



# Napkin

## Transform Text into Engaging Visuals in Seconds

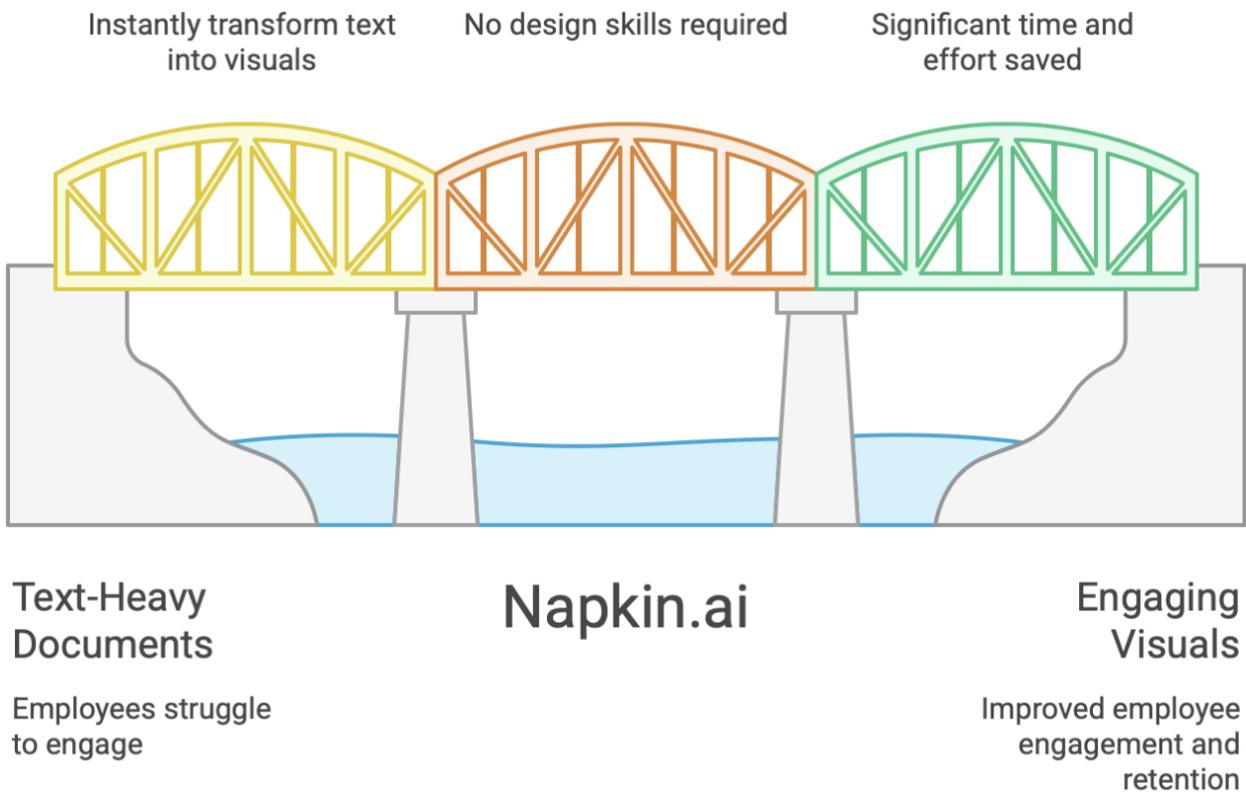
HR and L&D professionals create a large volume of content, including policies, training materials, onboarding guides, and performance reviews, but employees struggle to engage with dense, text-heavy documents.

### Visual communication helps bridge this gap

- The human brain processes visual information 60,000 times faster than text.
- Employees are 67% more productive when communicated with visually vs. text alone.
- Visual training content achieves 65% retention vs. just 10% with text.
- Organisations with visual onboarding see 82% better new hire retention.

In practice, however, creating visuals isn't always easy. Most HR and L&D teams don't have the design skills or time to produce professional graphics for every project. Traditional tools like PowerPoint or Canva still require manual effort and design confidence.

**Napkin.ai** offers a simpler alternative. It uses AI to instantly transform your text and data into professional visuals, with no design skills required.



# 5 Ways HR and L&D Teams Transform Their Work with Napkin

## 01 Employee onboarding that actually engages

Make overwhelming first days visual and memorable:

- **30/60/90-day roadmaps** → Turn dense schedules into clear timeline visuals new hires actually follow
- **Benefits packages** → Transform 20-page PDFs into scannable infographics employees understand
- **Company culture** → Convert mission statement walls of text into visuals that stick

**Result:**

New hires get productive faster, remember more, and ask fewer basic questions

## 02 Training content that sticks

Replace boring slide decks with visuals people remember:

- **Process training** → Step-by-step visual guides that make complex procedures crystal clear
- **Compliance and safety** → Visual instructions employees retain (65% vs. 10% with text alone)
- **Quick references** → Bite-sized visual cards for on-the-job support

