



Association
of European
Businesses

AEB HR Conference:

Modern Trends in HR

SESSION II: MODERN TRENDS IN EMPLOYER BRANDING



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***IDENTIFYING EMPLOYER
BRANDING STRATEGY
AFTER MERGING***

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***IDENTIFYING EMPLOYER
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AFTER MERGING***

Sergey Talalaev

***Head of Recruitment and
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***HOW TO MAKE A QUICK
HIRE A GOOD ONE***

Alexey Ozerov
Recruitment Manager,
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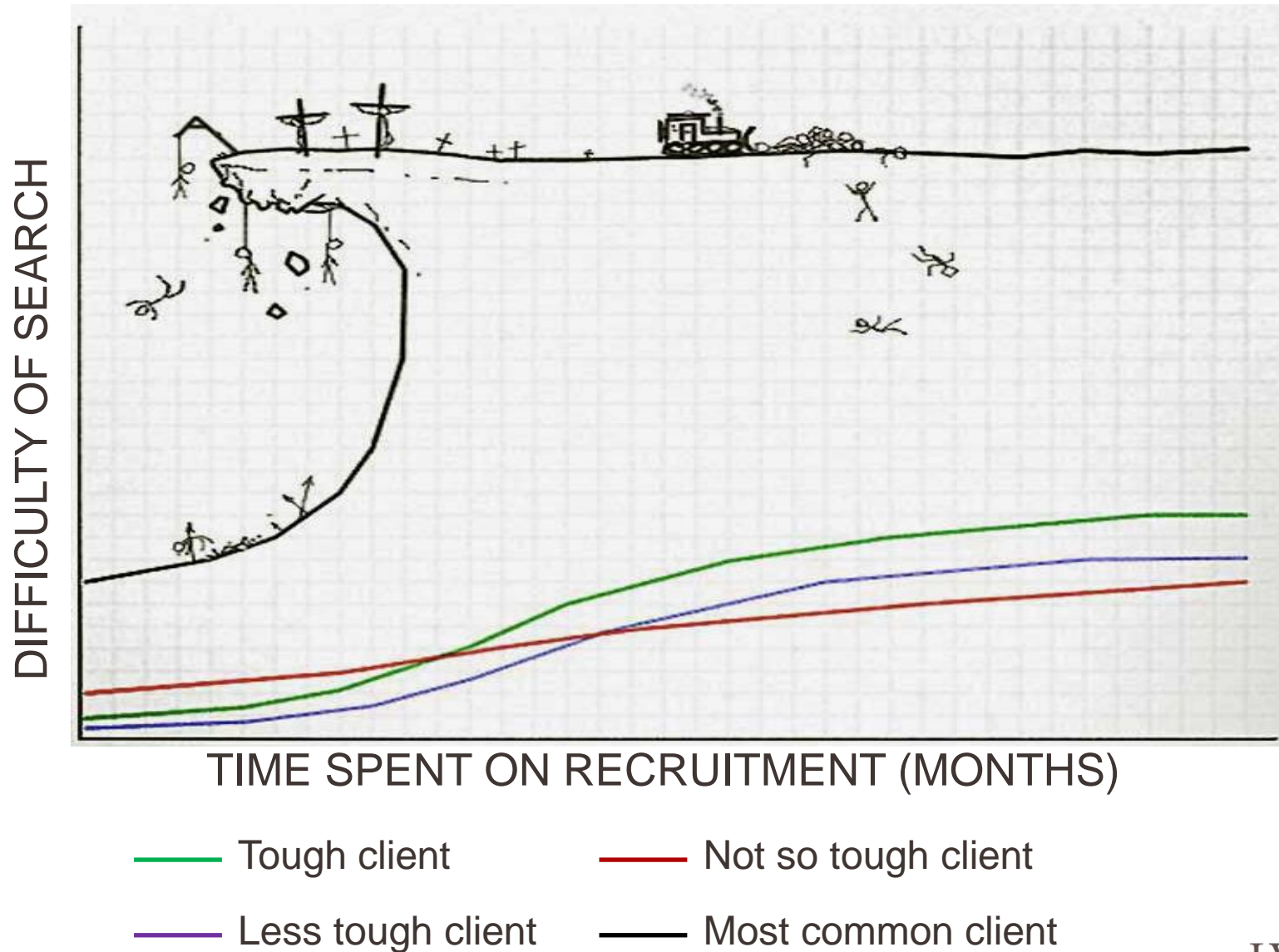
HOW TO MAKE A QUICK
HIRE A GOOD ONE

