



# Lyreco – Employer branding - starter med at behandle mennesker ordentligt

HR konference, 8. og 9. november 2022  
P&C Direktør Lyreco, Birgitte Brink Hamann



## Problemstilling – fokus for min oplæg

Hvordan gør vi os bemærket i et glohedt job markedet, når vi er en BtB virksomhed og mest kendt for at sælge kuglepenne og papir?

Hvordan har Lyreco arbejdet med at skabe et brand, der er langtidsholdbart og reelt?

Kulturforståelse – hvad kan det gøre for tiltrækning af medarbejdere?





# ABOUT LYRECO





# LYRECO IN A NUTSHELL



HEADQUARTERS IN  
**FRANCE**  
**NETHERLANDS**  
**POLAND**



**FAMILY**  
OWNED COMPANY  
Since 1926



FINANCIALLY  
**STABLE**



**42**  
MARKETS ACROSS  
4 CONTINENTS



**€2,4 Bn+**  
TURNOVER IN 2021



**12 000**  
EMPLOYEES



# 15 PRODUCTS CATEGORIES

## OFFICE SUPPLY



Writing



Books & Pads



Small office stationery



Office accessories



Filing

## LIFE@WORK



Furniture



Hot Drinks



Catering supplies



Food



Hygiene

## TECH&PRINT



Printer



Ink



Toner



Paper shredder



Technology

## INDUSTRIAL



Storage



Medical



PPE



Packaging



Signage





**OUR GOAL  
2026**

90% of our turnover is made by sustainable products and services

We commit to using and selling sustainable products and services

We aim at being carbon neutral on company vehicles and business travels

We take actions to be carbon neutral in our company facilities (owned).

PLANET



**OUR GROUP SUSTAINABILITY  
STRATEGY**

**OUR GOAL  
2026**

90% of employees are proud to work for Lyreco

More than a job, a career; we commit to supporting our people's development

We aim at providing safe and empowering worklife for all our employees

We take action to make a positive impact on the community of countries we operate in.

PEOPLE



**OUR GOAL  
2026**

We collaborate with our partners to progress sustainably

We listen to customers and suppliers to progress

We share experience about sustainable initiatives

We take action to set an ethical framework in all our activities and encourage our employees and partners to adopt sustainable practices.

PROGRESS





## EXCELLENCE

WE STRIVE FOR  
PERFECTION IN  
EVERYTHING WE DO



## PASSION

WE REALLY  
CARE FOR OUR  
CUSTOMERS



## RESPECT

WE BELIEVE IN TRUST,  
RESPECT AND  
ETHICAL BEHAVIOUR



## OUR VALUES

## AGILITY

WE ANTICIPATE,  
INNOVATE AND ADAPT  
TO CHANGE



Lyreco



**OUR  
VISION**

**A GREAT  
WORKING  
DAY.  
DELIVERED**

**Lyreco**



## OUR EMPLOYEE PROMISE

# A great working day. **Delivered.**

We are on a mission to deliver great working days for our customers, but **this starts from the inside**, with our people.



