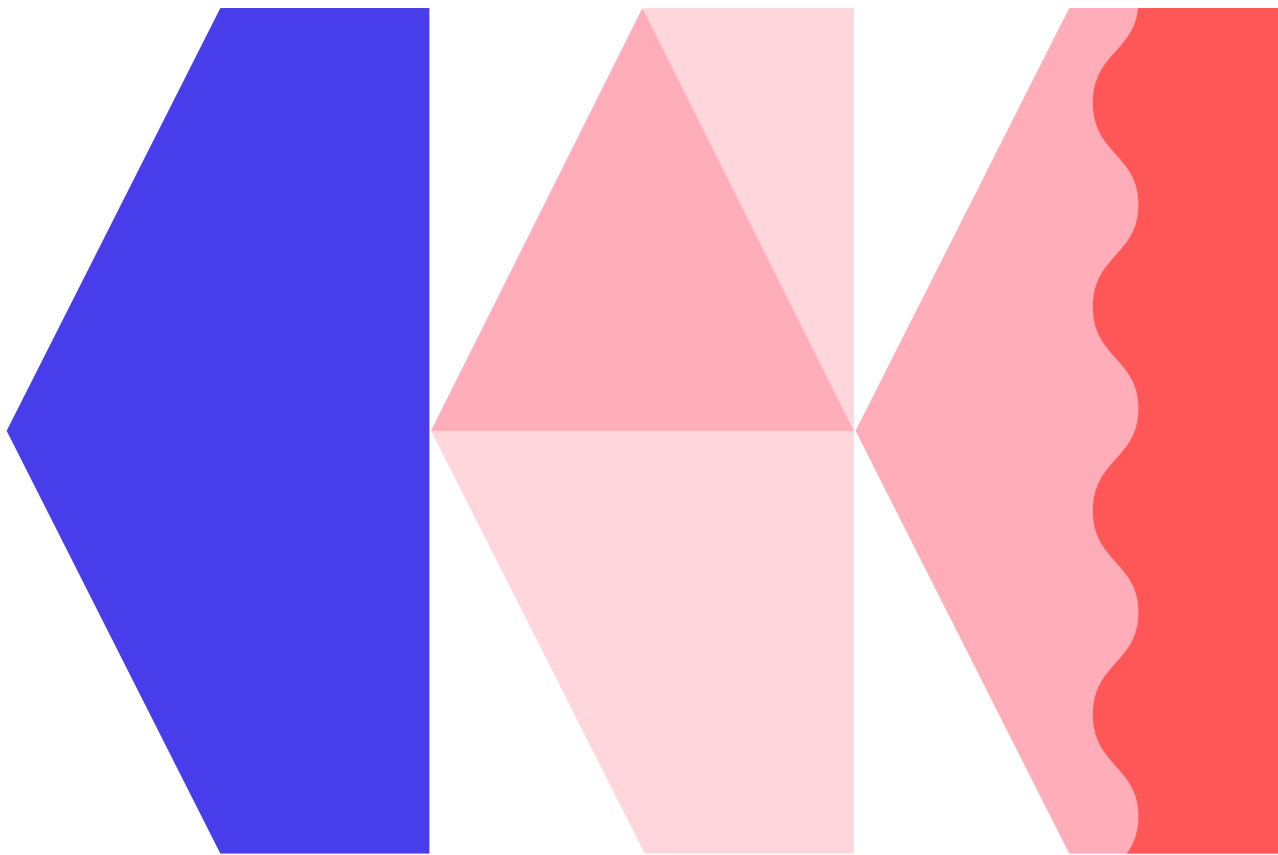
Frequent employee reviews or discussions with their supervisors and regular communication with your employees can help workers feel connected and supported at work, and allows you to spot and address any signs of discontent early. Ultimately, this comes down to great communication.

## Managing and communicating across your brand

Over a third of UK workers plan to leave their company imminently due to not feeling any kind of inspiration or motivation from their employer. Poor management is a powerful indicator of high employee turnover – without clear direction, guidance and encouragement from the top, employees lack the structure and impetus to perform effectively and grow within the company.