**Result:**

Higher completion rates, better knowledge retention, training that scales effortlessly

## 03 HR data that tells a story

Transform spreadsheets into insights that drive action:

- **Executive dashboards** → Turn HR KPIs into visual summaries leadership actually reads
- **Turnover and retention** → Trend charts that reveal the story behind the numbers
- **Recruitment metrics** → Visuals showing exactly where candidates drop off

**Result:**

Data-driven decisions, leadership sees HR's strategic impact

## 04 Internal communications people actually read

Cut through inbox noise with visual messaging:

- **Policy changes** → Visual summaries that get read vs. long emails that get skipped
- **Quarterly updates** → Key takeaway infographics from town halls everyone shares
- **New initiatives** → Eye-catching visuals that explain "what's changing and why"

**Result:**

Higher open rates, better comprehension, stronger culture through clear communication

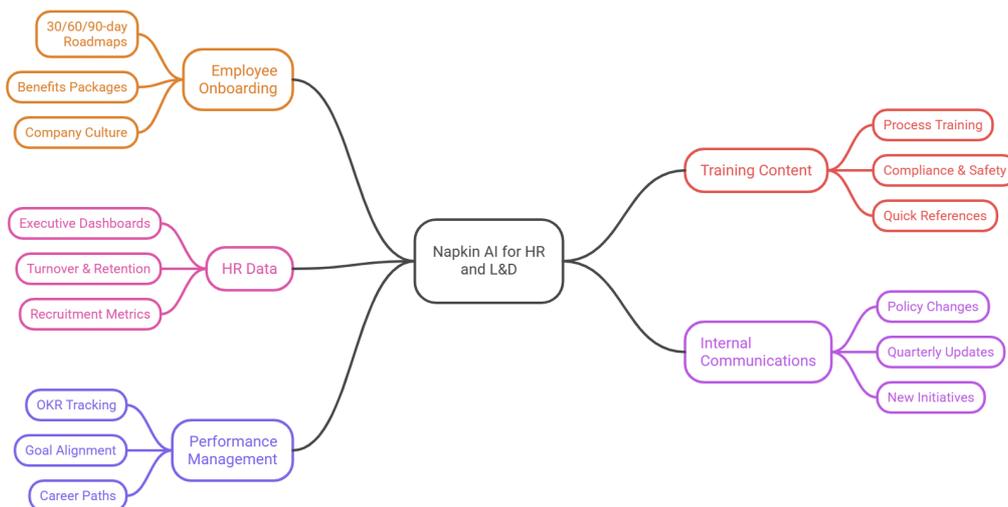
## 05 Performance management that motivates

Make reviews and goals visual and inspiring:

- **OKR tracking** → Visual progress that shows teams exactly where they stand
- **Goal alignment** → Pyramid visuals connecting individual work to the company mission
- **Career paths** → Visual roadmaps showing growth opportunities employees get excited about

**Result:**

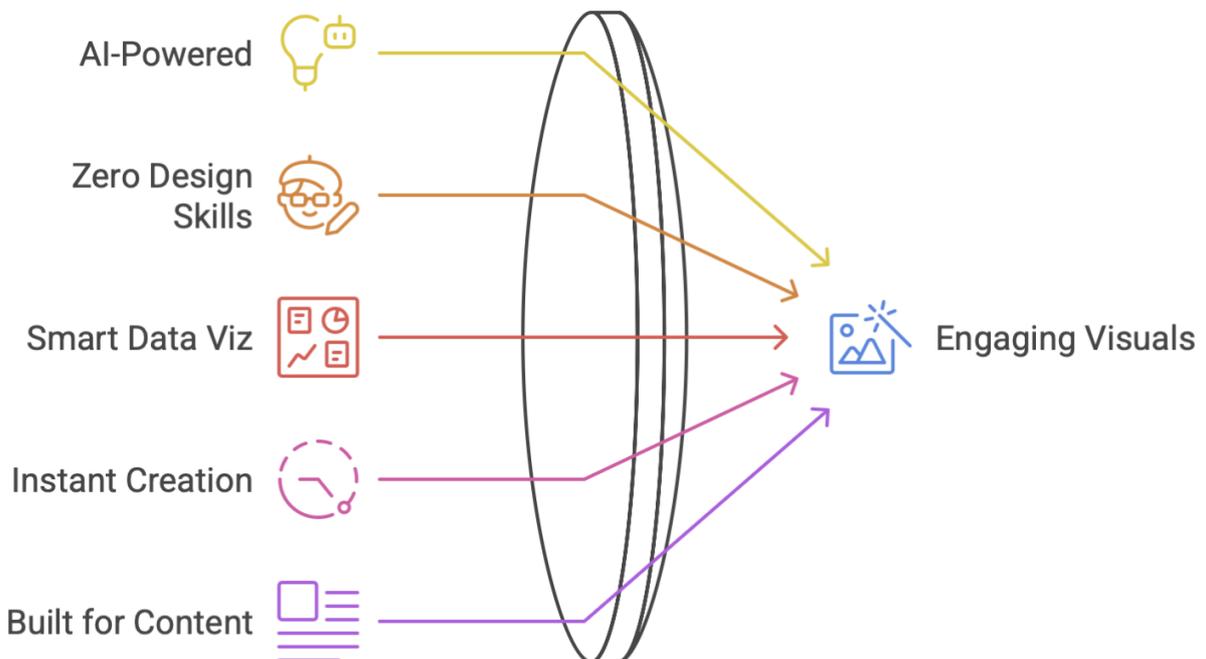
Clearer expectations, more productive one-on-ones, employees who see their future



