



PROforma[®]
ONE **SOURCE.** INFINITE **RESOURCES.**[™]

Technology Professionals

**RETENTION AND CAREER
SATISFACTION PROGRAM**



Technology Professionals

THE POWER OF PROFORMA TO INCREASE RETENTION

This proven program was designed to increase the retention and career satisfaction of technology professionals and decrease overall recruitment costs. The promotional products chosen for this program were selected to help facilitate engagement, improve morale and enable employees to be more efficient throughout the work day.

Promotional products remain less expensive per impression than most other forms of advertising. The investment in ad specialties is modest, more targeted and allows for much greater levels of interaction with consumers than other forms of advertising.

This illustrates the power of promotional products:

- 83% of respondents like receiving a promotional product with an advertising message
- 88% recalled the advertiser
- 82% own 1 to 10 promotional products
- 53% use promotional products once a week or more

Promotional products can play a key part in your comprehensive employee retention program with a core focus on the following:

- Reducing employee turnover
- Improving morale through better onboarding and ongoing appreciation methods

With our comprehensive recruitment and retention program and a solid understanding of your organizational needs, we can help you too!

Stats provided by Promotional Products Association International



EMPLOYEE TURNOVER

Employee turnover rate among Fortune 500 companies in the IT industry is the highest among all industries surveyed.
**PayScale*



TOTAL COSTS

Research suggests that total costs associated with turnover range from 90-200% of an annual salary.
**Society for Human Resource Management*

PROBLEM

HIGH COST
OF TURNOVER
AMONG
TECHNOLOGY
PROFESSIONALS



UNEMPLOYMENT RATE

Unemployment rate for technology professionals is just 2.6% – about half of the overall U.S. labor market rate.
**December 2015 US Bureau of Labor Statistics*



EMPLOYEE TENURE

The tech industry has the lowest average employee tenure being estimated at around 3 years.
**SHRM's assessment on employee tenure between 2012-2013*

The turnover rate within the technology profession is the highest among all industries. Estimated costs associated with turnover range from 90%-200% of an annual salary. When an employee leaves an organization, a company loses both its financial investment in recruitment, onboarding and training costs, as well as its non-financial investment in knowledge, workplace collaboration and competitiveness.



The tech industry is highly competitive and the battle amongst employers for top tech talent is intensifying. Therefore, it is critical for employers to successfully onboard and retain its employees. We worked with a large tech company and identified ways to facilitate engagement, improve morale and enable employees to be more efficient throughout the work day.

ONBOARDING:

When introducing new employees into an organization, it's important to instill in them a sense of pride in their new affiliation and welcome them to the team. As a welcome gift, we created an employee onboarding kit. The kit included a business bag, a travel coffee mug and a writing journal. The journal featured the corporate mission statement decorated on the inside cover and an insert that communicated their 5-year corporate strategic plan.

TRAINING:

Training has also been proven to increase job satisfaction and motivation for workers. It also increases employee retention when the training reinforces the value of the employee. Associates want to feel that the job they do is important to the success of the company and that the company is investing time and money in them to develop knowledge and skills.

To help support their training program, employees received a padfolio which included the syllabus for the training exercise as well as a writing instrument. Earbuds were also provided for use during the online portion of the program.

RETENTION:

Studies show that retaining employees leads to stronger teams, better morale and improved performance resulting in significant cost savings. This program consisted of celebrating employee and corporate anniversaries. Each year, the company's anniversary is celebrated with a commemorative gift, including electronic gifts such as bluetooth speakers, headphones, virtual reality glasses and drones. The employee anniversary was also recognized with a \$100 gift card to redeem at their company store.

RESULTS

The retention program was viewed a success as the employee attrition rate dropped from 25% to 15% within 2 years of implementing this program. In addition, the company's annual employee satisfaction survey showed significant improvement from the prior year.

TECHNOLOGY PROFESSIONALS RETENTION PROGRAM

ONBOARDING KIT

Stay Organized



#95014

Get Informed



#49060

Stay Hydrated



#80230

TRAINING KIT

Stay Organized



#2820

Stay Sharp



#32205

Stay Focused



#4060

EMPLOYEE APPRECIATION

Stay Motivated



#70249

Stay Fit



#70360

Stay 3D





#3265

New
Athena Travel
Tumbler - 16 oz.

- | | | | | |
|---|--|---|--|--|
|  60110
Black |  60111
Seattle
Grey |  60112
Royal
Blue |  60113
Apple
Green |  60114
Red |
|  60115
Purple |  60116
Solar
Orange |  60117
Mailbu
Blue |  60118
Pink
Raspberry |  60119
Electric
Lemon |





New
Aviana™ Luna
Double Wall
Stainless Bottle
- 20 oz.

- | | | |
|---|--|--|
|  15025
Charcoal |  15026
Royal
Blue |  15027
Aqua |
|---|--|--|





AVIANA

New
Subway Messenger Bag

- | | |
|---|---|
|  2378
Black |  2379
Royal
Blue |
|---|---|



Impact Vertical
Computer
Messenger
Portfolio

- | | |
|---|---|
|  2361
Black |  2362
Dark Grey |
|---|---|



New Color Added
Thermos®
Stainless King™
Travel Tumbler
- 16 oz.