**Hvordan har Lyreco arbejdet med at skabe et brand, der er langtidsholdbart og reelt?**





## Candidate experience

Before joining Lyreco

## Our ambition....

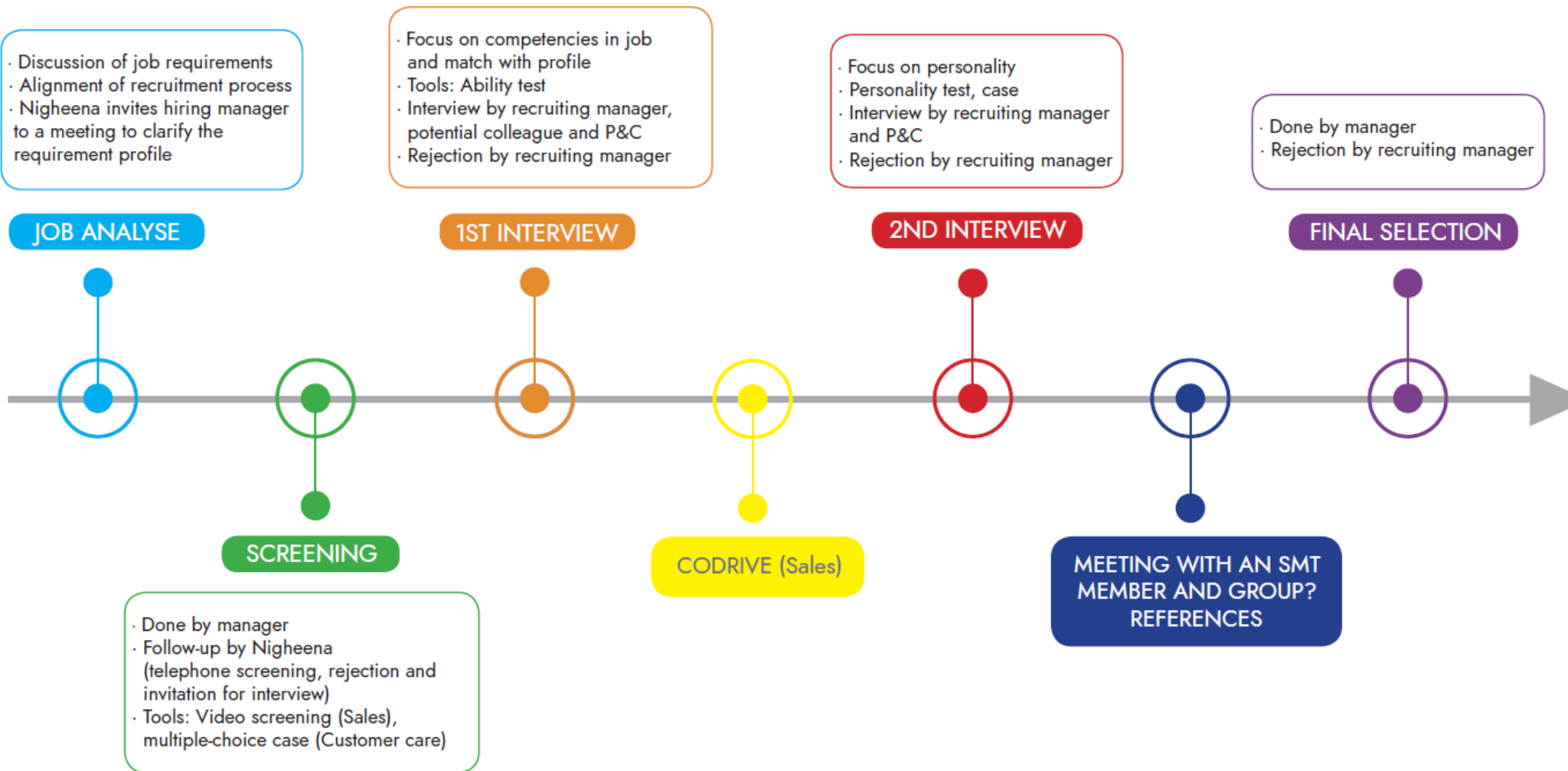


## Employee experience

After joining Lyreco



## RECRUITMENT PROCESS - ROLES AND RESPONSIBILITIES





# Kandidater, der fik afslag efter sidste samtale, får en lille takke hilsen



# Evaluering af kandidatoplevelsen af de sidste kandidater i processen

1. Overall, were you satisfied or dissatisfied with the recruiting process at Lyreco?

[Flere detaljer](#)

Very satisfied	20
Satisfied	9
Neither satisfied nor dissatisfied	5
Dissatisfied	1
Very dissatisfied	1

