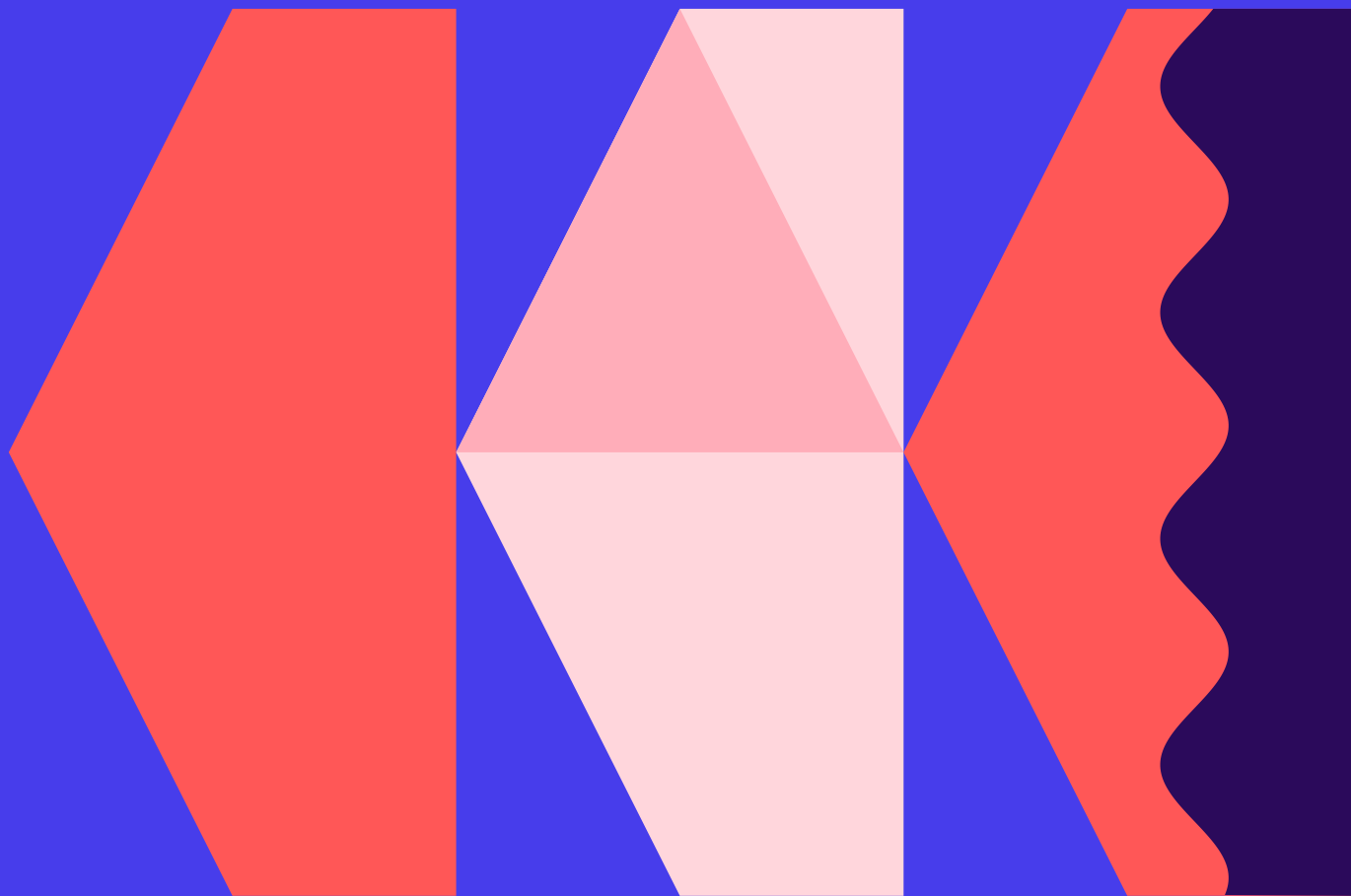


Internal mobility strategy tips and best practice

How to ensure your internal workplace
market gets off to the best start





As the global talent market only keeps getting more competitive with time, companies will benefit a lot from putting a greater focus on nurturing their internal talent pool, and be a little less reliant on external hires to fill new roles.

Of course, there will always be a need for attracting new talent. But, you can also save yourself a lot of recruitment headaches by setting up an internal mobility strategy and promoting a culture that encourages your employees to expand their skill set and grow into bigger roles over time. It'll even help your people feel more fulfilled and happy in their career paths, knowing that climbing the ladder internally is possible.

This paper will help you start off your internal mobility strategy right, so that your company can face the challenges of filling new roles and be a better place to work.

Enjoy!