LVMH

ME, MYSELF AND...
RECRUITMENT

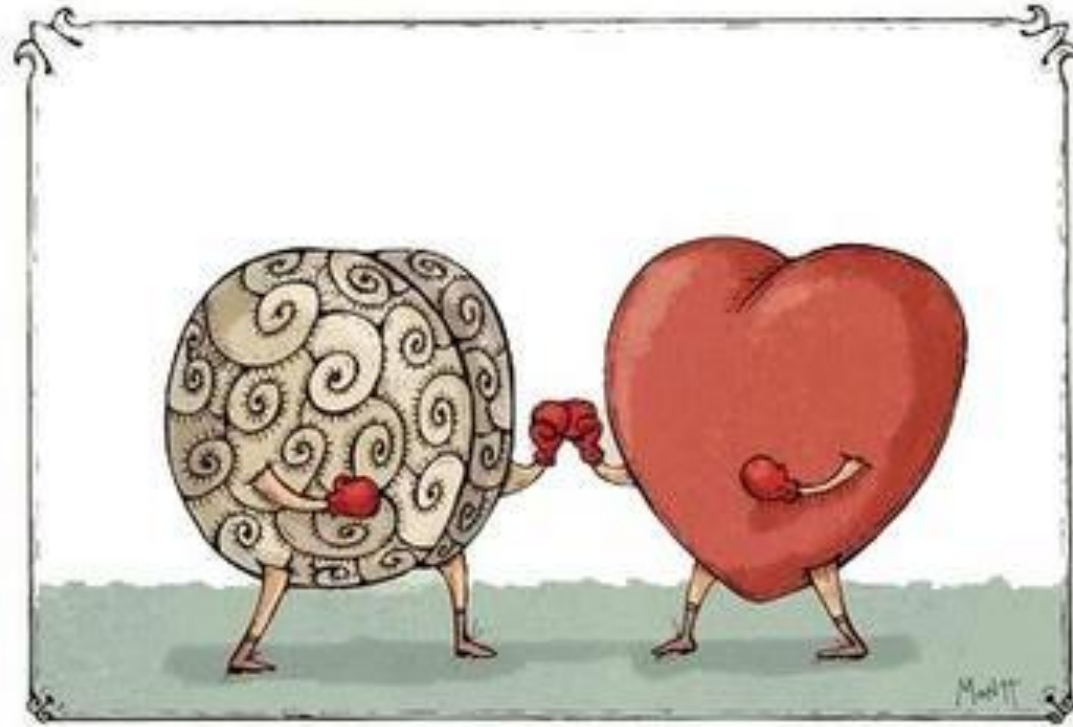
group

OVERALL RECRUITMENT PROGRESS (IN SOME CASES)



RATIONAL VS EMOTIONAL

group



How do you make your judgment on the candidate?

What would affect your choice most?

Is it enough to be a “good fella”?

Do the skills really matter? Or maybe intuition does?

