

# AGILITY in Attraction & Development

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# | Who We Are: Henkel

Global Leading Positions in Consumer and Industrial businesses

## Consumer Businesses

### Laundry & Home Care



### Beauty Care



## Industrial Business

### Adhesive Technologies



# | Who We Are: ANCOR Holding

## Leading Positions Staffing Industry in Russia & CIS

Recruitment

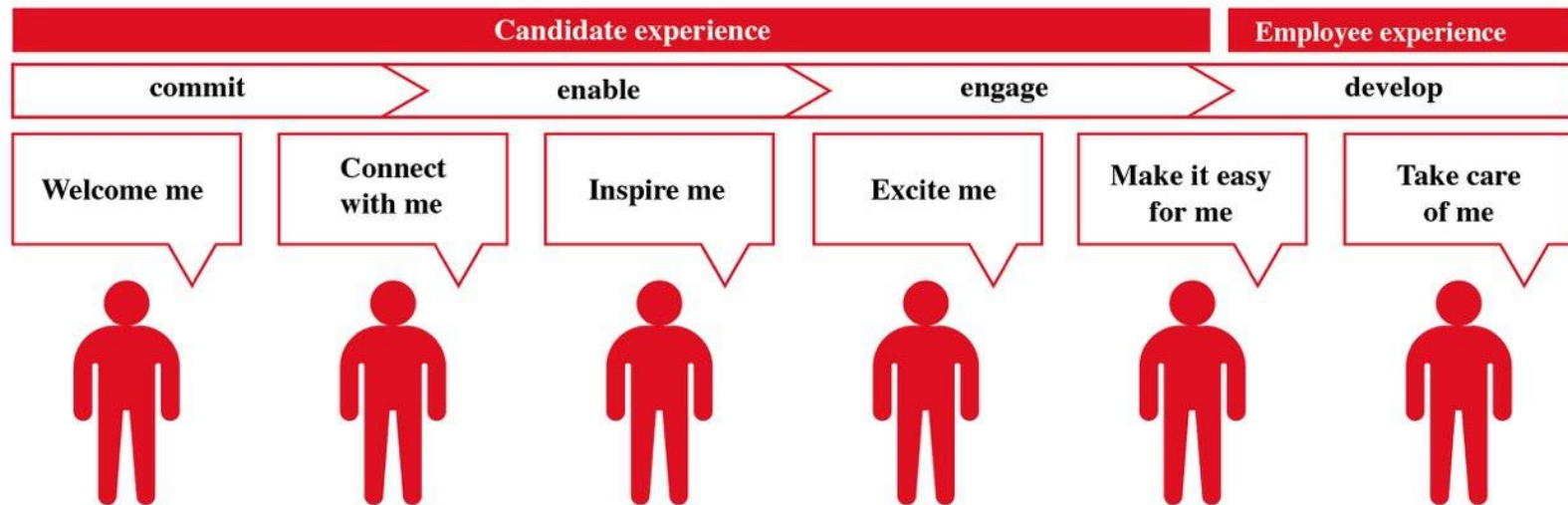
Outsourcing

Staffing

Consulting



# | Talents Touch



# | HR Transformation

How has recruiter's landscape changed?

**F**

Flexibility in everything

**A**

Attract by any means and channels

**S**

No mails, only chats

**T**

Trying to get to the right talent first

**E**

Employer brand development

**R**

Recruiting goes to digital

# | Why Do We Need New Approaches?



- Scarcity of talents
- Everybody in the net
- People do not chat
- People prefer video/pics
- Strategic planning
- Agile recruitment



# | You Wanna Be Agile? Be Digital!



- To reach to the key talent ASAP
- To engage & interact with your target audience
- To decrease time per hire
- To increase quality of hire

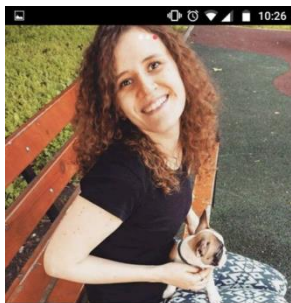


# | Communications System



- Career Sites of companies looking like consumer grade shopping sites
- Google Analytics/ Yandex Metrika
- Remarketing/ Retargeting
- Targeting (geo, interest, subscriptions)
- Hyperlinks

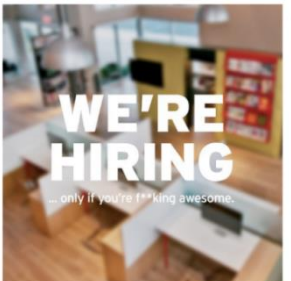
## New Tools: Social



Anastasia, 29

Частная практика  
менее 1 км от вас

Шутки в сторону! 😊  
Ищу Senior Java на высокотехнологичный проект. ЗП до 200;  
Ищу Java Team Lead в крупный интегратор. ЗП - готовы от ожиданий смотреть;



ancor

- Searching for candidates
- Jobs posting
- 24/7 connection with candidates
- Touch professionals who do not publish their CV
- Employer brand supporting and development

## Hashtags are our new headhunting tool



# | New Tools: Bots



- Searching for candidates
- Application
- Assessment
- Adaptation
- Employer brand supporting and development
- Training and development

*Bots work 24 hours a day, 365 days a year and do not require a salary*

# | Our major challenges

## Globalization & Digitalization



Need for on-demand high-quality learning



Intuitive usability of IT tools



Continuously growing share of “Millennials”



