

Doing more with less: custom made HR solutions



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Problem to discuss

**How to rely less
on providers on a
daily basis and
be more effective
in the long run?**

Mars in Russian & CIS it's

- Success story since 1991
- 4 business units: Petcare, Chocolate, Food и Wrigley
- More than 7000 employees
- 10% of employee turnover

Mars in Russia

Wrigley



Chocolate



Petcare



Food



Mars In Russia

Nowadays Mars in Russia has 9 factories and 30 offices



Factory

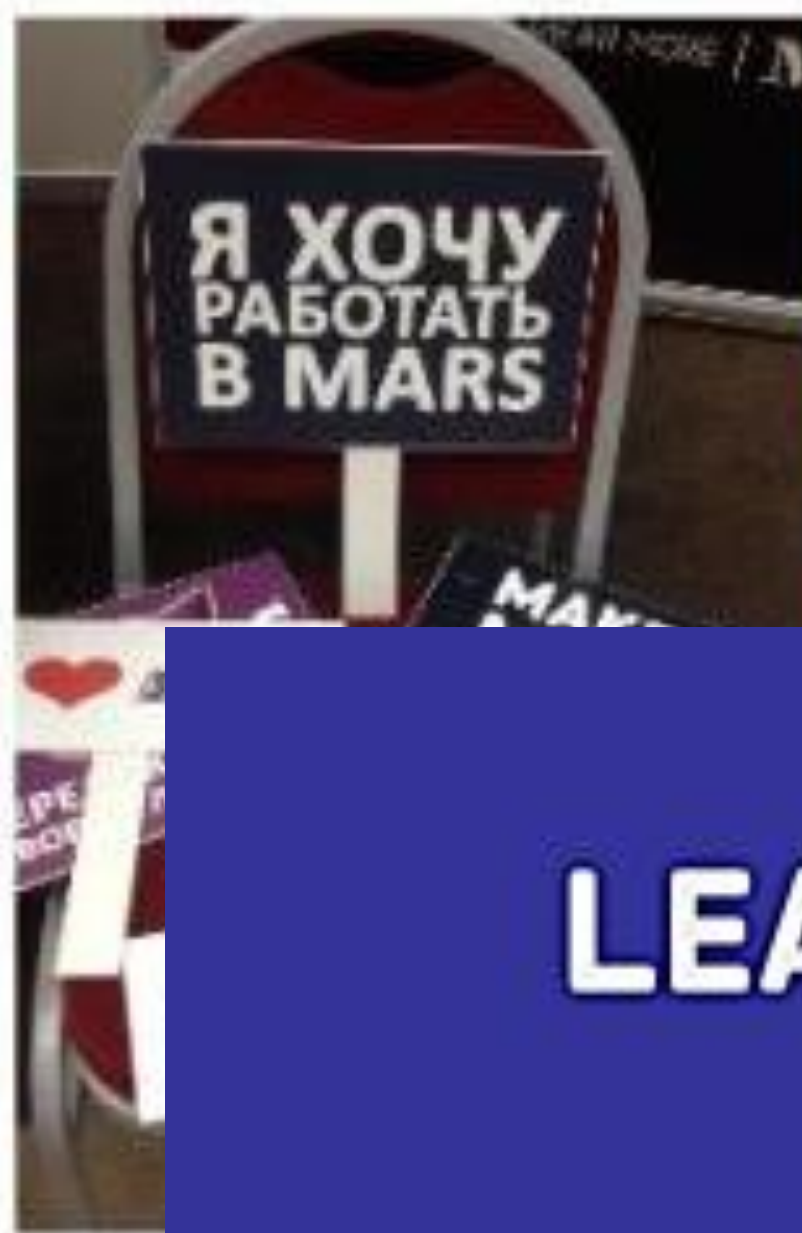


Office

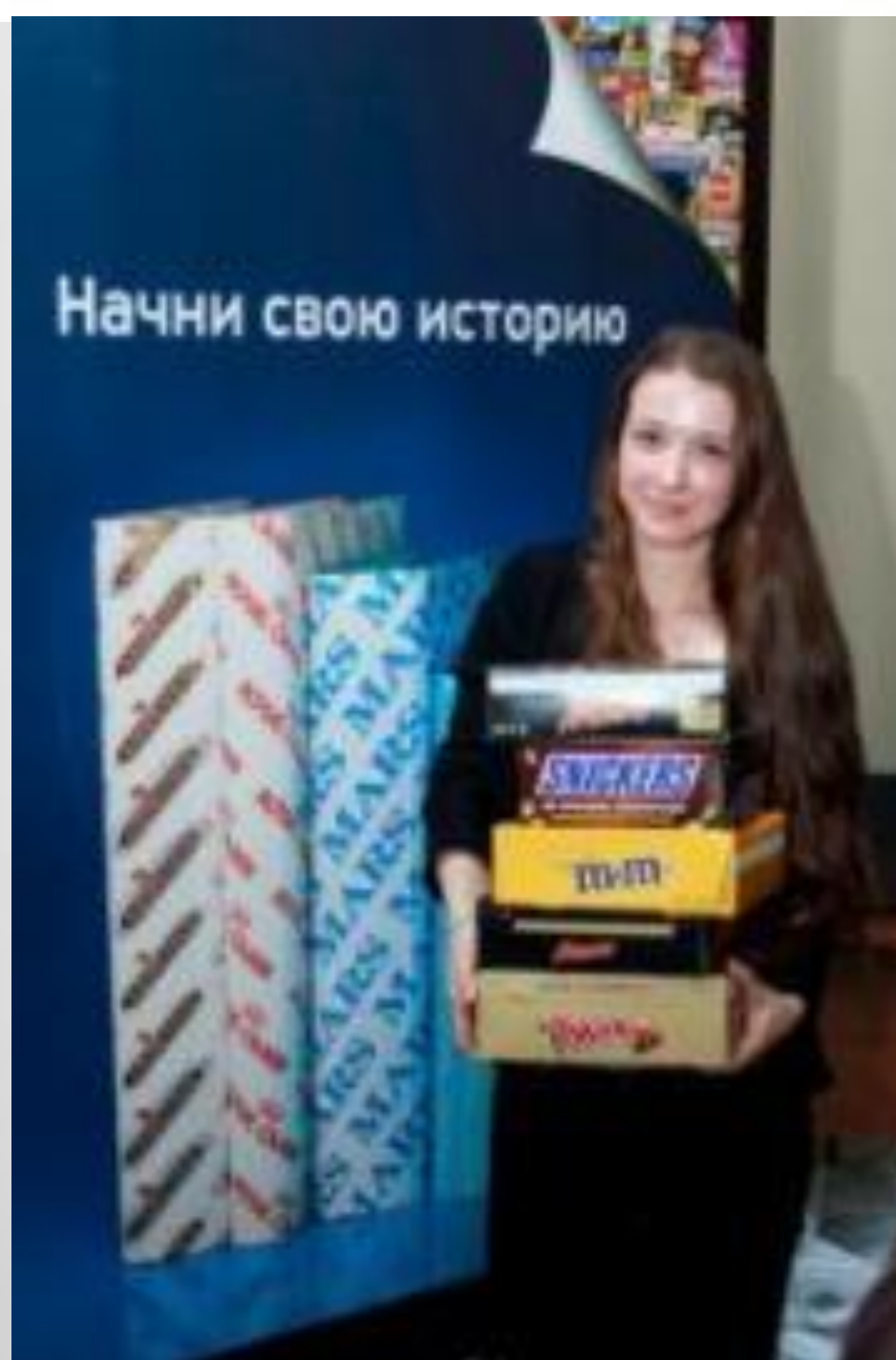
One of the key priorities of Mars



One of the talent strategies of Mars



LEADERSHIP DEVELOPMENT PROGRAM



Leadership Development Program @ Mars

4-stages recruitment process annually

More than 2000 applications

Approx. 20 LDP's to be chosen

Recruiters resources limited



LDP Selection campaign 2014

1526 applications received

1208 CV pre-screening passed

835 numerical & verbal tests passed

791 phone screening passed

293 express panel passed

46 invited to assessment center

17 Offers

Doing more with less: actions taken

- Tailor-made Mars' testing system created
- Usage of innovative screening instruments – Video Interview
- New approaches in assessing candidates developed, ex.gr. “speed dating” assessment
- Screening stages processed by interns
- Credit of screening stages for Employer Reputation activities's champions



Advantages of usage custom made testing system

Return on Investment	<ul style="list-style-type: none">• It helps to screen high volumes of applicants in a fast, cost-effective and objective way• Freeing up considerable time for recruiters in sifting applications and conducting interviews
Candidates experience	<ul style="list-style-type: none">• It's fully branded to reflect the Mars' brand• Increasing the volume of applications Mars is able to attract and manage yearly
Bespoke to organisation	<ul style="list-style-type: none">• It's designed specifically for Mars and as a result is developed to assess our unique requirements• Service support is free for fine tuning the system
Predicting the future candidates success	<ul style="list-style-type: none">• The scorecard (norm) is developed on base of Mars current LDP participants• Greater predictive validity of the selection process• Increased quality of candidates at interview and assessment center stage

One of the key factors of success

Chose the right
partner to meet your
expectations!

talentQ



Thank you for attention!