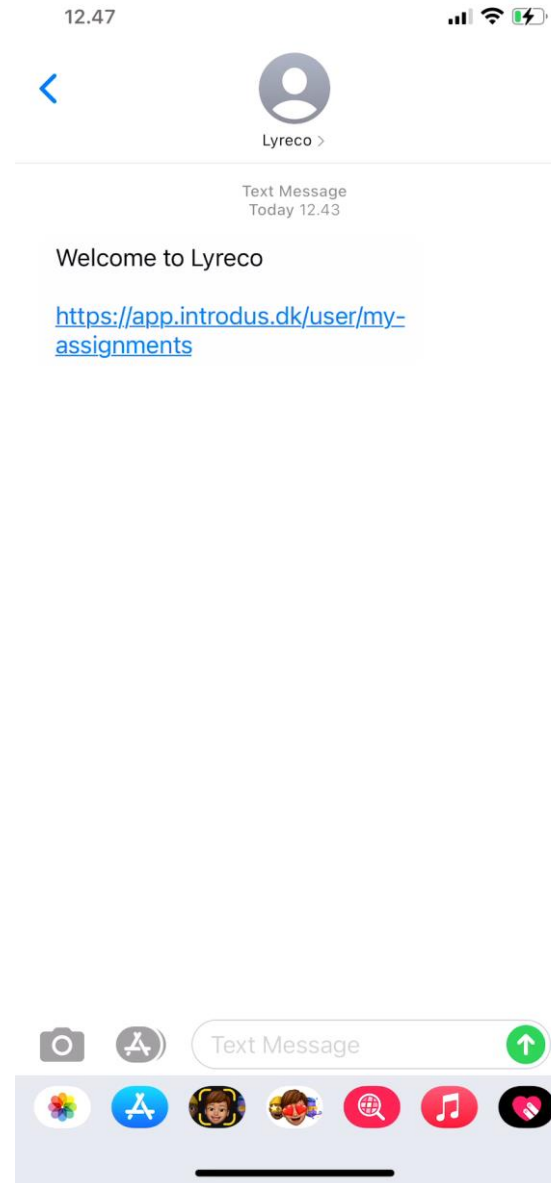
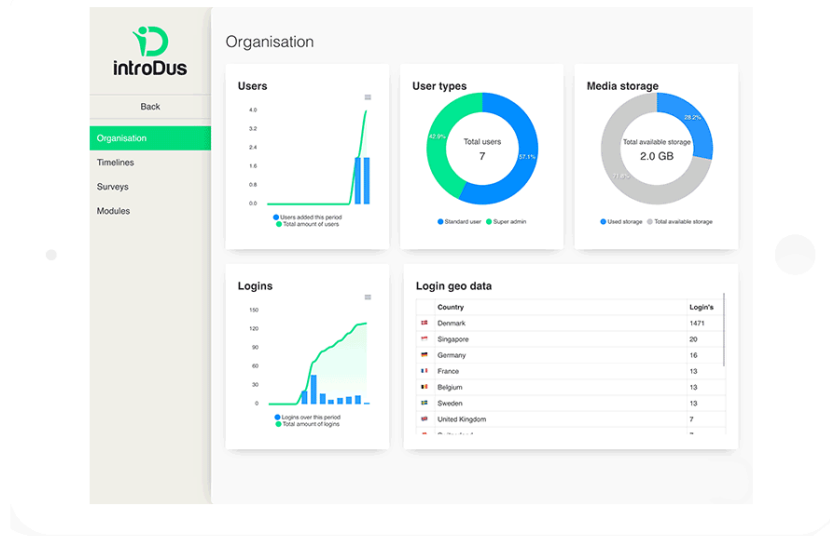


Stor tilfredshed med rekrutteringsprocessen (81%)

