



**The Association of European Businesses**

## HR Conference

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**Your Personal or Corporate HR  
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# **HR Market Overview**



**AEB HR Conference**

***May 19, 2011***



# Welcome

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- **Our biggest ever conference**  
**New format**  
**Invited headhunting guru**  
**3 streams before and after lunch**  
**Business Leaders' Panel Discussion**
- **Meet peers, ask questions, enjoy yourselves**
- **Thank you to sponsors**
- **Mobile phones**
- **Feedback**

- **Why Employer Branding?**
- **General Observations**
- **3"Rs"- Recruitment, Retention, Resourcing**
- **Compensation and Benefits**
- **Assessment, Training and Development**
- **Technical Issues**
- **Conclusions**

# Why Employer Branding?

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*“I believe organizations that strategically align their HR and Marketing functions are uniquely positioned to build more authentic, meaningful brands for both customers and employees.”*

**Will Ruch**

- **Is the crisis over yet?**
- **Better year results compared to expectations**
- **Stopped saving budgets**
- **Renewed labor market started growing and further changing**
- **Employees' engagement policies, leadership development and talent management as key HR roles in the present reality**
- **HR deeper involvement into strategic**

- **Expanded recruitment plans with headcount increases, not only replacements**
- **Start-up of new businesses necessitating team recruitment**
- **Higher demand for mid- to top-management roles**
- **Expatriate recruitment slowly recuperating**
- **Back to candidates' market**

- **Candidates' main drivers for changing jobs-  
compensation and opportunities**
- **Mobility slowly rising**
- **Shortage of candidates born in early 1990s  
- a new stage of war for talent**
- **HR focus on recruitment & resourcing**
- **Enforcing retention policies**
- **Increase in placements achieved through  
references and head hunting**



- **Actual salary increase exceeding inflation rate in 2010**
- **Short term incentives tied to performance management systems**
- **Benefits- sort of stability over time, with a tendency to flexibility**
- **C&B schemes “tuned” to talents**



# Assessment, Training and Development

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- **Rising budgets for personnel development**
- **E-learning growth**
- **“70-20-10” principle becoming more popular**
- **Full-time programs’ further individualization**
- **Performance management, leadership development and succession planning as top 3 priorities in AT&D field**

- **Tax reform – a “mistake of the year”.? - Is it still a question or a statement?**
- **Migration – new rules on registration, new amendments to them**
- **New Draft law on outstaffing and secondment – is it going to prohibit agency labor and ruin investment climate in Russia?**

- **New stage of war for talent is in place**
- **Strategic role of HR being much more obvious than ever**
- **Employment brand sustaining has already become critical**

***“A business based on brand is, very simply, a business primed for success.”***

David F.Alessandro

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**THANK YOU!**

**Olga Bantsekina**  
**Coleman Services UK Ltd.**

Tel: (495) 660-56-00

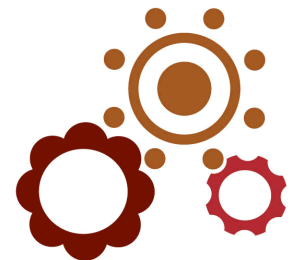
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in the Russian Federation.

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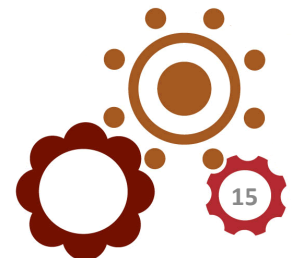
## **BUILDING OUTSTANDING TEAMS LEADERSHIP FOR NEW TIMES**

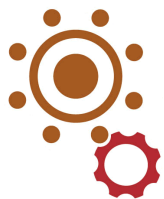




## **PURPOSE**

**Development of an honest and fair leadership, concerned with high standards of profitability and happiness in the organizational environment that enables to build businesses to last, while acting to improve the planetary system starting from the corporate world.**





# Alfredo José Assumpção - Background

## Academic



Economist



HR Development  
Specialization – MBA



Master of Arts  
in HR Management



Proficiency  
in English

## Experience



From Time Keeper  
to Senior Job Analyst



Compensation Manager



Labor Relations Manager



Industrial Relations Manager



Human Resources Director



Partner



CEO &  
Founding Partner



Chairman &  
Founding Partner



Chairman &  
Founding Partner



Holding S/A  
Chairman &  
Founding Partner



Partner &  
Board Member



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Lecturer/Speaker

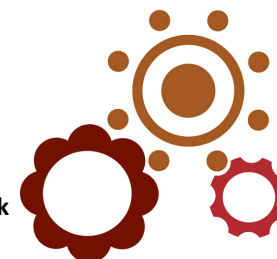
## Awards



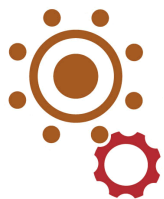
One of the world's most  
influential headhunters



