Economic crisis is as an opportunity for creativity in recruitment 2009



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Moscow, 18.09.2009







As an innovative company, that surprises and has solid values





The most prestigious international prize which can obtain a company



Prize «World's Best Corporate reputation»:

- consumers from 32 countries
- · 600 leading world producers
- criterion: loyalty, admiration, innovation and confidence.

29 of May 2009 in Amsterdam prize «World's Best Corporate reputation» was presented to Ferrero company received in Italy – the country where the company was built – the highest % of voices.





The proof of this is in the high scores in:

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- Emotional Appeal
- Products and services
- Financial stability and profits
- Vision and Leadership
- Workplace
- Social and environmental responsibility

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HOW TO BE CHOSEN BY THE BEST?









To communicate the name, the values and the strong points of the company, as well as the products







To communicate the opportunities for development through training, career development and international growth







To develop strong partnership with the Universities







To make the website an area of excellence

www.ferrero.ru





Most people belong to the heart and spirit sections

The section for the mind comes next and lastly that of the body

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Emloyer branding Ferrero



- 1. The brand that <u>attracts and</u> <u>creates fidelity and integrity</u> in the people who can identify themselves with the company culture
- 2. An image, coherent with the company identity as <u>a "supplier</u> <u>of work"</u>
- 3. Why people should choose_to become part of your organization and <u>apply themselves to doing</u> <u>their best</u>



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Ferrero Russia values





Talents in the job market must know that Ferrero is:

... professionalism and competency among the highest of all the multinational companies in the world



... an opportunity for professional growth

... an opportunity to accomplish an international career









Talents look at companies that INVEST in them and PROVIDE them with the opportunities, the career paths and the attention they will get ...

... and this is our objective





... reach the talents target to inform about excellence!



- Long-lasting collaboration with universities
- Company website development
- Participation on job fairs
- Creative work with job sites





Recruitment in Ferrero today



Deep understanding of the business and responsibilities of all departments' employees in the Company:



- Internal announcement about new vacancies
- Promotions & transfers
- Bonus for recommendation
- Exit interview
- Outplacement– to minimize negative consequence of staff reduction.





Recruitment in Ferrero today





- assessment and development centers
- development and realization of business cases to assess the competencies
- collective activities
- corporate hard & soft skills trainings





Recruitment in Ferrero today



Employer branding

• Searching for talents



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Increasing motivation

Employees' motivation is an obligatory condition for successful crisis overcoming





Creativity in recruitment for Ferrero is



To apply new ideas and concepts in Ferrero concerning our employees





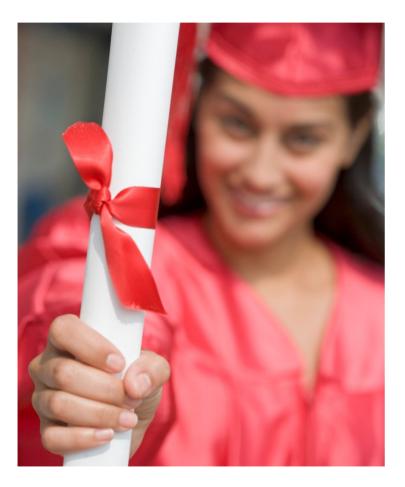
Creativity in recruitment for Ferrero is



To rise a quality and result of work







To invest to Ferrero's employees





Creativity in recruitment for Ferrero is

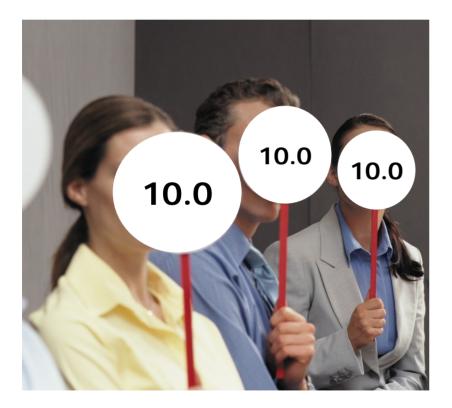


To formulate Ferrero as an employer





Creativity in recruitment for Ferrero is



To choose the best candidates from today's job market





THANK YOU!