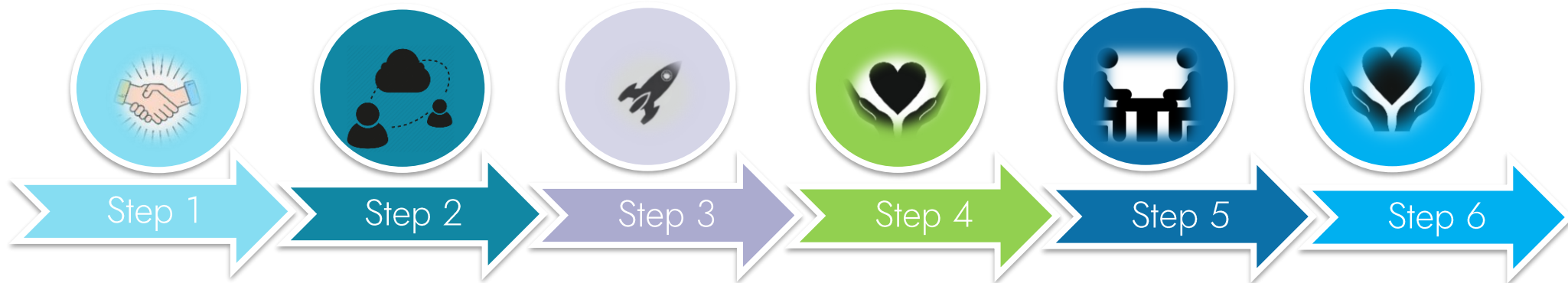


# Pre- og Onboarding platform

Alle nye medarbejdere bliver inviteret til vores Pre- og onboarding platform, som indeholder information omkring vores historie, mission, vision, værdier, CSR, kultur etc.



# Task for manager via platform



**After contract signing**

Employee invited to our Pre-and onboarding platform, which gives information around our history, mission, vision, values, CSR, culture etc.

**Checklist for managers**

Make sure all needed information is received and all necessary procedure is started. Manager receives a link with task to the pre- and onboarding

**Preparation**

We must be well prepared for our onboarding to be a success. Tool is our checklist for managers

**Welcome package**

Welcome letter + 2 weeks program  
Meet your buddy

**Employee kick of meeting**

Manager and employee meet either online, by telephone or personal to ensure that the new employee feel welcome.

**Prepare 1. day**

Ensure that we are prepared for our new employee. Induction letter is sent and workstation is set up.





# Kvalitet i on-boarding processen

How satisfied were you with the onboarding in general?

[Flere detaljer](#)

Very satisfied	16
Satisfied	10
Neither satisfied nor dissatisfied	3
Dissatisfied	0
Very dissatisfied	0



Stor tilfredshed med On-boarding processen (90%)



# OUR AMBITION

is to offer the greatest **employee experience** so that our people can delight our customers.

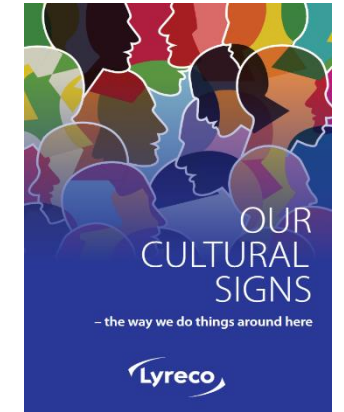
# Velkomstpakke 1. dag

Velkomstpakken for nye medarbejdere indeholder:

- Skov certifikat (20 m<sup>2</sup>)
- Lyreco taske
- Kugelpen og notesbog
- Lakridser
- Kulturguide



A5  
148x210  
100  
60g  
RULED  
5 mm





## Et grønnere alternativ til medarbejder onboarding-buketter: Den Danske Naturfond

- Lerbjerg Skov i Lejre bliver d. 26.11.21 offentliggjort, som nyt frikøbt skovareal.
- Lyreco som partner for et startbeløb på 50.000 DKK (den anslåede pris på at købe nye buketter – nu certifikater – til alle nuværende medarbejder i Roskilde.)