President Juscelino Kubistchek  
Commendation







# Alfredo José Assumpção - My 360°

Writer, Musician, Poet and Composer



Alfredo José Assumpção

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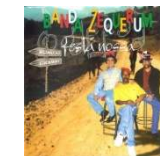
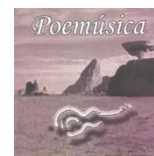
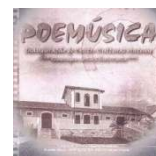
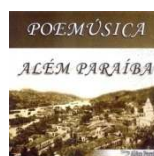
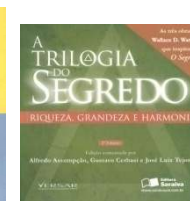
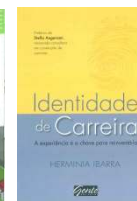


Four business books

Four poetry books

A romance

Participation as a prefacer and commentator in four books



Four CDs of music and poetry. One CD of rock & roll

One Professional CD with Banda Zequerum.

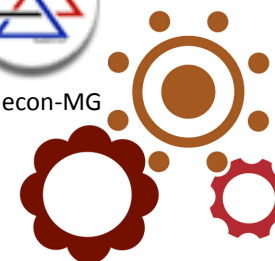
Two DVDs of shows with Banda Zequerum and Los Ringos group.

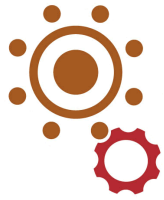
Member



Sindecon-MG

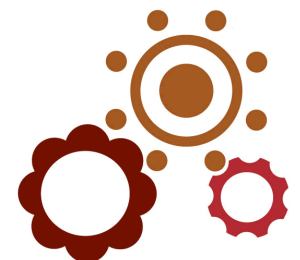
ESCOLA GURDJIEFF SÃO PAULO

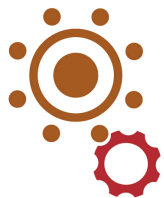




# The Family Firms

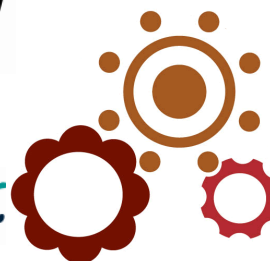
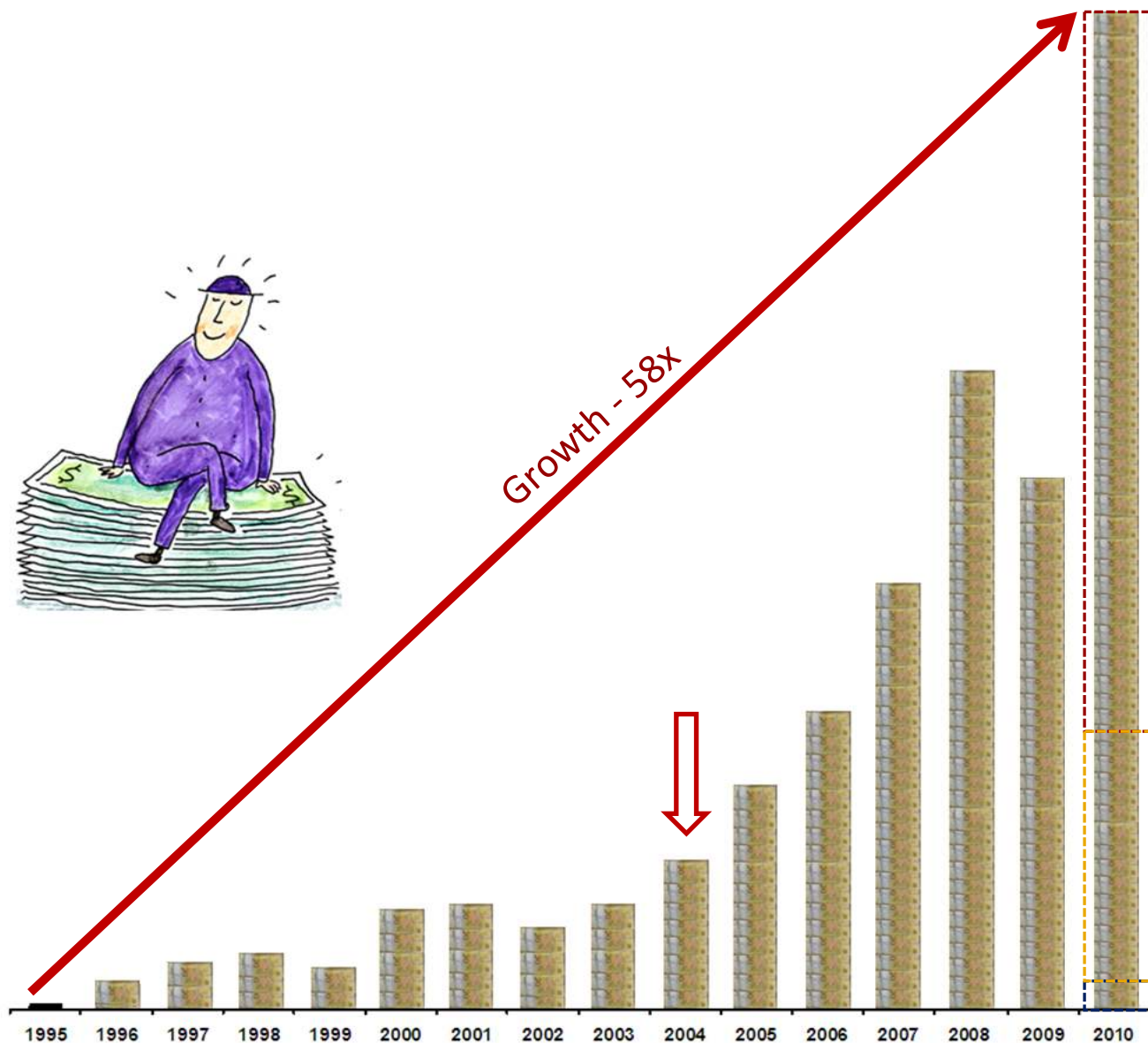
**FESAP** Holding S/A





