

Platypus launches Connect (Beta) in a bid to reinvent the future of work.

Using data on culture to bridge the gap between candidates and organizations.



The graphic features a purple background with a large purple square on the left containing two white interlocking circles. To the right, the word "Connect" is written in a large, bold, dark blue font, with "Beta" in a smaller, white font inside a light blue rounded rectangle to its upper right. Below this, the text "Discover and connect with culturally aligned job-seekers. Join today." is displayed in a dark blue font. The central part of the graphic shows a screenshot of the Platypus Connect web interface. The interface has a dark sidebar on the left with various icons. The main content area is titled "Applicants" and lists several candidate profiles. Each profile includes a name, location, and date, along with a green progress bar and a row of colored tags representing cultural attributes. A purple "Recruiter" button is overlaid on the interface. To the right of the web interface is a smartphone displaying the mobile version of the app, which shows a job listing and a "Job-seeker" button.

Copenhagen, Denmark Jan 20, 2022 ([IssueWire.com](https://www.issuewire.com)) - A golden chance for HR departments and job-seekers as Platypus launches a new add-on: Connect (Beta). Bringing an innovative approach to recruitment by helping companies to better attract, communicate, hire and retain candidates.

Platypus, an HR tech firm, is on a quest to foster a paradigm shift in the recruitment space. Providing

organizations with the tools to identify their company culture and understand the values of their employees and candidates to create happier, stronger, and high-performing teams.

The recruitment market is dominated by HRIS, employee surveys, and similar technologies. Engagement and performance metrics have created a new category. Platypus defines cultural operations as a separate category. Culture is now critical, with [89% of new hires failing because of cultural and interpersonal factors and not skill](#). The Great Resignation is igniting people to change careers and find a revived sense of purpose in their work, so companies must learn what motivates their people to prevent attrition.

The goal is to be the main B2B2C provider of expert talent recommendations, based on authentic culture data. With the aim to create the biggest pool of live culture data internationally. Improving the matching process for organizations and individuals, driving more equal and honest interactions in the recruitment space.

Platypus is now launching an exciting add-on, Connect (Beta), that's to be availed by two markets: HR and job-seekers. The smart, user-friendly matchmaking platform allows organizations and candidates to connect and align on shared values. Aiming to close the gap between job seekers and employers, by sparking and inspiring people to find the employment that is most ideal to their professional life. Meanwhile, presenting organizations with culturally compatible candidates.

HR departments have multiple benefits using the Connect (Beta) add-on. The platform will enable businesses to grow their culture, creating a diverse and inclusive workforce, whilst improving their candidate experience and reducing the risk of mis-hire. Hiring professionals can now discover candidates whose cultural priorities are matching with their teams, before reviewing individual job-seeker profiles. This will show them what the candidate will bring to the organization and what they need in return to be satisfied at work. Engaging with relevant candidates can be done in multiple ways, such as contacting them or moving them to an active job role.

More information on Connect (Beta) from an HR perspective: <https://bit.ly/3lfMC4j>

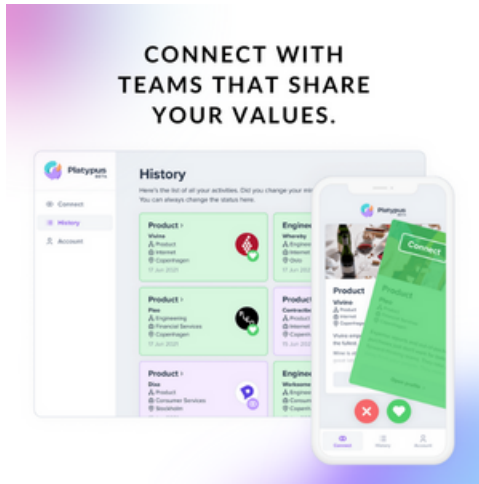
Moving forward with the tool's benefits for job-seekers are plenty. Finding new work opportunities requires the individuals to first understand and reflect on their professional values before matching with teams whose cultural priorities align with theirs. This enables better performance, work satisfaction, and increased commitment in a job where their goals and culture are synchronized. All a job-seeker has to do is to create a [Platypus Print](#) then explore the teams that match with their cultural priorities. If interested, they can swipe right to Connect. By doing so, their profile will appear on the Platypus recruitment platform giving them the opportunity to be considered for an existing or upcoming position.

More information on Platypus from a candidate perspective:

<https://bit.ly/3tBMmIK>

Boilerplate:

Copenhagen-based HR tech startup, Platypus, is on a mission to reinvent the future of work. Empowering organizations to prioritize their employees' and candidates' values to build happier, stronger, and high-performing teams. Founded in 2019 by former HR leaders, Nico Blier-Silvestri and Daniel Bowen, Platypus provides actionable data on culture to help leadership qualify decisions on hiring and job-seekers to find roles that match their professional values.



**CONNECT WITH
TEAMS THAT SHARE
YOUR VALUES.**



**REINVENT THE FUTURE
OF WORK**

Empowering organizations
to prioritize their employees



The long term vision and goal is that Connect is beyond just connecting is the platform where organizations are communicating, communicating truthfully and genuinely about what the culture is and where candidates have personalized and personal interaction with organizations, departments about their culture, their life in the organization, their jobs and everything.

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