

# Economic crisis is as an opportunity for creativity in recruitment

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# FERRERO

As an innovative company, that  
surprises and has solid values

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**Italian**

**International**

**Vitality**

**Tradition**

**Innovation**

**Quality**

**Dynamism**

**Inimitability**

**FERRERO**

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:



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

# 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](http://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**

## Employer branding Ferrero



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

## 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

1

**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

2



- **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

3



4

- **Employer branding**
- **Searching for talents**

## 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!