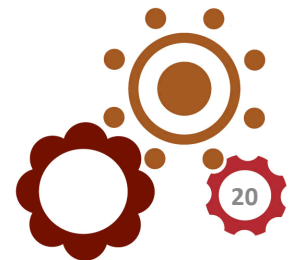
# Business Revenue Evolution

US\$ Revenue Increase of 1,851% in the last 7 years



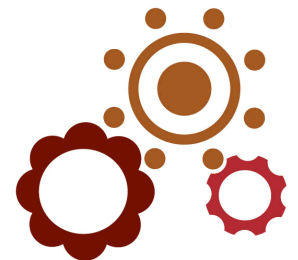


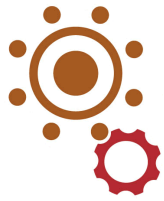
# Manifesto For Fesa and Its Spin-offs





# Manifesto For Fesa and Its Spin-offs

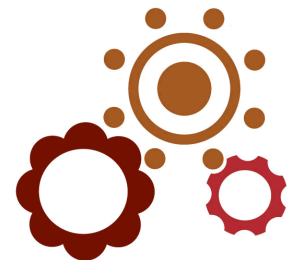
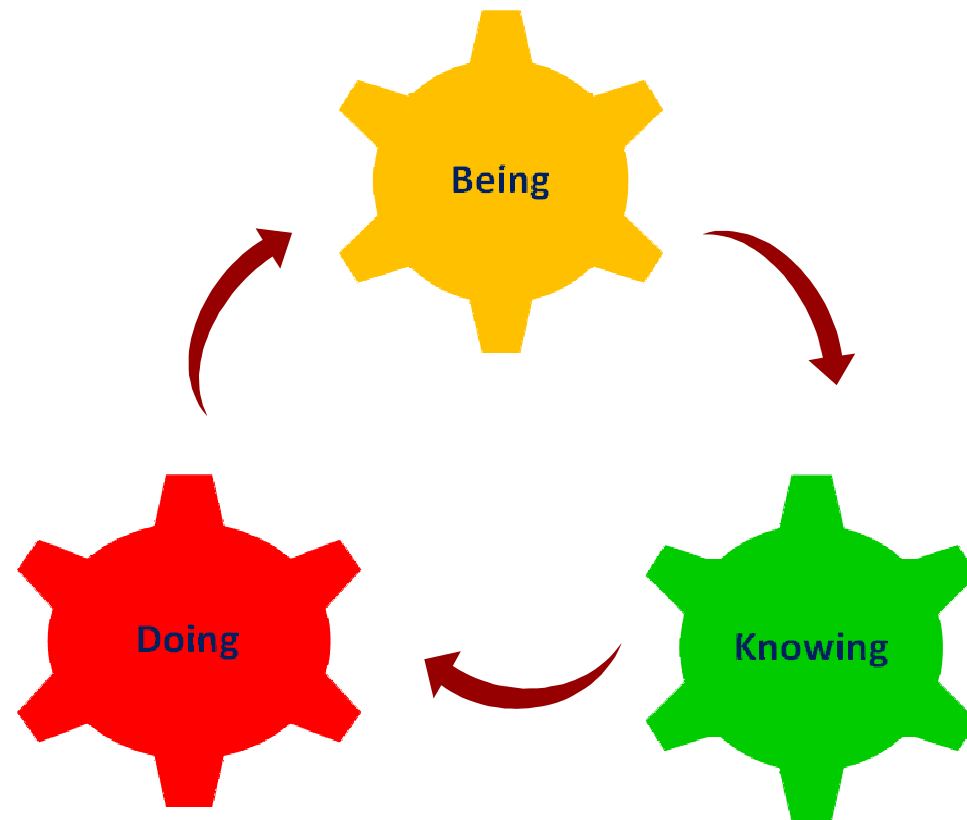