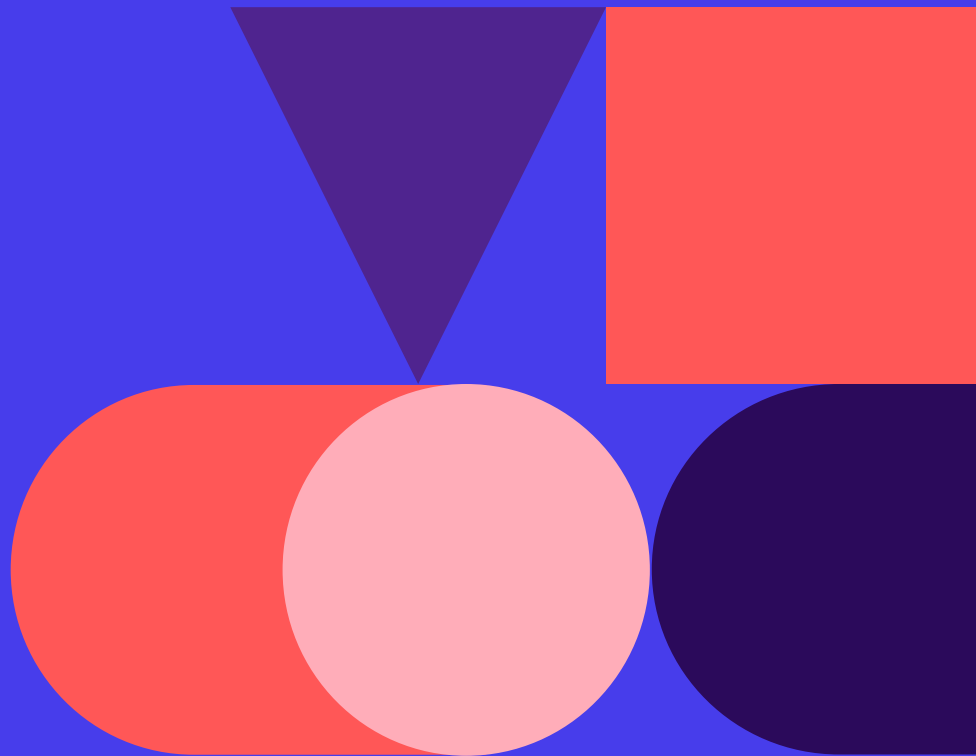


Contents

Ensure your internal talent management and recruitment processes are up to scratch	4
Ensure that skills auditing becomes an ongoing process	6
Make careers flexible and mobility the norm within your culture	8
Encourage collaboration across teams	10
Train teams on your chosen internal marketplace tool	12
Always think ahead	14
Obtaining buy-in from stakeholders and the wider team	16
Technology is key in managing your internal mobility	18
Unleash your brand with Papirfly	20

#1

Ensure your internal
talent management
and recruitment
processes are
up to scratch





Before entering into a new phase of workplace mobility, the core of your recruitment needs to be solid, or the whole process will be futile.

It may be that key documents and processes haven't been kept in-line with the business's changing needs, or aren't in a position to be adapted to internal needs.

Who should be involved?