### Hvad får Lyreco?

- Mulighed for at brande sig på at støtte en lokal skov med masser af mulige projekter/fortællinger i pipelinen:
  - Lyreco Shelter
  - Truede dyrearter som vi kan køre kampagner for
  - Lyreco bliver oprettet i DDN's følgerskare på SoMe, og branded gennem deres netværk
  - Medarbejdere modtager i stedet for en buket, et certifikat med frikøbte m<sup>2</sup> skov. [Se eksempel til højre.](#)



4166m<sup>2</sup>

# SKOVBEVIS

Den danske natur er under pres. Meget lidt er beskyttet, og det, der er tilbage, forsvinder hurtigt. Vores usikre, truede dyr og planter mangler ikke venner. Satsen med Lyreco vender Den Danske Naturfond den udvikling. Beløbet går altsammen til oplysning af værdifulde danske naturarealer, hvor der er brug for beskyttelse, naturgenopretning eller -pleje. Vi passer på den danske natur.



# **Opdateret Senior politik**

## **Maj 2022**



- ✓ **Senior dage fra 60 år**
- ✓ **Fra 2 → 10 extra feriefri dage pr år**
- ✓ **23 medarbejdere har fået dette tildelt allerede**

# WHAT DEFINES A GOOD **EMPLOYEE EXPERIENCE**?



**LEADERSHIP**



**PERSONAL  
DEVELOPMENT**



**TOOLS  
AND PROCESSES**



**WORKING  
ENVIRONMENT**



**CO-OPERATION**



**Kulturforståelse – hvad kan det gøre for  
tiltrækning af medarbejdere?**



# OUR CULTURAL SIGNS

– the way we do things around here



## LEARNING FROM MISTAKES

The fear of failure lies deep within us as humans. Most of us easily get negative thoughts about what other colleagues will think of us, and what the consequences will be, if we make a mistake.

In Lyreco Scandinavia, it is considered okay to make mistakes as long as you learn from them.

We believe that when we give our employees freedom with responsibility, they grow and flourish, and become more committed and innovative, and this is where the good ideas come from – when we dare to think outside of the box.



GOOD TO KNOW ABOUT WHAT WE HAVE, WHO WE ARE AND WHAT WE DO

- We have initiated courses in LEAN Management and Continuous Improvement, to ensure that we stay focused on improving our processes and continue to do better.
- Launch of a global Pioneering project, where the entire organization has the opportunity to pitch good ideas that risk being chosen to get realized.



## DARE TO SPEAK UP

When people know they are respected, they feel free to express their ideas, suggestions, and concerns. This benefits everyone, and generates a sense of individual ownership, basic and confidence. And, ultimately, that provides our company with a true diversity of thoughts and ideas reflective of the whole organization.

You will always find an open door and a willingness and availability to listen. We expect each employee to speak up when they have something to say, and we provide the space and time to listen. From this we learn and evolve as individuals, and as a community.

We maintain a diversity of perspectives, because it helps us create the biggest possible impact. Your values lie not in your age, gender or nationality – but in your ideas, ethics and actions.



Town Hall meeting

GOOD TO KNOW ABOUT WHAT WE HAVE, WHO WE ARE AND WHAT WE DO

- Open space meetings and board meetings, where you can speak up about things that can be improved.
- Open office areas and glass walls in meeting rooms, facilitates accessibility and invites for dialogue and transparency.
- Monthly Town Hall meetings for everybody in the company.

## AGILE – WHEN WE WORK TOGETHER

In Lyreco Scandinavia, we have a deep wish to make things smarter, to improve our processes and to utilize our long experience within our field, in order to serve our customers in the best possible way.

Although there are some areas where some of our systems and software are not completely new and up-to-date, we have experienced, that when we are really forced to solve a problem, we are prepared to stand together to find a durable solution.

We have a lot of ideas and suggestions to improve our way of working and we're always looking to find the best solution.



GOOD TO KNOW ABOUT WHAT WE HAVE, WHO WE ARE AND WHAT WE DO

- We have a flexible Senior Management Team that's open to discuss new ideas with every employee.
- During the year we have several projects involving various departments; Black Friday, customers' fairs, in addition to the huge collaborations around tenders.
- During the Corona-19 lockdown, we were able to set up a fast process and deliver a quick, solid and optimized solution to our strategic customers.