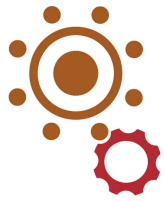


# WELFARE TRILOGY

## The CORNERSTONE

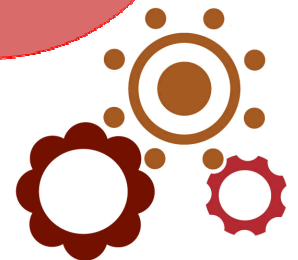
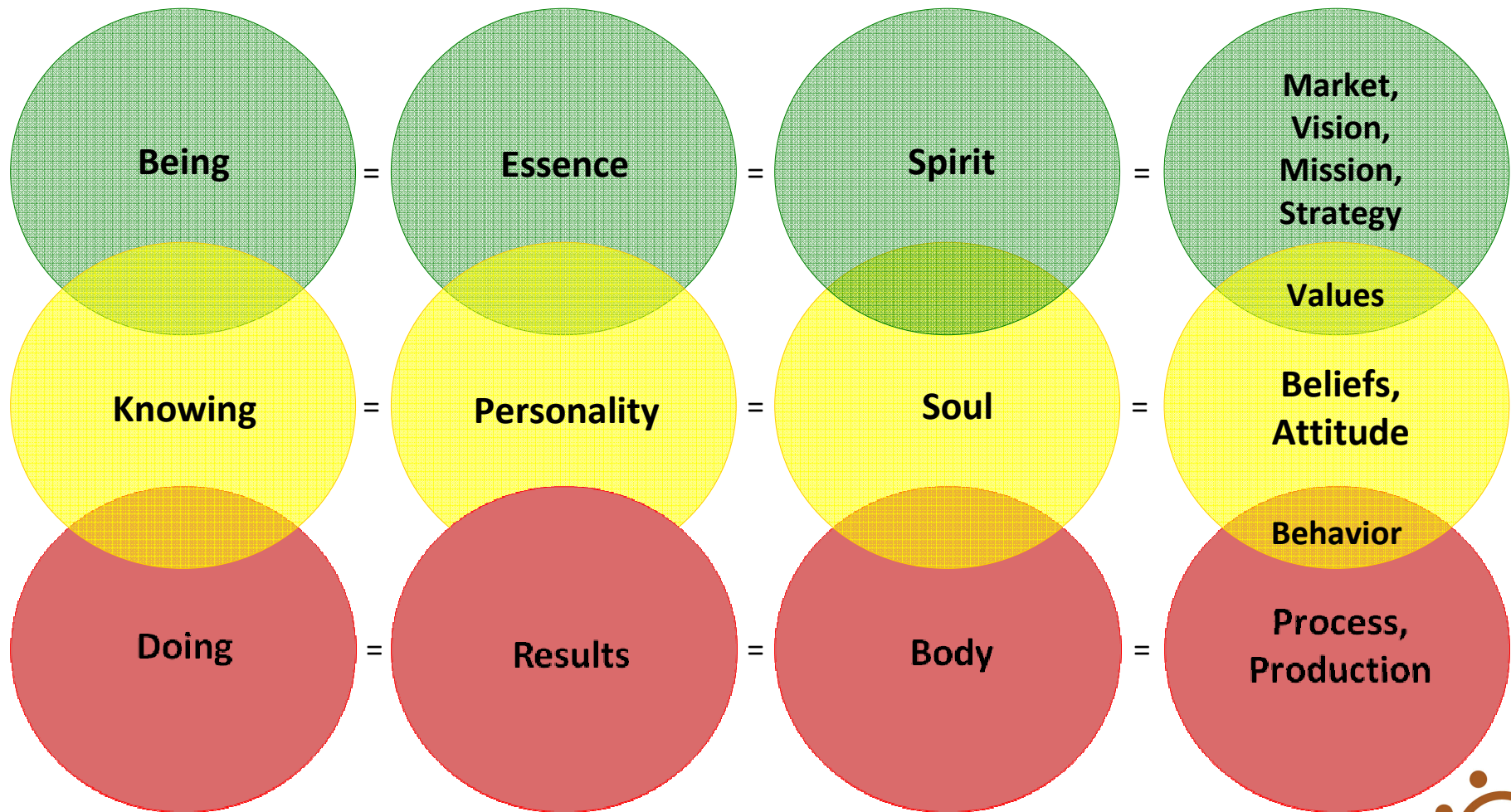
### 3 Types of Nourishment