HR team



Employer brand team



Recruiters

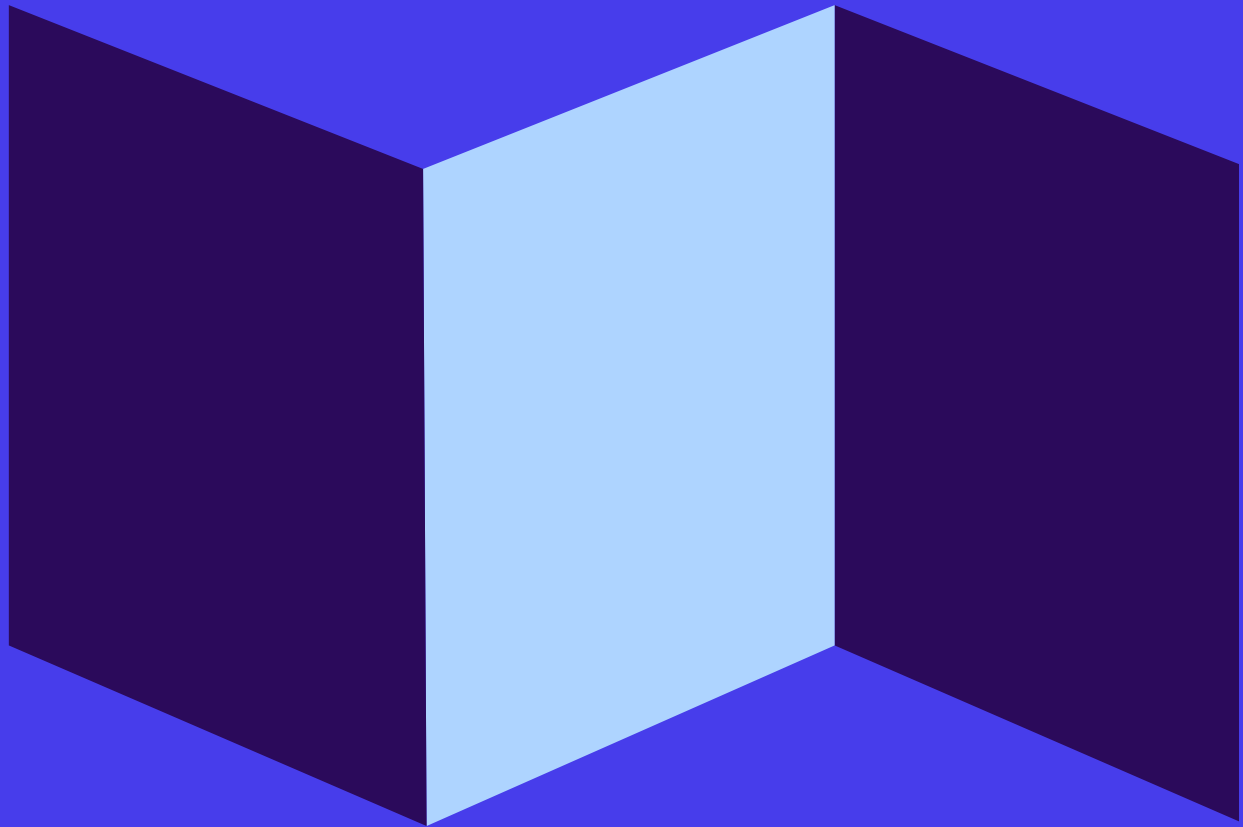


Management (for sign off only)



#2

Ensure that skills
auditing becomes
an ongoing process





You will likely need an internal marketplace programme to record all of your skills mapping data. You can however start with the MinimumViable Product (MVP) and build it out as time progresses.

Once you are past the initial bump, there needs to be ongoing skill reviews taking place every 6 - 12 months. This may be inputted by employees themselves or assigned to management depending on the size of your team.

Who should be involved?



Recruiters (for set-up, training and ongoing use)



Management (for ongoing output)



Employees (for ongoing input)



#3

Make careers
flexible and mobility
the norm within
your culture





Traditionally, when there were talks of someone moving roles, speculation would follow about why it was happening.

As an employer brand, recruitment or HR professional, you understand the enormous benefits of a shift to the internal talent marketplace.

But employees could be sceptical. Ensure there is a communication push that promotes exactly what's happening and how individuals will benefit. Nurture champions across the business for an extra layer of reassurance.

Who should be involved?

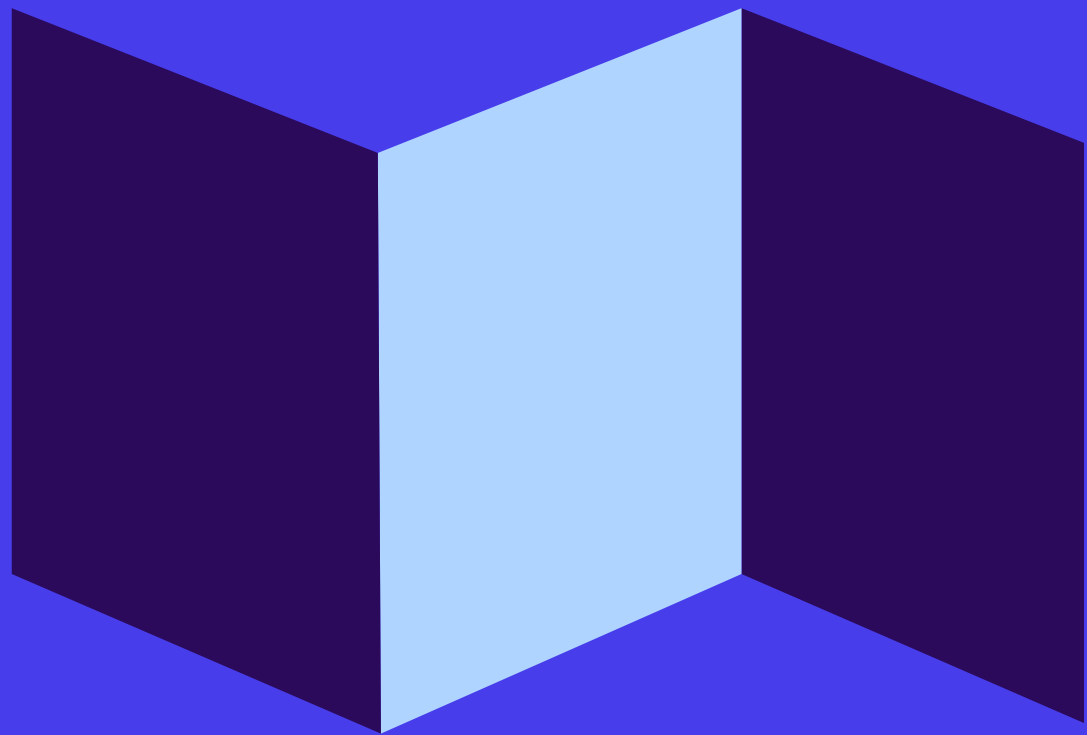


Every level of employee



#4

Encourage collaboration across teams





Some of the best things happen in unexpected circumstances. And having insights and perspectives from different teams can help your company produce its best work.

