



# Identify, attract and retain digital builders

A checklist for digital leaders who believe captivating digital experiences start with those who build them



Companies that adopt digital-first, digital-fast strategies go to market more quickly, pivot more swiftly, and minimize time and resource investment to test, iterate, launch and refine their digital products.

While the CTOs, CIOs, CMOs and CDOs of the world drive digital strategies across their organizations, success is ultimately determined by the speed and scale of the builders executing those strategies. These are the people who develop the code, write the words and design the digital products that define how customers experience your brand. That's why identifying, cultivating and retaining highly motivated builders is crucial to not just being a digital-first company, but being a digital-fast one.

## **This checklist is a resource for leaders who understand the value of digital builders and want to...**

**Identify individuals with the potential to solve problems outside their roles.**



**Establish tactics to train and retain a team of innovators.**

**Attract new builders devoted to reimagining products and customer experiences.**



**Explore our list of builder attributes and suggested interview questions.**

**Develop cross-functional teams equipped to deliver ideas faster and outpace competitors.**



**Learn how the right technology and mindset materializes ideas faster.**

## Digital builder

(Noun)

Digital builders are developers, but they are also content creators, marketers, editors and designers. Builders are the people in your organization who are customer-obsessed – they invent and reinvent products and processes to deliver the best possible customer experiences.

*Synonyms: intrapreneur, innovator, creator*

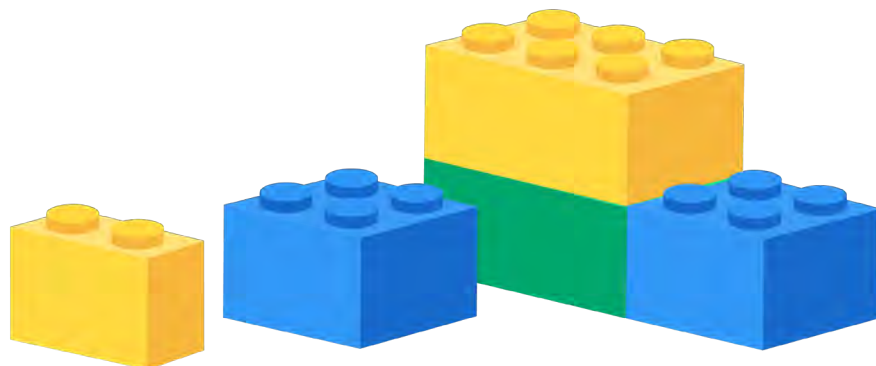
For more tips on identifying builders, check out our white paper, 'Deliver digital experiences faster'

[Download white paper](#)

## Builder ethos

(Noun)

The builder ethos is a philosophy that recognizes that outstanding digital experiences start with those who build them. More than a role or set of responsibilities, the builder ethos refers to a state of mind that starts with the customer and empowers builders to take risks, collaborate cross-functionally and iterate quickly to provide them with the best experiences.



## Identify current builders on your team

It's likely you already have builders on your team, you just haven't identified them yet. Below are some steps to find these key players.

- Scope out power-users within your organization – these are individuals who leverage technology and other resources to make work, or life, as easy as possible.
- Take note of team members who are confident in their work yet welcome constructive criticism and the opportunity to adapt.
- Look for those interested in projects outside their own remit. These individuals are enterprise-minded and have a knack for compounding the efforts of teams.
- Zero in on people who are not afraid to make mistakes and prefer to apologize than ask permission.

## Attract new builders to your organization

While developing current team members is important, you should aim to hire builders from the start.

- Train managers, recruiters and employees on the builder ethos and how to identify candidates who embody it.
- Promote a safe and supportive culture that empowers employees to take risks, fail fast and chase carrots rather than avoid sticks.
- Adopt builder-centric company values, collaborative processes and flexible, leading-edge technology.
- Introduce intrapreneur programs, interdisciplinary think tanks or brain trusts so builders with varying viewpoints and experiences can learn from each other.