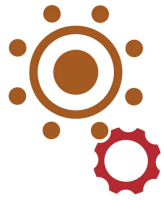


# Basic Definitions

## Foundation for Success







# THE ROLE OF THE MODERN LEADER

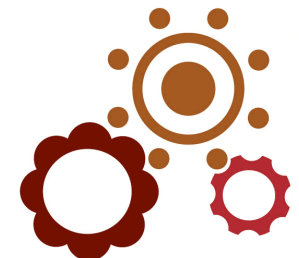


If essence = personality, one will have complete consciousness

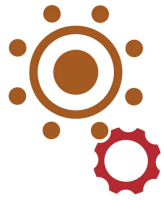
Then with consciousness, one achieves results that bring out the good = sustainability through persons  
“Doing Well by Doing Good”

So if the result brings out the good  
Then the internal environment is good  
Then external environment is good  
Then the planetary environment is good

The modern leader fulfills his/her fomenting role  
of multiplying good on a planetary level  
He/She is here “to be of service”  
He/She is a “Fearless Leader”





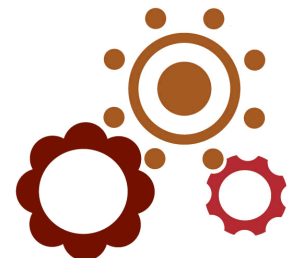


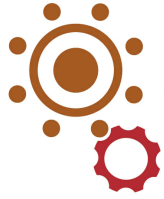
# A LADDER IS TO BE WASHED FROM TOP TO BOTTOM



- ❖ Leader as an example to be followed
- ❖ (Lends consciousness)
- ❖ Result that brings out the good

*Feet-of-clay leader*





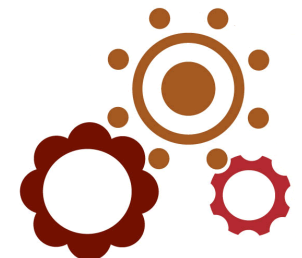
# PEOPLE ARE NOT COMMODITIES

**Phases of doing:**



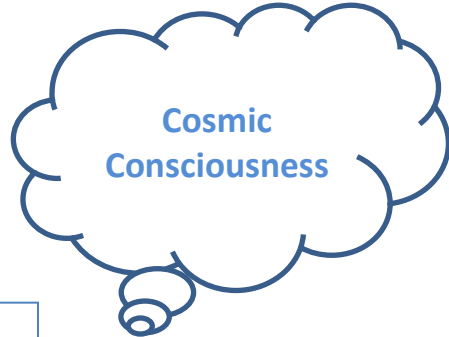
**Leadership achieving results that bring out the good**