If marketing is delivering content without involving sales and vice versa, and you're looking for someone to bridge the gap, an existing employee from either team could take on an additional responsibility, rather than hiring someone new.

Who should be involved?

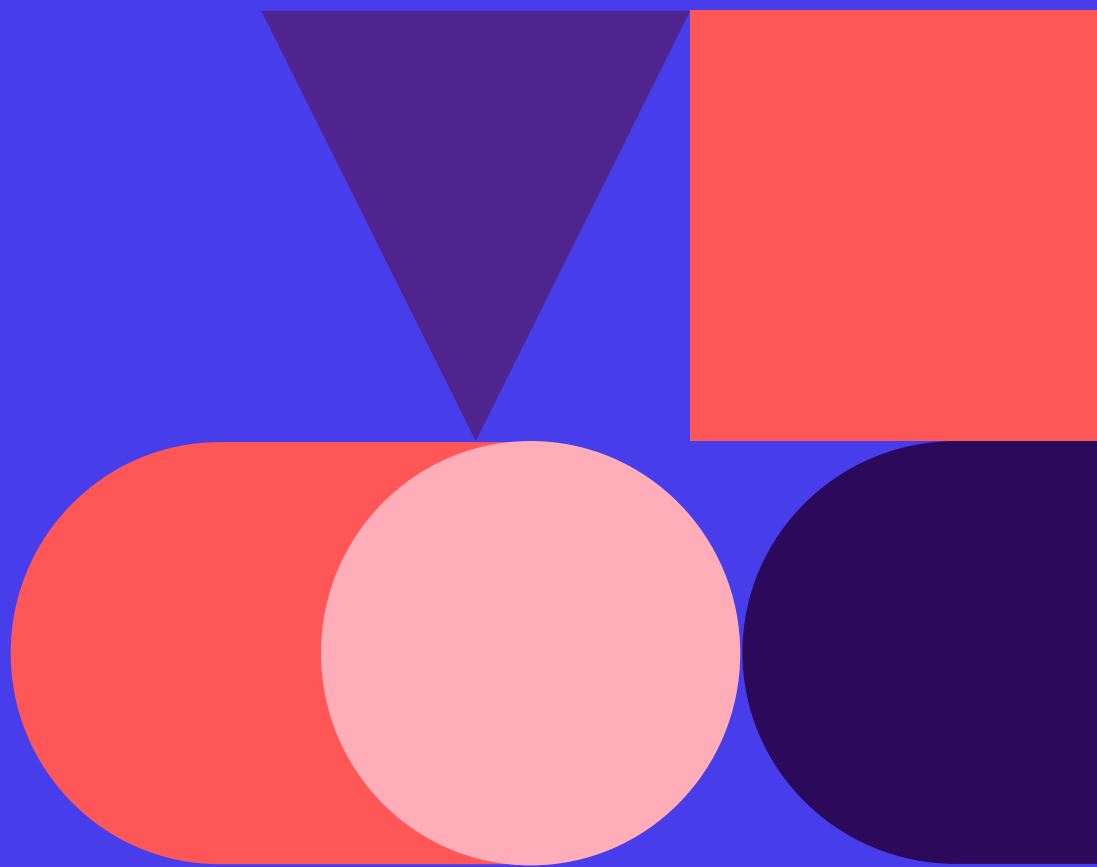


Every level of employee



#5

Train teams on your chosen internal marketplace tool





The tool you use to manage your talent marketplace will be critical to success. The first port of call is for anyone involved in employer brand, recruitment or HR to learn the programme inside out.

Only then can employees actively engage with it. Give employees a couple of weeks to interact with the tool and ensure they don't have any questions or concern, then collate the feedback to your provider to see if any enhancements can be made.

Who should be involved?