REAL VS IMAGINARY

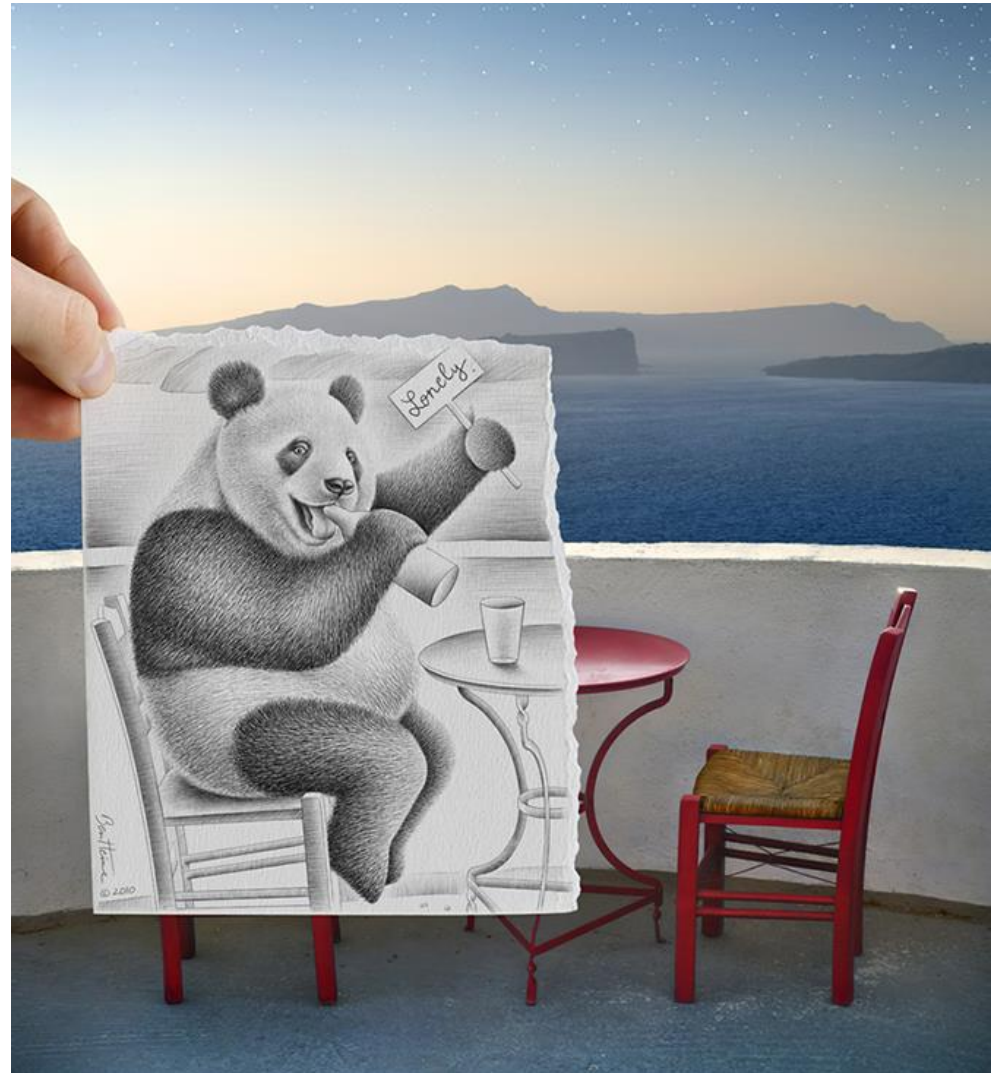
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How much time did you spend defining a job/candidate profile?

How much time did you spend searching for ideal candidate already?

Does your candidate really exist?

What if you hire ideal candidate for real?



I LIKE EVERYONE VS I LIKE NOONE

group



How many people do I need to interview to make a choice?

Am I quick with decisions?

What is wrong with people I interview?

How do people perceive the company and the job ?

I'M RECRUITER

group

INHOUSE

Educate your manager
Individual hiring decision scale
Stay in touch with the market
Communicate
Introduce KPI

AGENCY

Stay in touch
Give feedback
Influence manager
Get real with criteria

I'M THE HIRING MANAGER

group

Get Honest

- Requirements and profile
- Adaptation

Be Prepared

- Make decisions
- Search for compromise

Know the
Market

- Capacity
- Flexibility

Beware of the
Future

- Manage the employee
- Plan the changes

Andrei Chulakhvarov

Head of Permanent Staffing Department, Coleman Services UK

HOW TO MAKE A QUICK HIRE A GOOD ONE

Gyuzel Garaeva

HR Director, OBI Russia

***TARGETED APPROACH IN
EMPLOYER BRAND
MANAGEMENT***

Zuzana Jurakova

HR Director, Hilti Russia

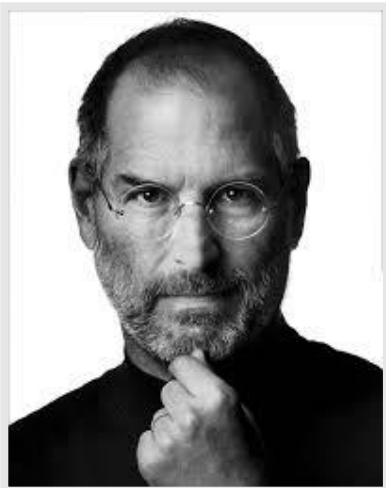
***CORPORATE CULTURE AS
DIFFERENTIATING
ELEMENT***

Hilti Russia

Culture as the Differentiating Element

AEB HR conference
Moscow, March 27, 2014

.... What is important to create a strong brand?