Learn more about digital builders and adopting a digital-first strategy

Learn more

## Tips for interviewing digital builders

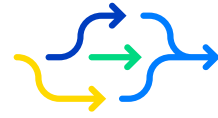
Look for new hires with the following qualities:



**EXPERIMENTAL**



**RISK-TOLERANT**



**FLEXIBLE**



**PROACTIVE**



**COLLABORATIVE**



**HUNGRY TO  
LEARN**

Ask prospects these discussion-sparking questions:

- Describe a time where you saw potential in a problem. How did you proceed?
- What motivates you to do your best at work?
- Why do you think we are the right fit for you?
- What's your appetite for risk? What role do risk-taking and experimentation play in your work?
- Has there ever been a time when a failed project taught you more than a successful one?

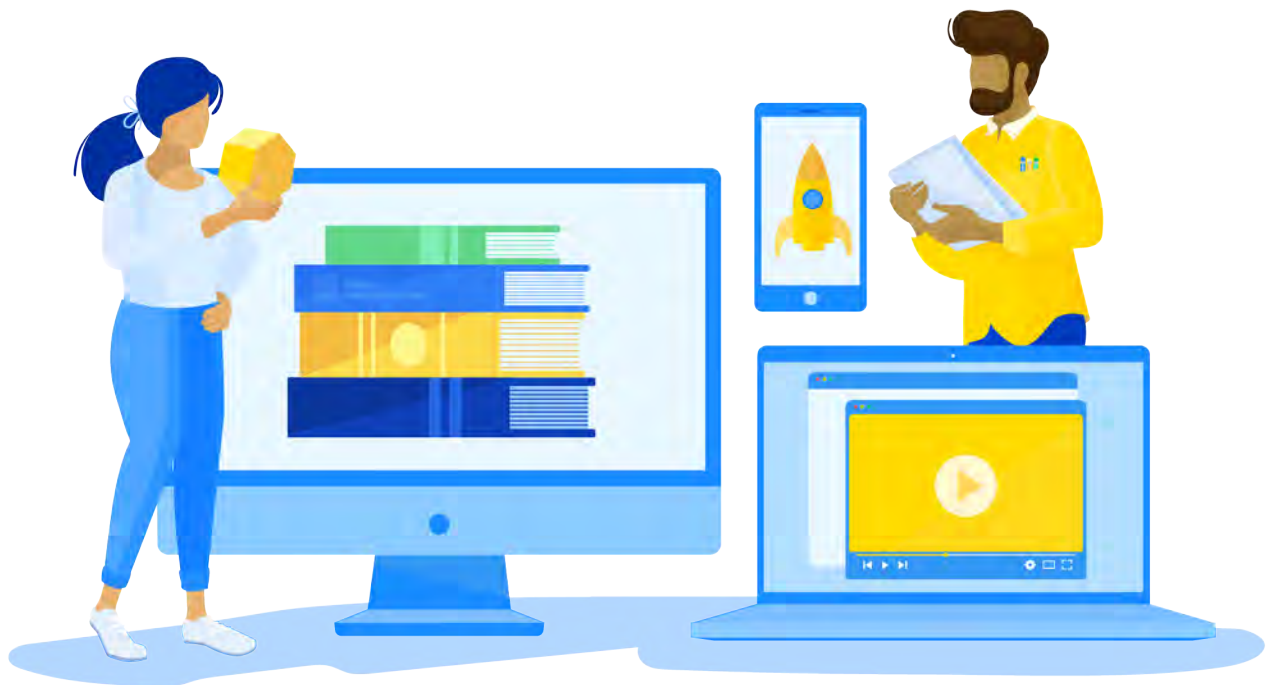
## Equip builders with the right tools

For a builder's ideas to take shape quickly and in the best way possible, they need the right tools. Enable and support your team by implementing these digital-first staples.

- Invest in agile, API-first technologies that enable all builders to work autonomously and collaboratively.
- Migrate to cloud-based services that limit maintenance burdens for builders in technology.
- Provide the resources and a budget that enables builders to learn about these tools and hone their skills.
- Invest in risk-assessment strategies to pinpoint which builder ideas offer the best solution and will likely lead to the best product and customer experience.

Find out how health food titan Alpro used Contentful to create autonomy within their product marketing team

[Learn more](#)



# Digital leaders can empower their builders with Contentful.

Our content platform adapts to how builders work and enables digital teams to innovate collaboratively to deliver better customer experiences faster.

See Contentful in action.

[Request a demo](#)