HR team



Employer brand team

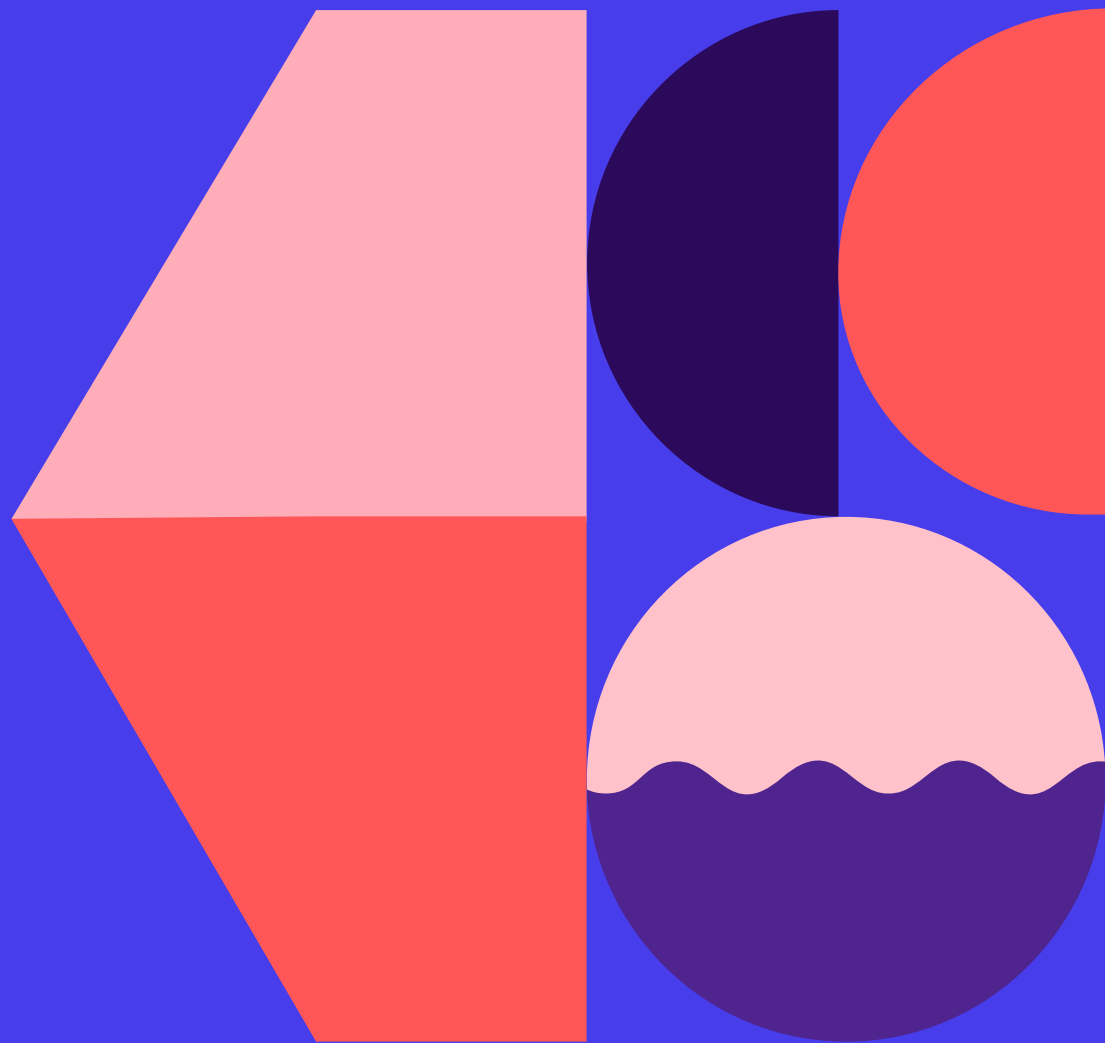


Recruiters



#6

Always think ahead





If considering an existing employee for a new role, always have a plan B. If this employee is planning to move on, there needs to be someone that can take over their old role, should it provide great value to the business.

Essentially, succession planning should always be at the forefront of your management's minds. Otherwise, you'll solve one recruitment challenge with your internal mobility strategy and end up with a brand new issue to deal with.

Who should be involved?