Feeling respected and appreciated in an atmosphere which cultivates the trust to deliver work to a high-quality standard is key to your people and your brand thriving. Placing too many oversights and barriers in the way of their autonomy is a dangerous path to a high turnover of staff. Take the time to train and develop your management teams effectively, minimising the risk of culture clashes and assuring employees they're working to grow an inspiring brand so they take pride in their productivity.

Raise up your people  
to make them, and  
your brand, shine





## As your brand grows, so do the needs of your people.

This doesn't always mean constant promotions and salary pay rises – though it can help - creating and communicating ways to step out of comfort zones and into personal empowerment only benefits your brand.

## Encouraging education and excellence within your brand

The very best talent wants to develop and harness skills at every opportunity. Providing them with the chance to improve both inside and outside of work not only motivates them to bring more of themselves to your brand, their colleagues will feel encouraged to learn new things too.

When people excel and show signs of progress, recognise and celebrate it. Employees whose work is hardly (if ever) recognised will feel more disheartened and disillusioned in their role. It will potentially lead them to question whether they are valued if they will never receive recognition or reward. Remember, some may need a nudge of encouragement toward taking the next step.

## Demonstrate clear paths to career progression

One of the core reasons people look at alternate job opportunities is to advance in their career. If your company does not present a clear path for promotion or development, and your employees don't feel that their distinct skills and expertise are being put to good use in their current role, ambitious talent will find chances to take on more responsibility somewhere else.



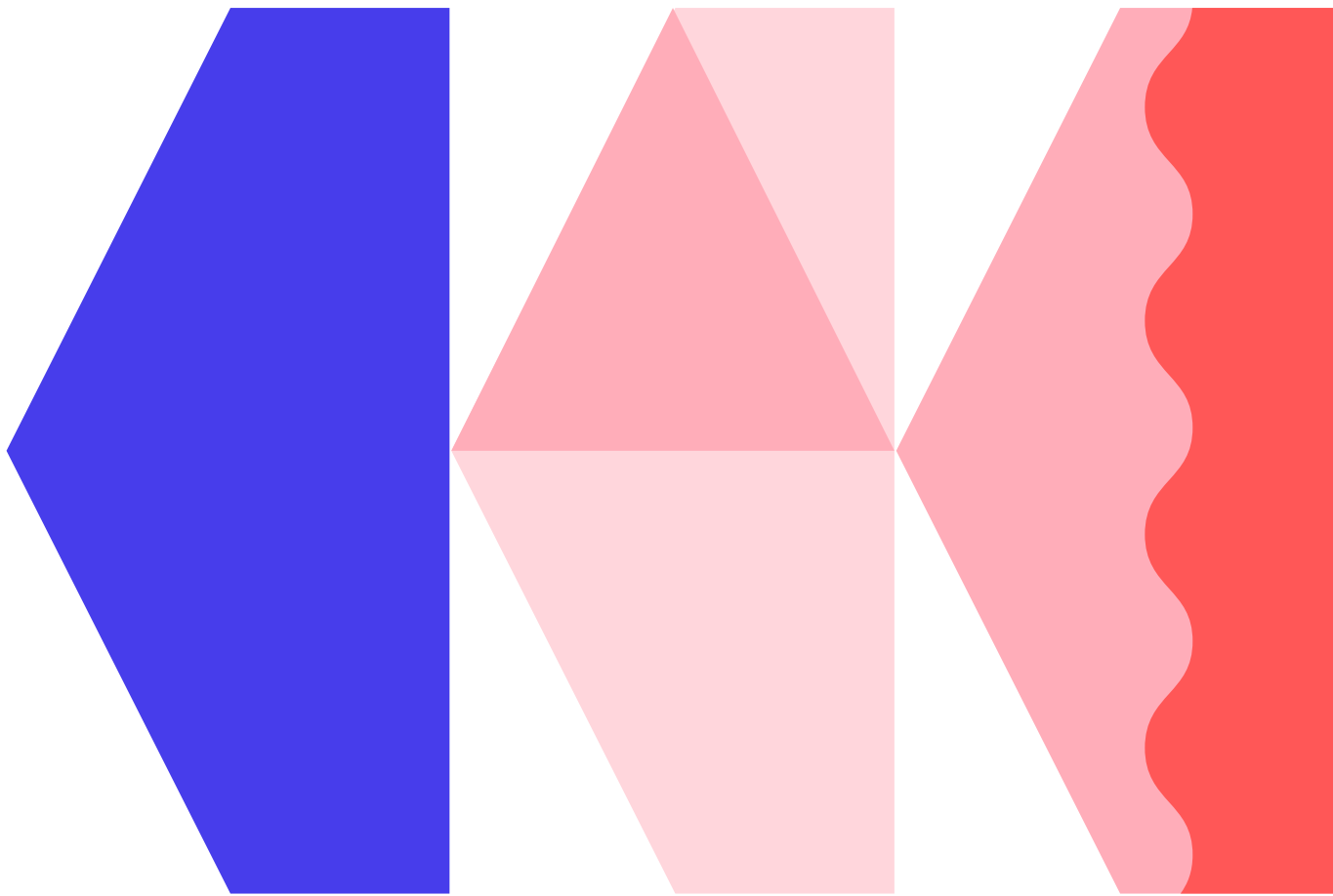
Removing barriers for internal recruitment leaves more room for career progression within your workforce, improving the chances that your employees remain engaged and motivated, and that your brand doesn't lose its finest talent. With most employees not content to stay in one place or role for their whole lives, you need to illustrate that your organisation can support their ambitions beyond their current responsibilities. For high-performance employees, this will motivate them to climb the ladder in-house rather than seek greener pastures.