**(Lends consciousness)**

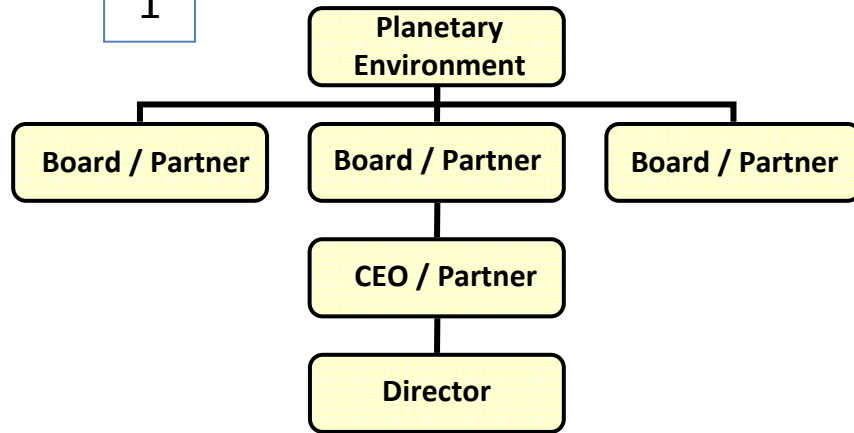




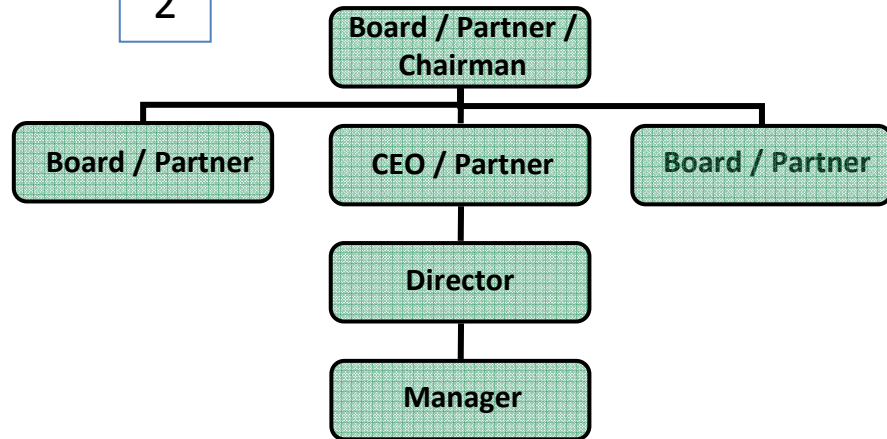
# Fine Tuning the Organizational Cross



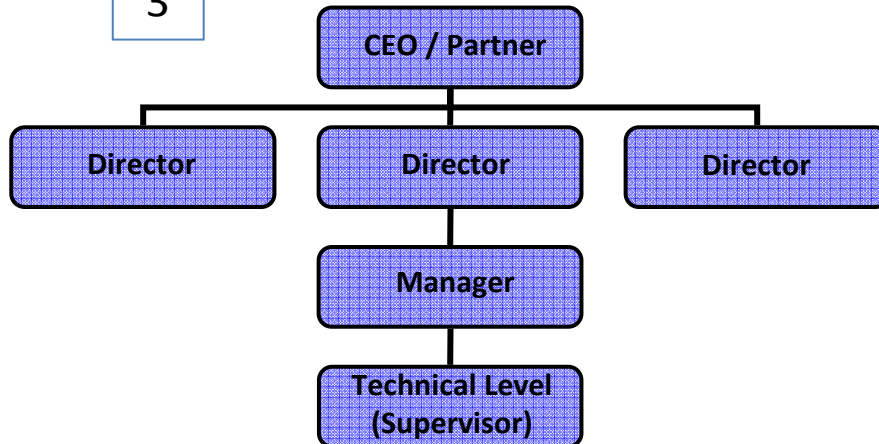
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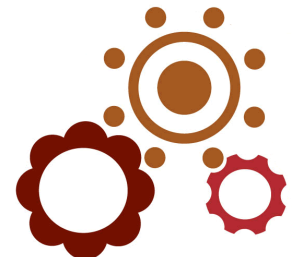
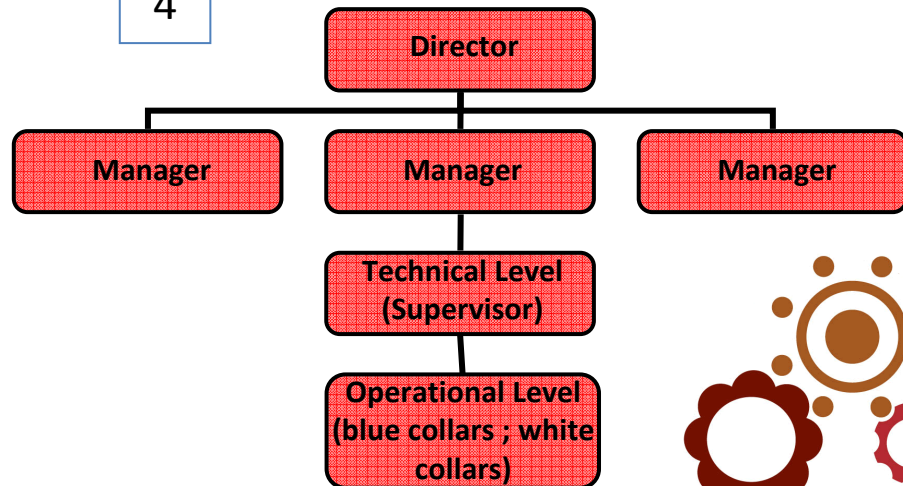
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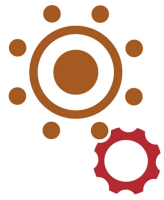