HR team



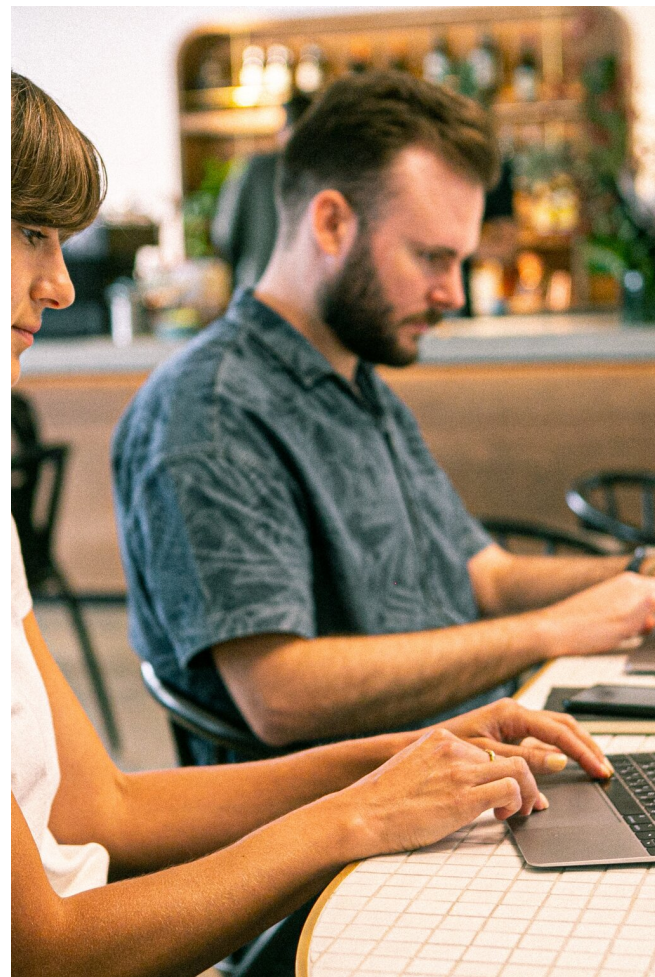
Employer brand team



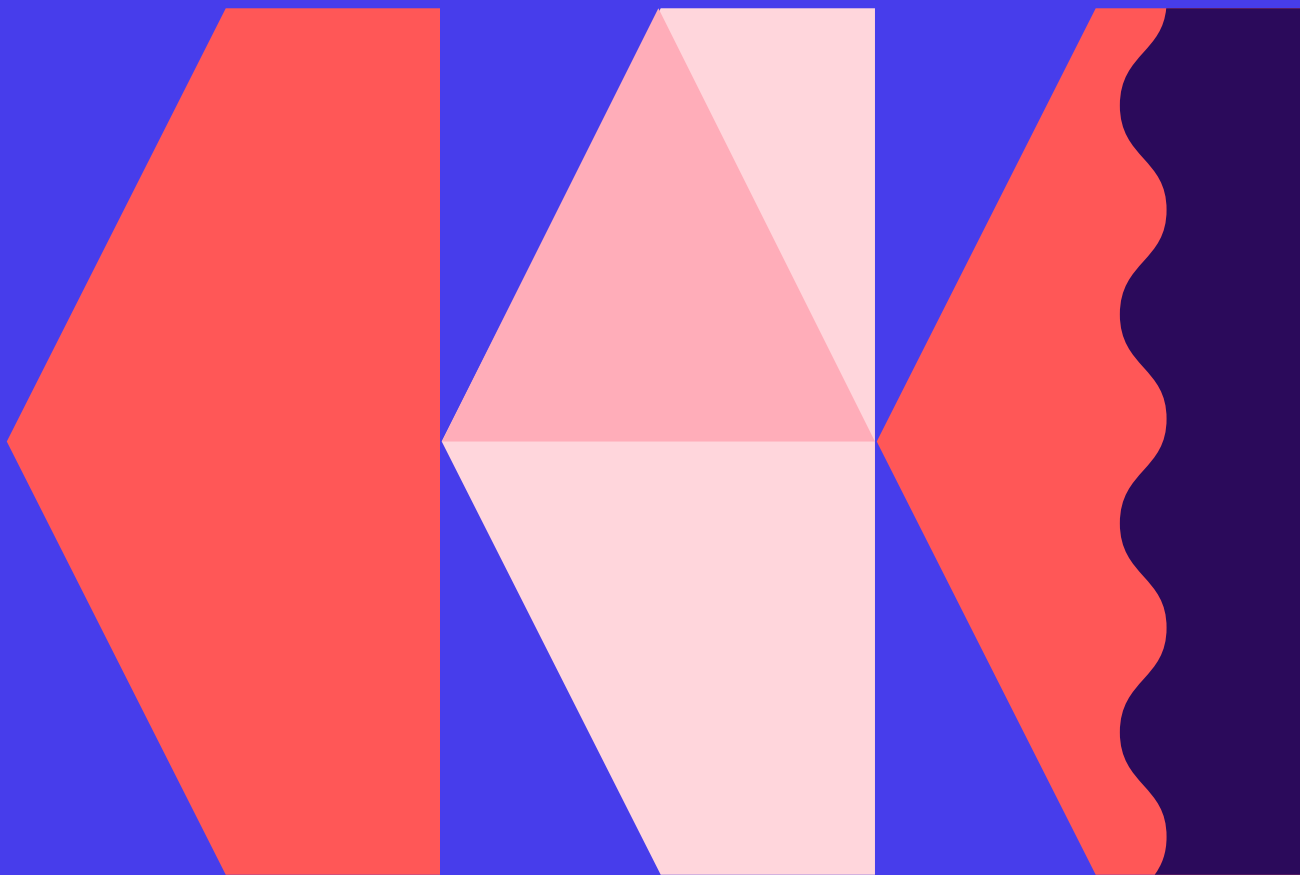
Recruiters



Management (for ongoing input)



Obtaining buy-in from stakeholders and the wider team





Change can be met with resistance or managed with total assurance. To prevent the former from becoming your reality, there are a number of steps you can take to make sure everyone's on board with your internal mobility strategy.

Meet the talent marketplace

Educate teams on the purpose of the marketplace and ensure that everyone at every level understand exactly how they, and those around them, will benefit.

