



New Ways to Attract and Develop Better Talent

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February 2019

Who?

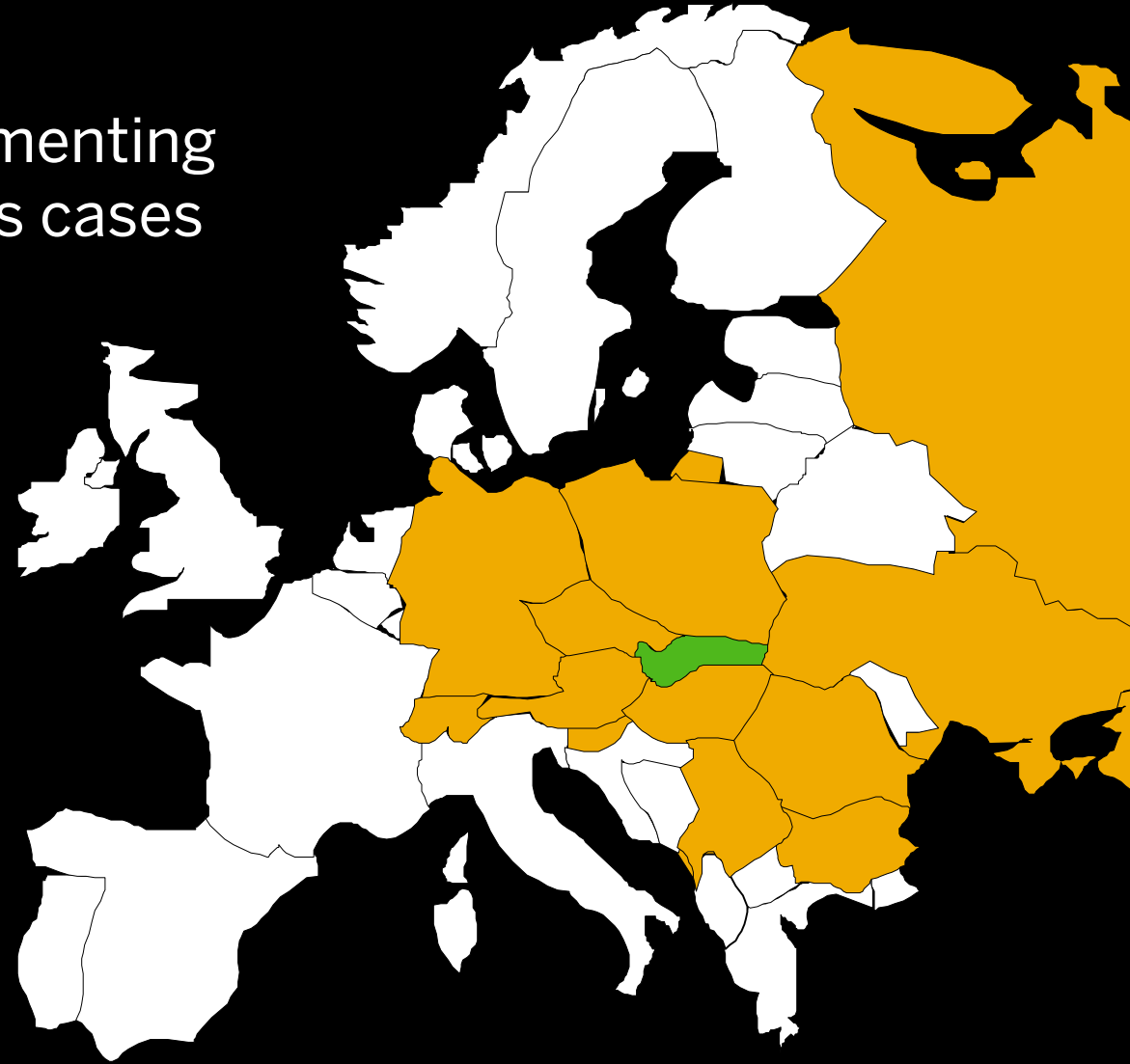
I'm HR Value Advisor at SAP SuccessFactors

15

Years of experience from implementing HR systems to creating business cases with CHROs and CEOs

13

Countries in Middle and Eastern Europe where I had customer events last year



Why?