- | | | | |
|---|---|--|---|
|  80030
Matte
Black |  80031
Midnight
Blue |  80032
Cranberry |  80033
Stainless
Steel |
|---|---|--|---|



GENUINE
THERMOS.
BRAND

presse by bobble®

- | | |
|---|--|
|  50110
Stainless
Steel |  50111
White |
|---|--|



bobble
TRAVEL TUMBLER

Vertex™ Nitro Computer
Messenger Bag

- | |
|---|
|  5390
Black |
|---|



VERTEX™
TECHNICAL SERIES



New
Samsonite Tectonic 2
Computer Messenger

- | |
|--|
|  95072
Black |
|--|



Samsonite

Thermos®
Connected
Hydration Bottle
with Smart
Lid - 24 oz.

- | | |
|--|--|
|  80230
Smoke |  80231
Turquoise |
|--|--|



**WELCOME TO
THE TEAM!**

Add inspirational
messaging!

GENUINE
THERMOS.
BRAND



New
Taurus Backpack



5225 Seattle Grey
5226 Royal Blue
5227 Red
5228 Electric Lemon
5229 Black

THANK YOU FOR BEING
AWESOME

Add inspirational messaging!

Rangeley Computer Backpack



5400 Black
5401 Royal Blue
5402 Red

Heritage Supply™ Tanner Computer Backpack



5510 Heather Grey

HERITAGE
SUPPLY COMPANY
TRUST TESTED • QUALITY PROVEN

New
Vertex™ Carbon Computer Backpack



5385 Black

VERTEX™
TECHNICAL SERIES

New
Samsonite Road Warrior Computer Backpack



95074 Black

Samsonite

Zebra Sarasa Gel Retractable



46840 Light Green
46845 Kelly Green
46855 Forest
46870 Fuchsia
46875 Mahogany
46882 Pink
46883 Cobalt
46884 Violet
46885 Orange
46886 Light Blue

ZEBRA

Travis & Wells™ Executive Stylus /Roller Ball



32205 Black

TW

New
Cedar Junior Padfolio



2945 Black
2946 Brown

Moleskine® Hard Cover Ruled Large Notebook



40060 Black
40160 True Orange
42060 White
43060 Oxide Green
44060 Brilliant Violet
45060 Orange Yellow
46060 Navy Blue
48060 Scarlet Red
49060 Slate Grey

Genworth

MOLESKINE®

Travis & Wells™ Leather Writing Pad



2820 Black

TW

Samsonite Peyton Leather Writing Pad



95058 Black

Samsonite

Bolt Ear Buds
with Mic &
Volume Control

4060 Black 4065 White

A pair of black in-ear earbuds with a black cable and a small inline control unit.

Brookstone®
Big Blue
Ear Buds

70262 Black 70263 White

Brookstone®

A pair of black in-ear earbuds with a black cable and a small inline control unit.

New
Utopia Virtual
Reality Headset

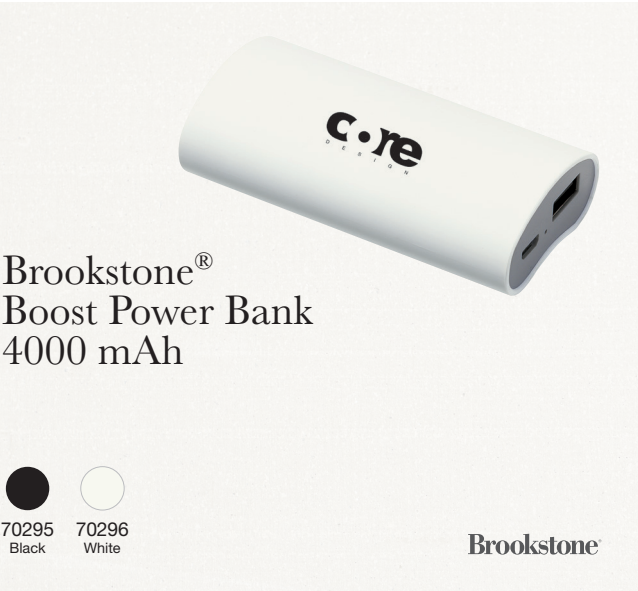
3265 Black

A black VR headset with a black strap and a small display on the side.

Brookstone®
Boost Power Bank
4000 mAh

70295 Black 70296 White

Brookstone®

A white rectangular power bank with a black strap and a small display on the side.

Brookstone®
Pro Bluetooth®
Headphones

70205 Graphite

Brookstone®

A pair of black over-ear headphones with a black strap and a small display on the side.

Get Fit
Health Tracker

70360 Black 70361 White

A black wristband health tracker with a small digital display showing time and date.

Mighty Mini
Bluetooth®
Speaker

4001 Black 4002 White 4003 Royal Blue 4004 Green

A small, cube-shaped Bluetooth speaker in green with a black strap.

Brookstone®
Etch Bluetooth®
Speaker

70266 Black 70267 White

Brookstone®

A black cylindrical Bluetooth speaker with a small display on the top.

Brookstone®
Genesis
Bluetooth®
Speaker

70249 Black

Brookstone®

A black rectangular Bluetooth speaker with a smartphone docked on top.

i-Easy Drive

35000 Silver

A silver USB drive with a small display on the side.



AWARD-WINNING BRAND PROMOTION

Proforma is the leader in the printing, promotional products and packaging industries with a creative edge to add impact and value to your programs.

We provide the most innovative and cutting edge product and service solutions through more than 750 offices across the globe.

Connect with us today.

Completely Custom Product



Your Brand. Delivered.

From concept to delivery, we're your One Source with Infinite Resources.