Incentivise, incentivise, incentivise

At the initial stage of rollout, managers may need a little push to get on board. Consider incentivising management if roles or skills are shared from their department.

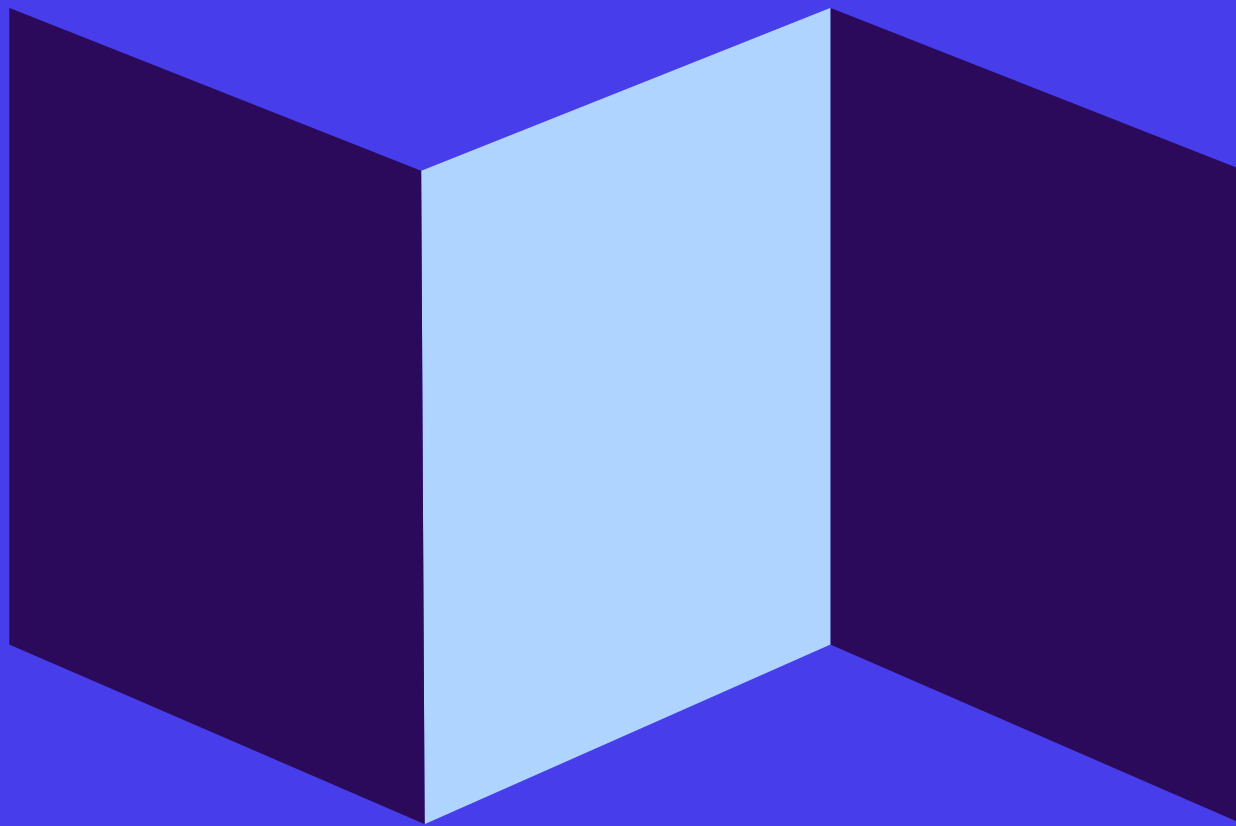
Do the maths

Come prepared with the figures on how much money the company could save in recruitment costs, reducing time-to-hire and improving employee retention.

Gain feedback from employees

Once the knowledge is public, take a snapshot of how satisfied employees are with their career progression and the opportunities available to them every few months.