“ **To me marketing is about values.** This is very complicated world and we are not going to get a chance to get people to remember a much about us, no company is! So we have to be very clear on what we want them to know about us .

Our customers want to know who is Apple and what does it stands for, where do we fit in this world?

Apple at the core , it's core value is that we believe that people with passion can change the world for better. “

(introduction of “Think different” brand campaign)

VALUES = CULTURE

The Hilti Way

Caring and performance oriented culture with foundation on 4 core values

Integrity - Courage - Teamwork - Commitment

CHAMPION 2020

Our Purpose

We passionately create enthusiastic customers and build a better future.

Our Strategy

Sustainable value creation through leadership and differentiation.

Product & service differentiation

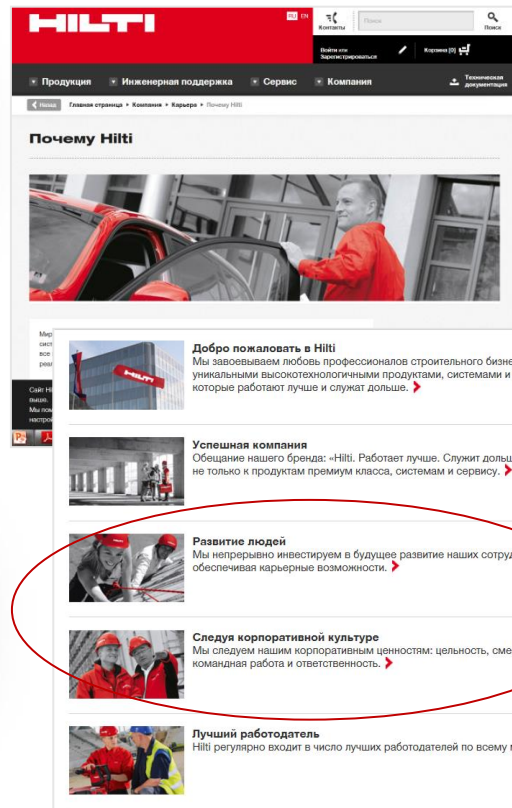
Direct customer relationship

Operational excellence

High-performing global team

Our Foundation

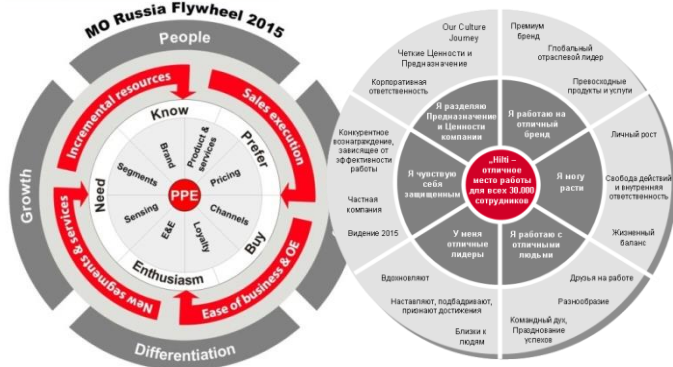
A caring and performance-oriented culture.



AAAA Anders als alle anderen Different than all the others



Winning team



Take calculated risk and learn from failures

Encourage & Recognize

Lead with head, heart and hands

Build the trust & aim high



Short movie

SESSION II: MODERN TRENDS IN LABOUR LAW

Evgeny Reyzman
***Chair of the AEB Labour
Law Sub-Committee,
Counsel, Baker & McKenzie
CIS, Limited***

Julia Borozdna

***Deputy Chair of the AEB
Labour Law Sub-
Committee, Head of
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Marina Ryzhkova

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***PANEL DISCUSSION BY
PRACTICING LABOUR LAW
EXPERTS:***

Sergei Kuksa

***Executive Director,
Personnel Law Bureau***

***PANEL DISCUSSION BY
PRACTICING LABOUR LAW
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Q & A