Top 3 Corporate Objectives in 2019

72%

Grow the business

64%

Improve Operational
Excellence

51%

Execute Business
Transformation

Source: Gartner 2019 Future of HR Study, n=843

Top 3 Initiaves for HR Leaders in 2019

66%

Building critical skills
and competencies for
the organization

60%

Current and future
leadership bench

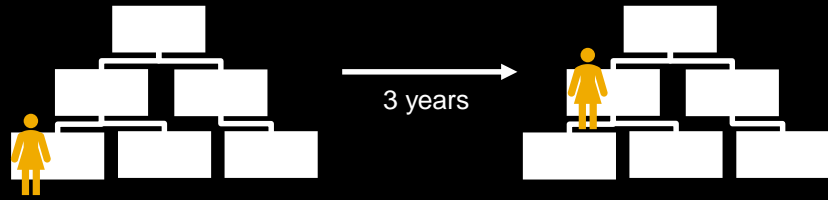
51%

Employee
experience

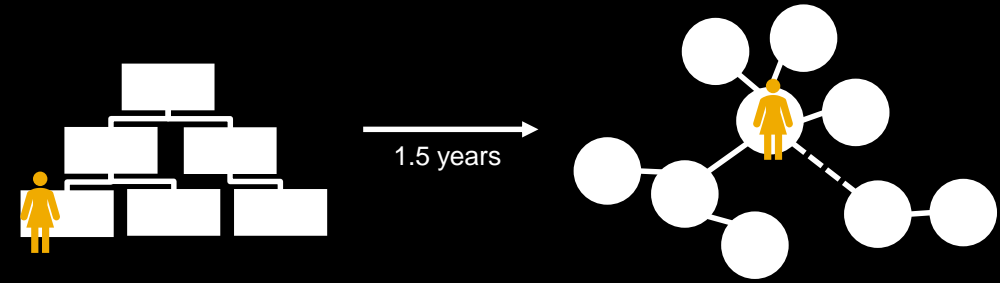
How?

Change Org. Design

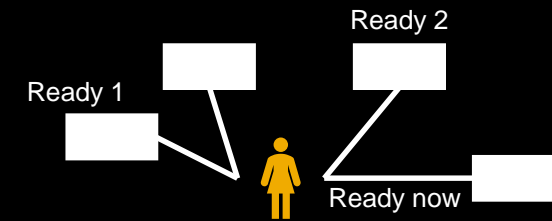
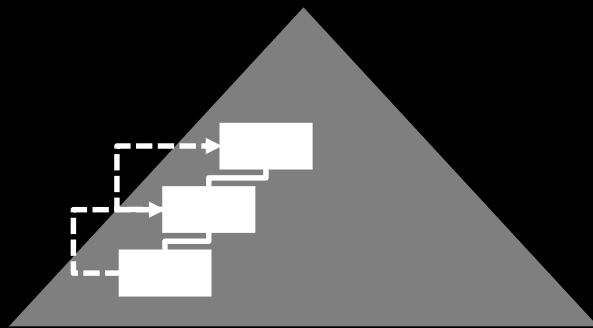
Past