Technology is key in managing your internal mobility

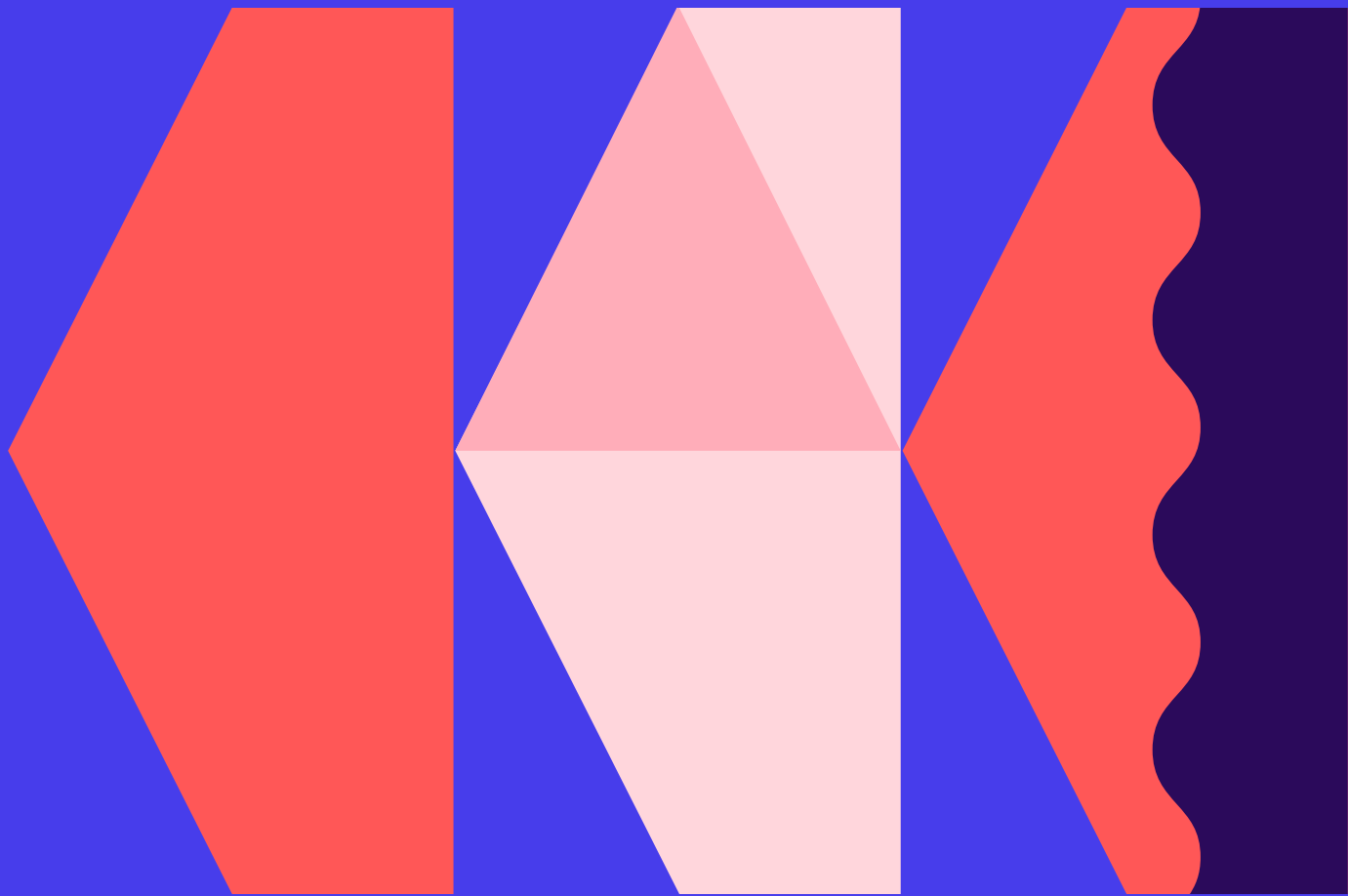




We hope the information contained within this document plays a big part in how you take your employer brand to the next level.

At Papirfly, one of our core focuses is to transform the way companies control and govern their employer brand. To empower teams with the ability to play an active role in the creation of your assets. To give businesses more time to dedicate to perfecting their strategy and executing it seamlessly.

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

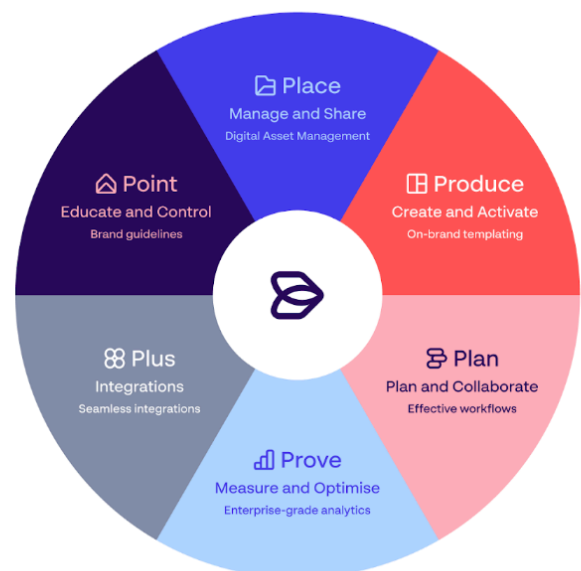
We know what brands need:

-  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



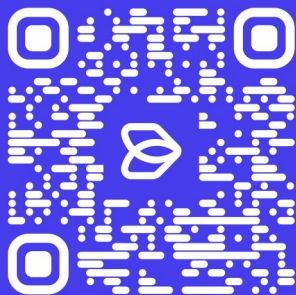
"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also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

Jo Bedford
Global Recruitment Branding Manager, IBM



Empower your people. Unleash your brand.

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- Hear success stories from empowered customers

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