# What makes Napkin.ai different

Unlike Canva, PowerPoint, or other design tools, Napkin.ai is purpose-built for instant transformation of text and data into visuals:

- ✓ **AI-Powered:** Type or paste your content, AI generates professional visuals in seconds
- ✓ **Zero Design Skills:** No learning curve. If you can write, you can create visuals
- ✓ **Smart Data Visualisation:** 13 chart types with AI-powered suggestions based on your data
- ✓ **Built for Content:** Perfect for policies, training materials, and HR data, not just graphic design



# Getting Started: Simple Setup Walkthrough

## Step 1 Sign up (30 seconds)

1. Go to [napkin.ai](https://napkin.ai) and click "Sign Up"
2. Create your free account with email or Google sign-in
3. You're immediately ready to start creating, with no tutorial required

## Step 2 Create your first visual (2 minutes)

### Option A: Start from text

1. Click "New Napkin" on your dashboard
2. Paste your content (policy text, training outline, org announcement)
3. Click the AutoSpark button (⚡) to generate visuals for the selected text
4. Napkin's AI automatically generates multiple visual options
5. Browse the suggestions and choose the layout you like best

### Option B: Start from your text or data

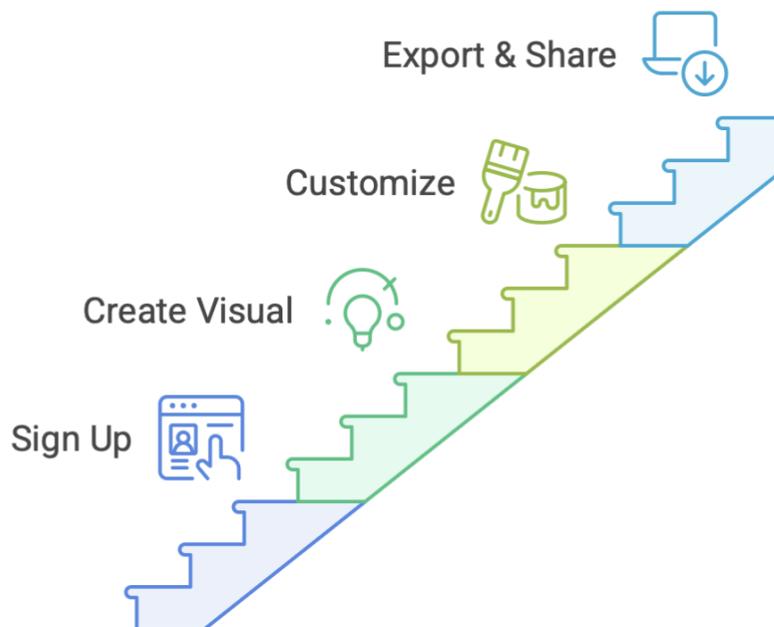
1. Click "New Napkin" → "Upload File"
2. Upload any file to bring the data into Napkin
3. Click the AutoSpark button (⚡) to generate visuals for the selected text
4. Napkin's AI suggests visuals for your data. Pick the one you like
5. Customise colours, labels, and styling with simple clicks

## Step 3 Customise and refine (if needed)

Edit text, change colors, rearrange elements, or switch themes, all with simple clicks.

## Step 4 Export and share

Export as PNG, PDF, PPT, or SVG, or use a shared link to collaborate with your team.



# Pro Tips for HR and L&D:

- **For policies:** Paste your policy text and let AI create a flowchart or infographic
- **For training:** Create a visual for each key concept. It takes seconds per visual
- **For data:** Upload your HRIS export to instantly visualise turnover, headcount, or engagement trends
- **For onboarding:** Create a visual library of common materials (org chart, benefits, first-week schedule)
- **For consistency:** Save your brand colours in Napkin to maintain visual consistency across all materials

## Start Creating Visual HR Content Today

### Free Plan

Perfect for trying Napkin with unlimited visual creation.

### Plus and Pro plans

Unlock premium features like brand customisation, advanced export options, more sophisticated designs, and more.

**Questions?** Visit [napkin.ai/help](https://napkin.ai/help) or reach out to [support@napkin.ai](mailto:support@napkin.ai)

**Ready to transform your HR communications?** Start free at [napkin.ai](https://napkin.ai)