

Human Ingredients 4

Employer Branding and Employee Engagement

Learn about practical tips from other
Life Science companies!



Why Employee Engagement is more important than ever!

Attracting and retaining talent now requires more than just a paycheck.

The workforce has undergone a significant shift in recent years, with career paths becoming less predictable. Where stability once defined success, today's professionals, especially younger generations, seek autonomy, purpose, and opportunities for development.

Strong Employee Engagement requires fostering a workplace culture that aligns with the evolving expectations of today's workforce. One that provides flexibility, meaningful work, and growth opportunities. Without it, employees will move on to the next opportunity, seeking what they couldn't find before.

“Starters stay on average for 2.8 years in the same job”

- According to Jeroen Moerenhout, Labor Market Strategist at the Dutch Government, during Human Ingredients 4

Bringing Employer Engagement to life: lessons from real success stories

Companies are finding creative ways to keep employees engaged, valued and connected. Here are some real-world examples of how organizations are making the difference:

- **Ideas box:** This simple yet powerful concept is making a comeback. The idea box remains an effective way for employees to drive innovation and workplace improvements. The best idea of the month gets the spotlight, with its creator leading the execution.
- **CEO-lunch:** A monthly small-group lunch with C-level executives, giving employees a chance to share ideas and concerns in an open setting. With 5-6 people per session, it creates a more comfortable space than large town halls.
- **Buddy system:** For the first few months, new employees are paired with a buddy, someone they can always turn to with questions, big or small. It's a structured yet personal way to ensure new employees feel supported from day one.

This striking number highlights a crucial challenge for employers: keeping talent engaged. With nearly half the workforce considering a move, organizations must rethink their approach. Beyond benefits, they need fresh, creative strategies to foster a workplace culture that keeps employees motivated, valued, and committed.

46% of employees in the Netherlands are ready to switch jobs

- According to a survey by Personio

Mixing the Best Recipes
for Talent & Teamwork!

What do we talk about?



The difference between success and failure in Employee Engagement.

When Employee Engagement is successful, people feel valued, motivated, and connected to the company's mission. They take ownership of their work, contribute ideas, and collaborate with enthusiasm. When engagement fails, the opposite happens. Employees feel unheard, undervalued and disconnected. Motivation drops, performance suffers, and turnover rises as people seek fulfillment elsewhere. That's why engagement is more than just a nice-to-have.

The Human Ingredients event displayed a wide varied of initiatives to enhance Employee Engagement

Three tips to engage employees

During the fourth edition of Human Ingredients, professionals from more than 20 different Life Sciences-companies shared diverse strategies they use to enhance Employer Engagement within their organization. These discussions highlighted what has been effective in their experience:

- 1. Recognition and appreciation:** A “no brainer” but often forgotten. Visible acknowledgement of employees’ efforts and achievements, whether through financial incentives or peer-to-peer recognition, is more impactful than formal evaluation systems;
- 2. Autonomy and flexibility:** Employees are more engaged when they have the freedom to structure their work, such as flexible hours or remote work, which increases their sense of responsibility and job satisfaction. Generation Z values this flexibility, as autonomy and choice are central to their expectation in the workplace;
- 3. Breaking down barriers between departments:** Employees feel more connected to an organization when silos between departments are reduced. Initiatives such as social gatherings and shared lunches encourage collaboration and strengthen internal cohesion.

Additionally, former employees continue to shape a company's reputation long after they leave. When engagement is meaningful, they become ambassadors who reinforce the employer brand, sharing their positive experiences and attracting future talent. A strong workplace culture doesn't just benefit current employees, it leaves a lasting impact that extends beyond the organization.

> 65% of the participants stated that Employee retention has a higher priority over recruitment



Engagement strategies that backfire

With 91% of Dutch employees not engaged at work*, the need for effective engagement strategies is clear. However, not all initiatives have the desired effect. Some even backfire, leading to disengagement rather than connection:

1. **No follow up on feedback:** Employee satisfaction surveys that don't result in visible action erode trust and create disengagement;
2. **Mandatory 'fun' activities:** Making social events compulsory can lead to resentment rather than connection. Employees should always have the choice to participate;
3. **Lack of internal communication:** Promoting an employer brand externally without reinforcing it internally leaves employees unaware of the company's impact and achievements. This weakens engagement and connection.

“Invest in Employee Engagement, it pays off”

- According to participant during Human Ingredients 4

Effective engagement requires action, not just intention. Organizations that genuinely listen to their employees and implement meaningful changes build stronger connections and long-term loyalty.



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Want to learn more about Life Sciences recruitment process?

As we wrap up this edition of Human Ingredients, we're already preparing for the next!

On **07.10.2025**, **Human Ingredients 5** will be held, featuring a **special lab edition** focused on the HR challenges in laboratories.

Stay tuned!

Connect, Innovate, Lead, Thrive!