Future



Career ladders only for mass jobs
More individual career paths with options

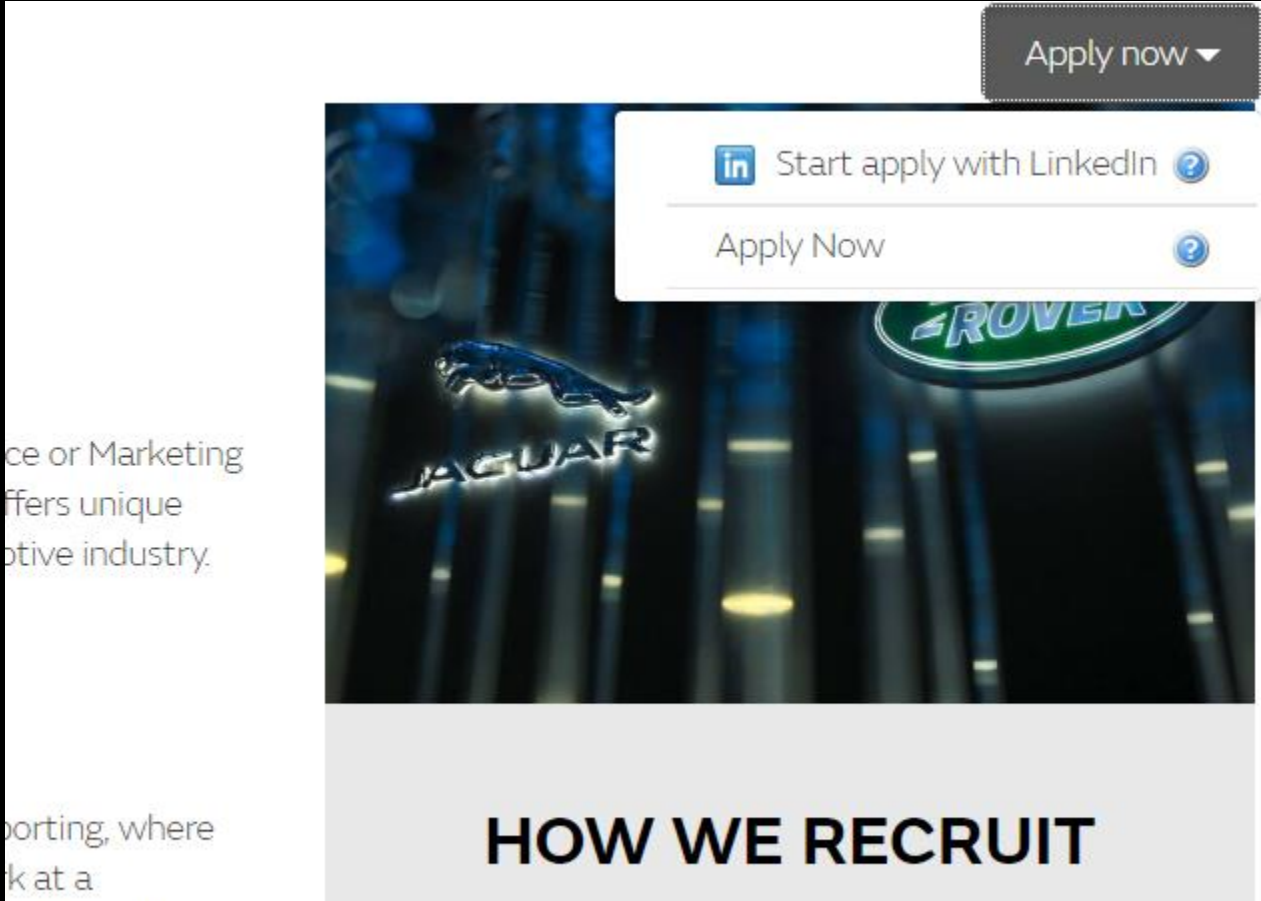


Experts, PMs, unofficial leaders
Open marketplace of skills and jobs
Skill libraries
Team decisions

Go for **New** Recruiting

PwC made online simulator „One day of associate“ and increased number of candidates by 100%

Jaguar Land Rover improved time to hire by 46%



Go for **New** Perf. Mngmt

>1000

Customers using Continuous Performance Management since 2017

Regular “check ins” of managers and employees about goals and development

Source: <https://www.prnewswire.com/news-releases/record-number-of-sap-successfactors-customers-adopt-revolutionary-employee-performance-management-approach-300790516.html>



Go for **New** Learning

<p>Whom do we train?</p>	<ul style="list-style-type: none"> • 10% - 15% of employees 	<ul style="list-style-type: none"> • 50% - 65% of employees • Candidates 	<ul style="list-style-type: none"> • 90% of employees • Contract workers and external workforce • Partners • Clients
<p>How?</p>	<ul style="list-style-type: none"> • Slides with voiceover • Desktop only • Complex job trainings • Once a year 	<ul style="list-style-type: none"> • Interactive guides • Video • Knowledge bases • Expert communities • External providers for soft skills 	<ul style="list-style-type: none"> • Coaching and Mentoring • Team messengers • Mobile • AI recommendations • User generated content • VR and AR
<p>What is the content?</p>	<ul style="list-style-type: none"> • Health & Safety • Hard skills • Certifications • Required minimum 	<ul style="list-style-type: none"> • Soft skills for current job • Trainings aligned to competency libraries 	<ul style="list-style-type: none"> • Soft skills for growth • Creativity and innovative thinking • Leadership and communication skills • Digital (IoT, Big Data, AI)



Online Training Catalogue 1995+



Talent Management 2005+



Teams and Productivity 2015+



Walmart Appreciation
Streamline Share Motivation
Communication Celebrate

- Walmart logo
- People Literacy
- Service Clean
- Availability Backlog
- Fresh Focus
- Mercy Be item
- Connect Pickup