## EMPOWERMENT

It may sound like a catchy phrase, but empowerment is very real here. It's what sets us apart and makes us awesome. The fact that we strive to be self-leading does not mean that our leaders step back. It means that everyone is taking a step towards leadership.

At Lyreco Scandinavia, leadership is not just a title, but if you stand out, and are curious to learn and make a difference for both yourself and the company, the opportunities are there.

We believe that by gaining responsibility, you grow, and this is, amongst other things, where you develop as an individual.

Our strong customer focus, and eagerness to accommodate the customers' needs, requires everyone to take responsibility.



GOOD TO KNOW ABOUT WHAT WE HAVE, WHO WE ARE AND WHAT WE DO

- As an employee, you can expect to be assigned responsibility from day one. A good example is our apprentices who play an important role in being responsible for a supplier fair.
- We were successful in having an apprentice win Danish Industry's Regional Student Award in 2021.

## WE ARE IN IT TOGETHER

No matter what your role is, we are all part of a team, where we work together and back each other up. Regular department meetings give us a forum to listen, learn, and share ideas. We are handworking and serious when the situation requires it, but our working environment is also characterized by being filled with laughter and fun. We can easily jump from professional discussions to more private matters.

In Lyreco Scandinavia, we have created several annual events where we meet across the entire organization. This makes it possible to connect on a personal level as well. Because of our size, it is easy to get to know each other, which makes it more natural to chat when we do meet in person. These are all elements that help to create a family feeling.

There can be peak periods, where you might be required to work more hours than usual, but in general, you are rarely more than a typical workday.



GOOD TO KNOW ABOUT WHAT WE HAVE, WHO WE ARE AND WHAT WE DO

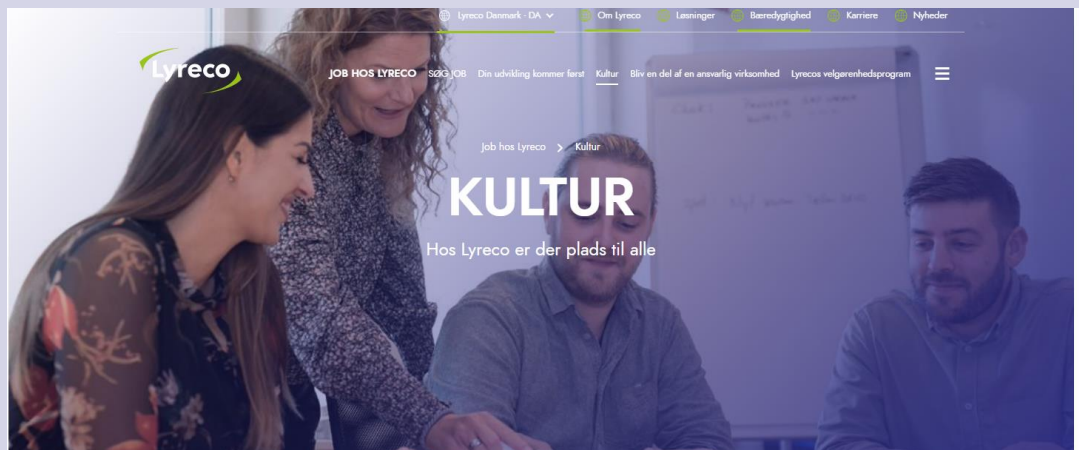
- Conventions: At the convention we celebrate our top performers in sales, and the winners of our Values Award (Our Lyreco People Award).
- LFE: Employees gather money for our charity programme (Lyreco for education) – by LFE sales, Christmas letters, donations of Christmas presents and public displays.