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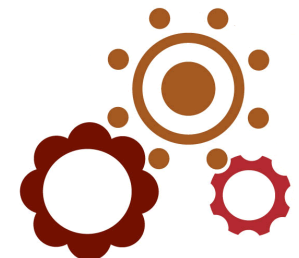
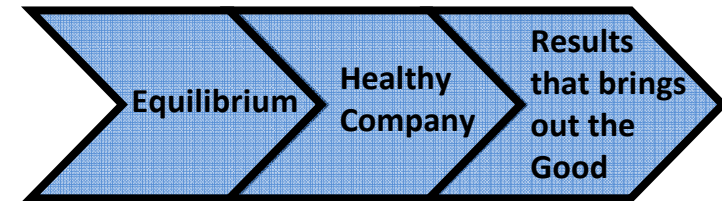
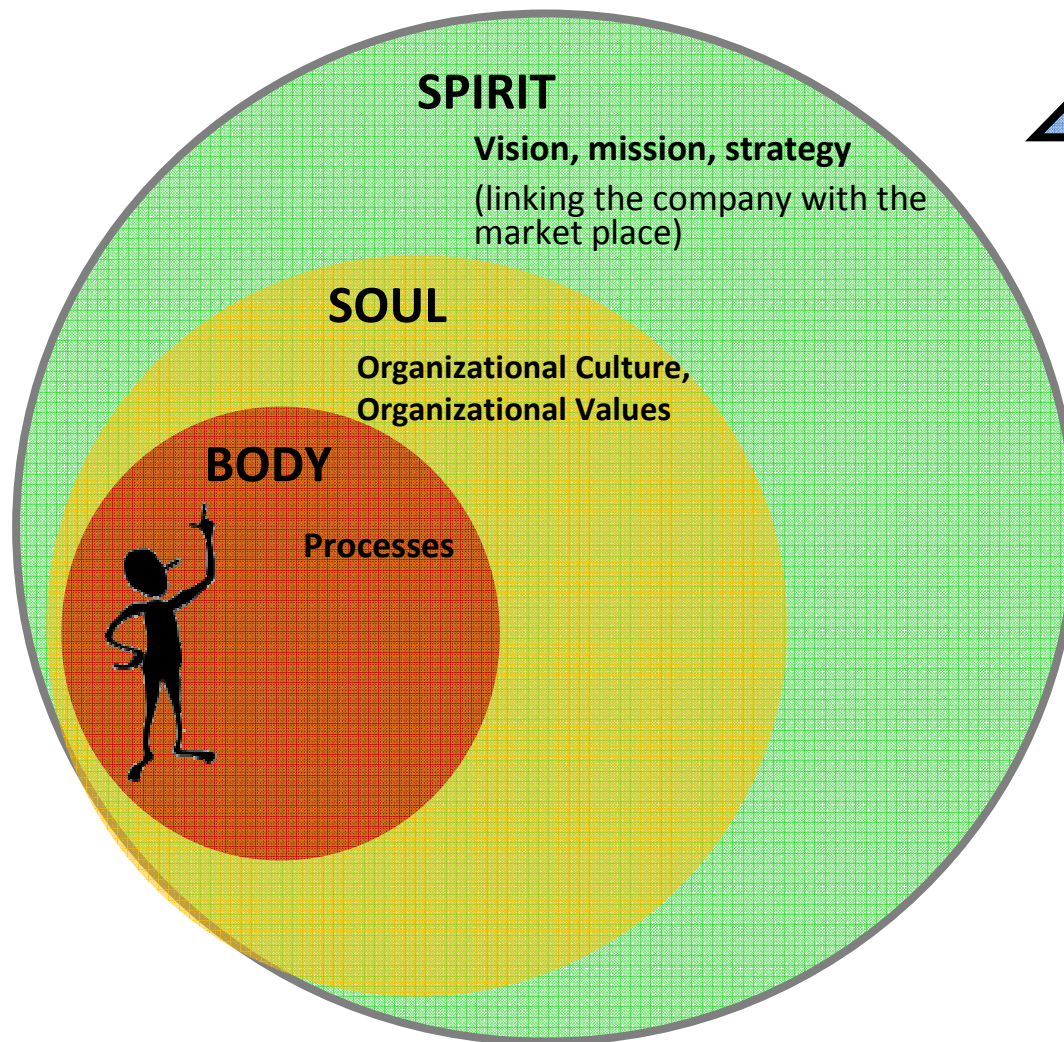


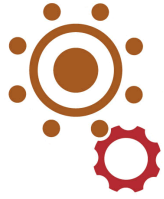
4





# Spirituality in the Organization



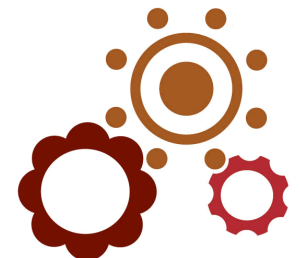


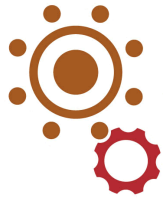
# Diversity Must Be Used to Serve the Company

Man	Woman	Homosexual
Races	Credos	Handicapped

**On-going Miscegenation Throughout the Planet**

**Happiness as a common goal = result that brings out the good**





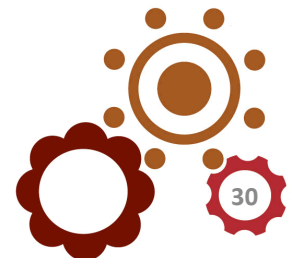
# On-going Miscegenation Throughout the Planet

## Core competence for human capital

Essential for international exposure to any market, region, country or city in the world, having success experiencing any business strategy.