Global mobility



Remote management as the New Normal



# | HR key focus areas at Henkel

Fast integration

New digital  
experience

Digital development  
opportunities

Agile solutions

# | Fast integration

## Global onboarding program

- **Target**
- Welcome newcomers at Henkel and get them quickly up-to-speed
- **Program details**
- 6-months Global Onboarding program
- New Employee Welcome Set with info on all relevant topics
- Online platform with exciting e-Learnings, informative links, global webinars, short videos, tests
- Several steps to deepen knowledge about the company and its' standards



# | Need for on-demand high-quality learning



## Past experience

- One platform for all learning activities
- Allows individual learning on demand
- Variety of methods and well grounded content



## Vision of the future

- Digital learning supporting agile & individualized learning
- Social learning amplifying learning experience & impact
- On-the-job & experiential learning intensifying relevance and business value
- Engaging systems enabling learning anytime & anywhere



# | Activities in Focus



LifeLong  
Learning  
Opportunities



# Learning Center eLearning Platform

70%  
EXPERIENCE

20%  
EXCHANGE

10%  
TRAINING

**Henkel Global eCADEMY**

Excellence is our Passion

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- Over 280 courses
- About 30 TV episode modules
- Support material, articles, summaries, quizzes
- Links to university libraries, lectures and talks

... in up to 16 languages!




# | Digital content and agile method

Lynda.com



Unlimited access  
**anytime and anywhere**  
self-paced,  
online and offline

World's top subject-matter  
experts teach via high  
**quality videos**

Innovative, virtual  
and **digital format**  
for learning

**Bite-sized learning** for instant  
problem solving and  
**comprehensive courses** to  
boost career development

Speed to market with  
**relevant and updated**  
**content** on the latest trends  
at the time of release

# | Lynda.com supports Digital Upskilling @ Henkel

## Digital learning path



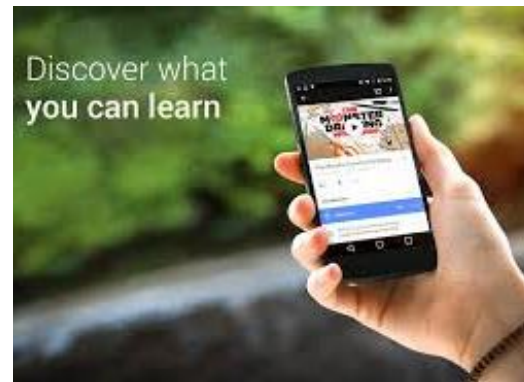
- Part of Digital Upskilling section of academy

## Full Roll Out



- Broad flexible access to Lynda.com functionalities

## Mobile Go Live



- Mobile solution as standard application on mobile Henkel devices

# | MOOC – an agile way of learning



- **Massive open on-line courses** – the most popular format in 2017 according to NYT
- Series of on-line learning elements (videos, articles, e-learning) encouraging self-reflection
- Live Skype sessions to encourage exchange
- Additional posts on exchange questions in Yammer to share insights with peers
- Quiz on learning nuggets posted in Yammer
- Individual self-reflection exercises facilitated by learning log



# | EU Virtual Biz Game

How to run a company and entire value chain

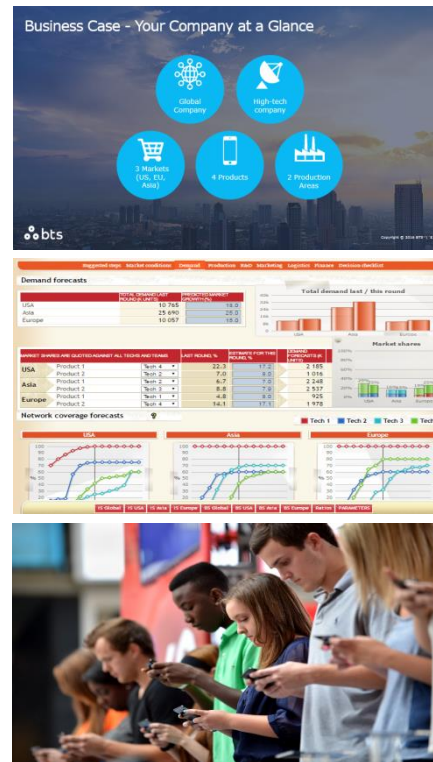


## Targets:

- Foster **digital** learning and development
- Meet **Millennials** expectations (e.g. gamification)
- Find out **agile** solutions with zero or low impact on costs

## Results:

- ✓ New agile/smart experience in Digital Learning
- ✓ Engagement of junior talents
- ✓ Teamwork at country & international level
- ✓ High acceptance of the management team



# | Gamelearn

New pilot project of digital simulation

Use of game-based  
learning (GBL) products

Course-video games  
develop the **skills and  
competencies**



G-learning methodology:

Game-based training

Gamification elements

Advanced simulation





# | Digital tools in career orientation

## Employee Toolkit

1. Where am I today?

Me An & Brand  
Introduce EOP  
My External Business  
How Do I Manage My Career

2. Where do I want to be?

My Merlin  
My Priorities  
GROW Model

3. How do I get there?

My Network  
Win-Win  
Key Findings  
Link To Your Career Review

Looking for more?

Career Today  
Career @Henkel  
External Inspiration  
Print Out Full Toolkit

## Career Advisor Toolkit

Get prepared

Run the discussion

Track the progress

Print out version

Prepare Discussion  
Coaching Tips  
Offer Support  
Full Toolkit

WATCH ME FIRST

# | Ancor and Henkel commitment:

Clear focus on **agile solutions** based on new digital technologies



Building of most growing and inspiring team!



Foster **innovation and engagement** by using new ideas and successful experiences



# Thank you!