# Vores kulturtræk

- Baseret på baggrund af 2 interne surveys (nyankomne og +7 års anciennitet)
- Workshops med medarbejder repræsentanter fra hele organisationen
- Billeder er rigtige ansatte (IKKE I-stock billeder)
- Kulturen er på linie med vores Værdier og EPV (Employee Value Proposition)



# Hvordan bruger vi denne kulturafdækning aktivt



- Kultur test - check om man ville passe ind i Lyreco

- Websiden-beskrivelse af vores kultur

Vælg et sprog  
Dansk

**Mine opgaver**  
Du er logget ind som **Thomas Kann**  
[Skift mine oplysninger](#)

✓ **Tilføjede opgaver 30-09-2022**

**Lyreco kulturværktøj** ✓

🕒  
Ca. 8 minutter (uden tidsbegrænsning)

**START**

[Kontakt os](#)  
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**Din feedback**

På denne side kan du læse om dine personlige værdier samt Lyreco's kulturtræk og værdier.

Værdier

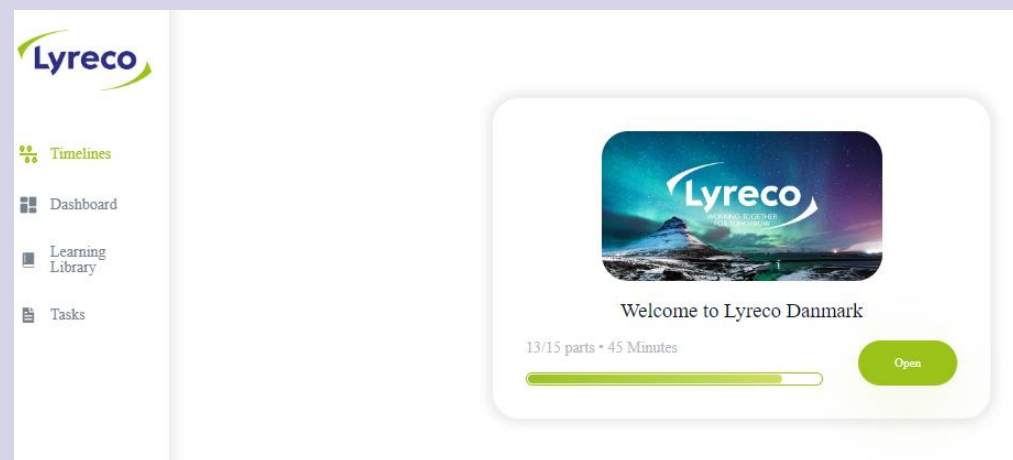
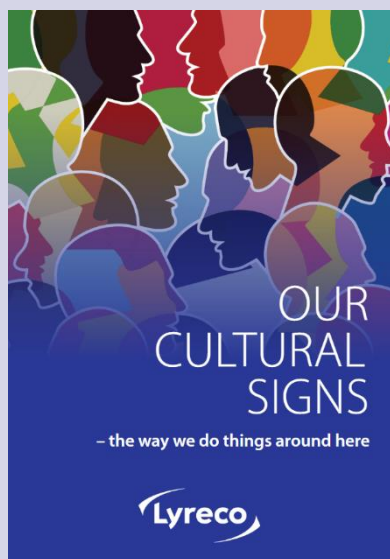
**45**  
%

Dine svar peger på at nogle af dine personlige værdier matcher Lyreco's kulturtræk og værdier.

Brug lidt tid på at kigge Lyreco's kulturtræk igennem og overvej, om vi mon alligevel kan tilbyde dig det rette arbejdsmiljø at arbejde i.

# Hvordan bruger vi denne kulturafdækning aktivt

- Screening – taler ind i vores kultur for at sikre at de potentielle kandidater kan se sig selv i kulturen
- Samtaler – udfoldning af hvad vi reelt mener, vores kultur skal forstås
- Introduktionspakken - folderen
- On-boarding platform – vær klædt på til din nye arbejdsplads





# Medarbejder-ambassadørkorps





**TAK**