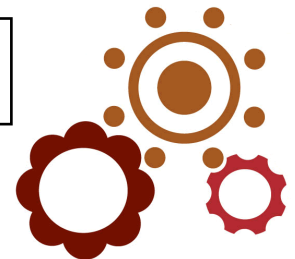
Tarsila do Amaral - Operários

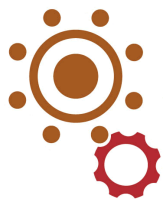




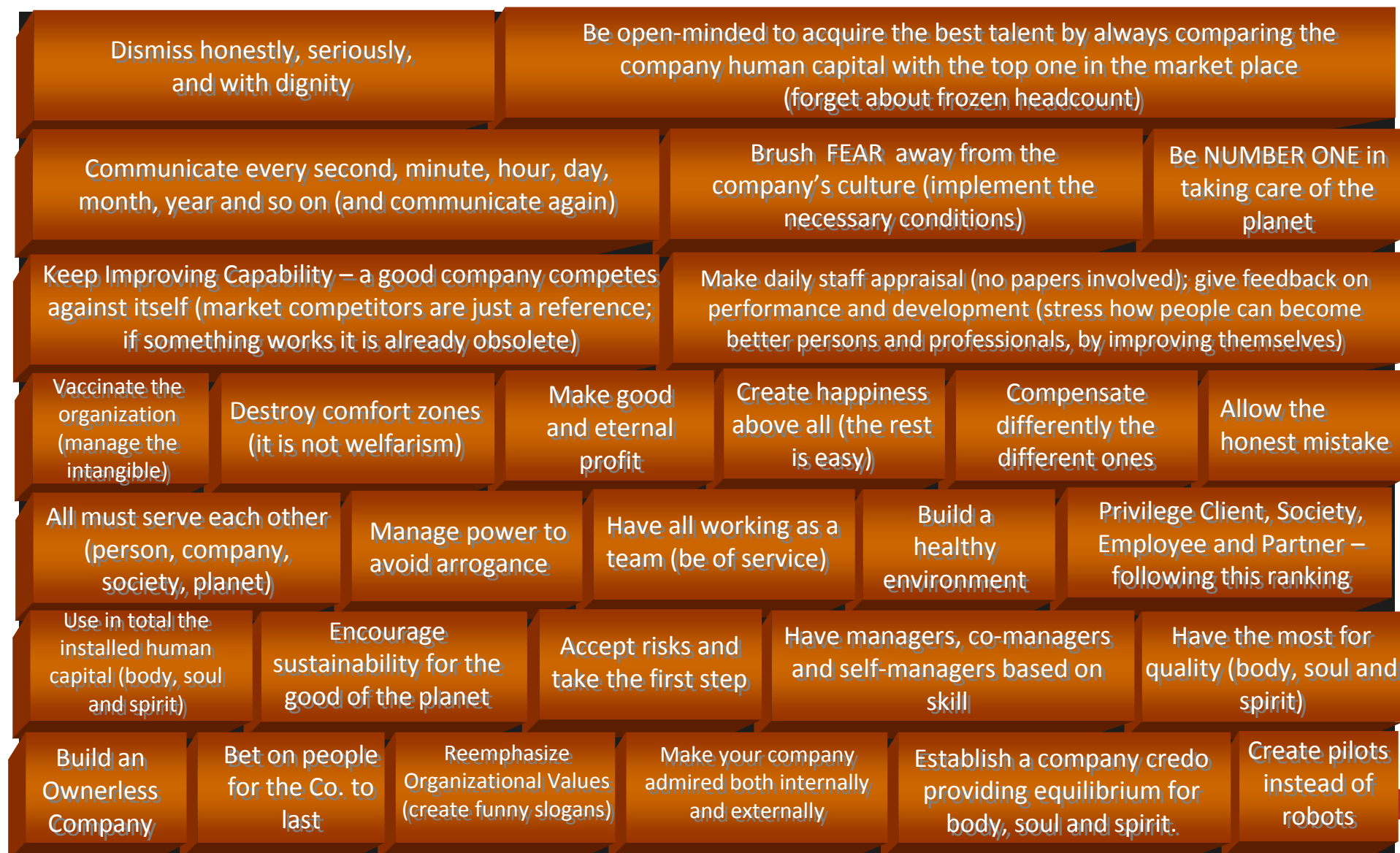


## Motto for Happiness

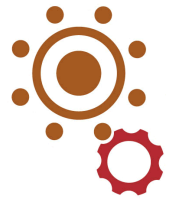




# Building a Perennial Company

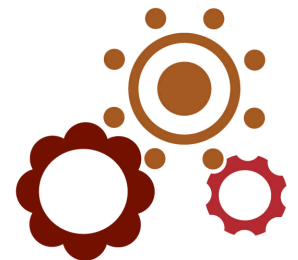


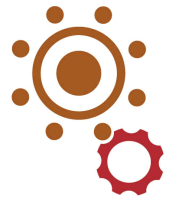




REMEMBER...

***“A lot can be created,  
All can be changed.”***

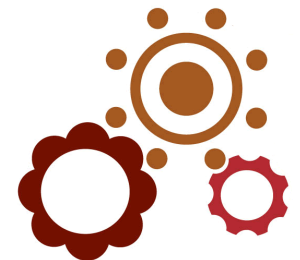




# Cosmic Consciousness Conspiring in Favor

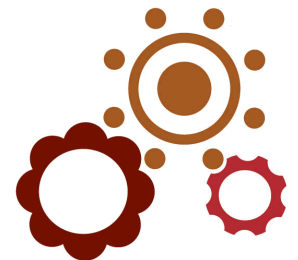


- Be of Service – Spirituality





***One minute of silence for  
the sake of the planet***





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# Questions?

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