Walmart trains employees in VR for Black Friday

80%

Of trainings in Google are delivered with the help of internal employee network «Googler-2-Googler». More than 6000 employees train their colleagues (courses, mentoring, user generated content)

98%

Average approval rating of microlearning – short e-mails with advice on specific topic (whisper email)

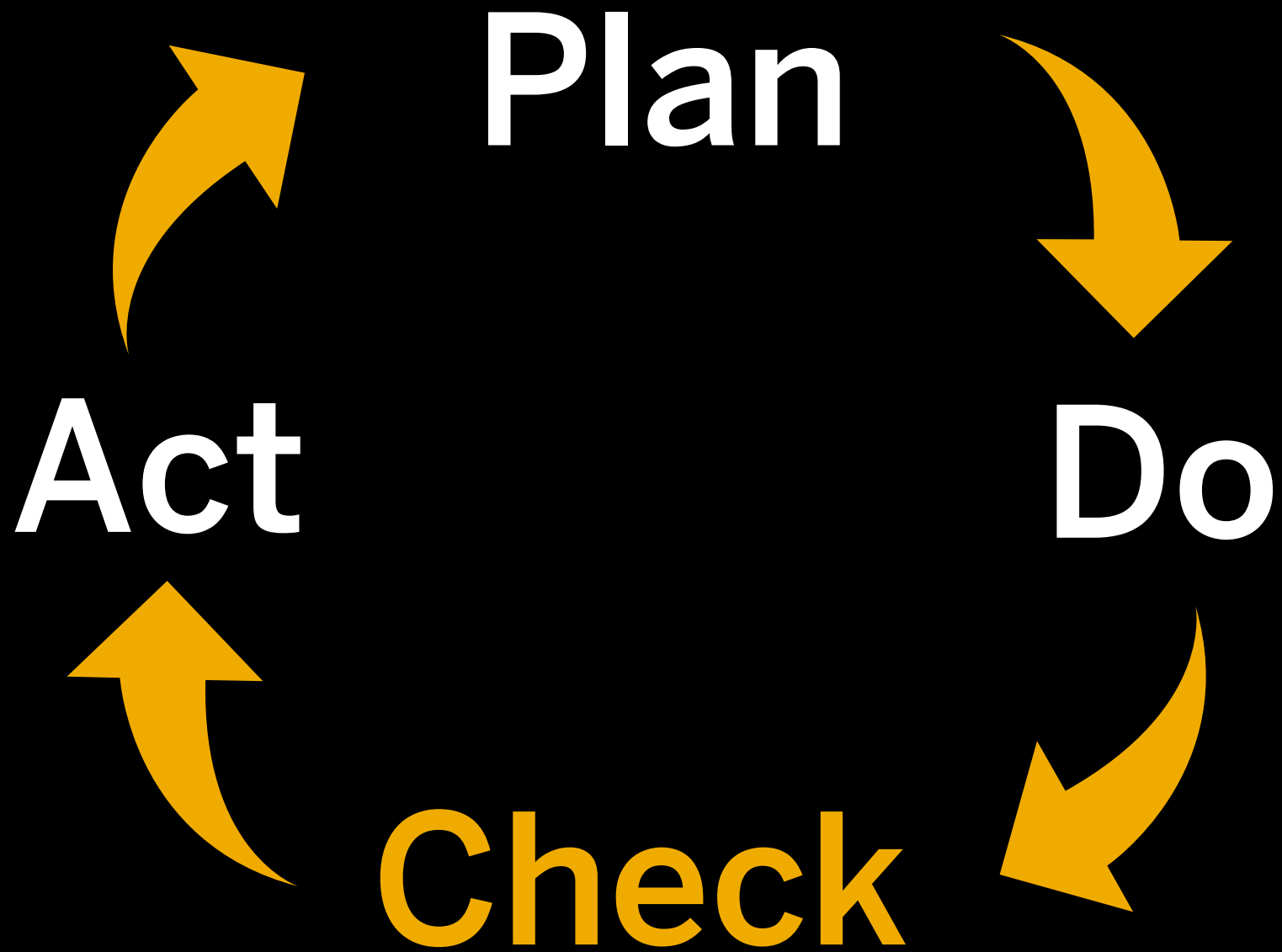
Empower Employees

GAP allowed employees to exchange their working shifts with the help of special messenger

95%

Of participants reported that this app helped them to improve their working schedule





Thank you.

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