

## **HR** Conference

#### Quality Information | Effective Lobbying | Valuable Networking



Your Personal or Corporate HR Adviser

## HR Market Overview





**AEB HR Conference** 

May 19, 2011







- 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





*"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





6

- 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 jobscompensation 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





- 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





## **THANK YOU!**

## Olga Bantsekina

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Association of European Businesses in the Russian Federation. Quality information, effective lobbying, valuable networking..

## 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





Master of Arts in HR Management



Proficiency in English



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#### Experience



From Time Keeper to Senior Job Analyst

X.International.

Industrial Relations Manager



CEO & Founding Partner

Slava / IIC Partners

Chairman & Founding Partner human capital solutions Chairman & Founding Partner

**Compensation Manager** 

CHASE 🗘

**Human Resources Director** 

dorr.

#### Awards



One of the world's most influential headhunters



**FESAP** 

Holding S/A

Chairman &

**Founding Partner** 

President Juscelino Kubistchek Commendation



RJReynolds

Labor Relations Manager





Partner & Board Member





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## Alfredo José Assumpção - My 360°

#### Writer, Musician, Poet and Composer





Participation as a prefacer and

commentator in four books

Four business books









Four poetry books

A romance













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.





The Family Firms















# Manifesto For Fesa and Its Spin-offs





## Manifesto For Fesa and Its Spin-offs





## WELFARE TRILOGY The CORNERSTONE

#### **3** Types of Nourishment









## 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)







## Spirituality in the Organization





## Diversity Must Be Used to Serve the Company



#### **On-going Miscegenation Throughout the Planet**

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





#### 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.









## Get to Know Yourself and Your Company

### The evolution of the Man and the Organization

#### **Motto for Happiness**

Open minded administrat is definitive. There isn't a There dong thinks, if depe	better way			Stands for the integrality of knowledgehan has schraded and inbst one is knowledgehan has schraded and inbst one is go on stydyingworldp has piermanent self to dev(inentiable character). Flas objective			
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Organizations.	Structural	ist / Neoclassic	Transitional Man				
	Bureau	cratic	Intellect	ual Man			
ality	Human Rela	tions	Emotio	onal Man			
Mortality	Closed / Classi	c	PI	hysical Man			
	Administration S	chool	יד	ype of Man			



## Building a Perennial Company

Dismiss honestly, seriously, and with dignity				Be open-minded to acquire the best talent by always comparing the company human capital with the top one in the market place (forget about frozen headcount)										
Communicate every second, minute, hour, day, month, year and so on (and communicate again)					C	Brush FEAR away from the company's culture (implement the necessary conditions)				Be NUMBER ONE in taking care of the planet				
Keep Improving Capability – a good company competes against itself (market competitors are just a reference; if something works it is already obsolete)						Make daily staff appraisal (no papers involved); give feedback on performance and development (stress how people can become better persons and professionals, by improving themselves)								
Vaccinate the organization (manage the intangible)	De	Destroy comfort zones (it is not welfarism)			Make good and eternal profit			Create happiness above all (the rest is easy)		Compensate differently the different one		e Allow the		
All must serve each other (person, company, society, planet) Manage po avoid arro								hoalthy		Privilege Client, Society, Employee and Partner – following this ranking				
installed hum capital (body,	Use in total the installed human capital (body, soul and spirit) Encourage sustainability for the good of the planet		for the		Accept risks and take the first step			Have managers, co-managers and self-managers based on skill				Have the most for quality (body, soul and spirit)		
Build an Ownerless Company		for the Co. to Organizati			onal Values admire		dmired	e your company od both internally od externally		ly pr	Establish a company providing equilibriu body, soul and sp			Create pilots instead of robots



## "A lot can be created, All can be changed."







#### • Be of Service – Spirituality





# One minute of silence for the sake of the planet











## Questions?

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