## Seeing other members leave

Ultimately, witnessing talented employees leave your company can make people question their own position and happiness in your organisation, often regardless of the reason behind their departure.

Losing such talent regularly can damage the overall culture and atmosphere in your workforce, and cause others in your team to consider their own future. If you already have a high turnover, this can be an even more pressing concern.

# Unleash your brand with Papirfly











# How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

## How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

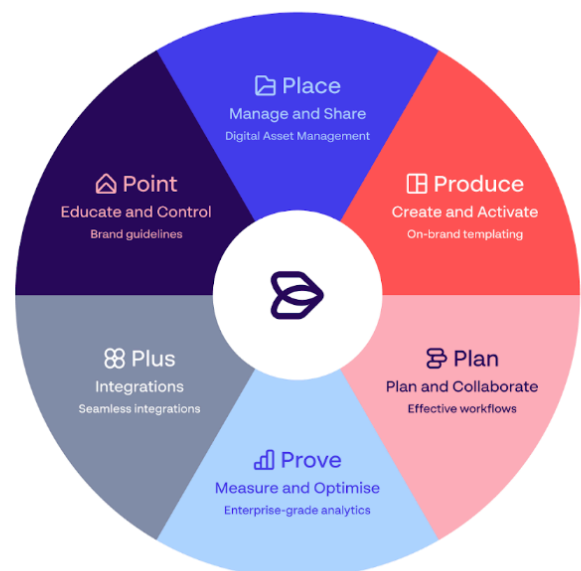
## We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

## We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with no previous design skills
- Achieve 100% brand consistency
- Reach all markets, in any language
- See a complete bird's-eye view of your branding and marketing efforts

## Discover our all-in-one brand management platform



## Trusted by the world's most recognisable brands

 **1M+**  
regular Papirfly users

 **600+**  
brands using Papirfly worldwide





# Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

## Point

### Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

## Place

### Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

## Produce

### Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

## Plan

### Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

## Prove

### Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

## Plus

### Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



# Global brands trust Papirfly



Mercedes-Benz



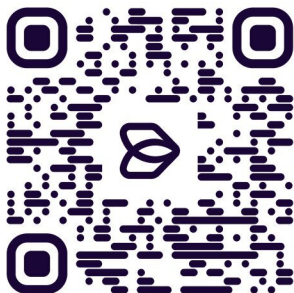
"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford  
Global Recruitment Branding Manager, IBM



# Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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