


HR Fusion4Vision

Quo Vadis HR?

Challenges we face and ways to deal with them.

September 23rd, 2014 – Katja Sandor-Hertel

TSUNAMI HAZARD ZONE



Traditional
business models are
UNDER FIRE
HR is part of it

RESISTANCE
to the new world and
it's demandings
is
FUTILE



Adjusting is key to resist
the all-devouring Black HOLE

Kodak



Woolworth

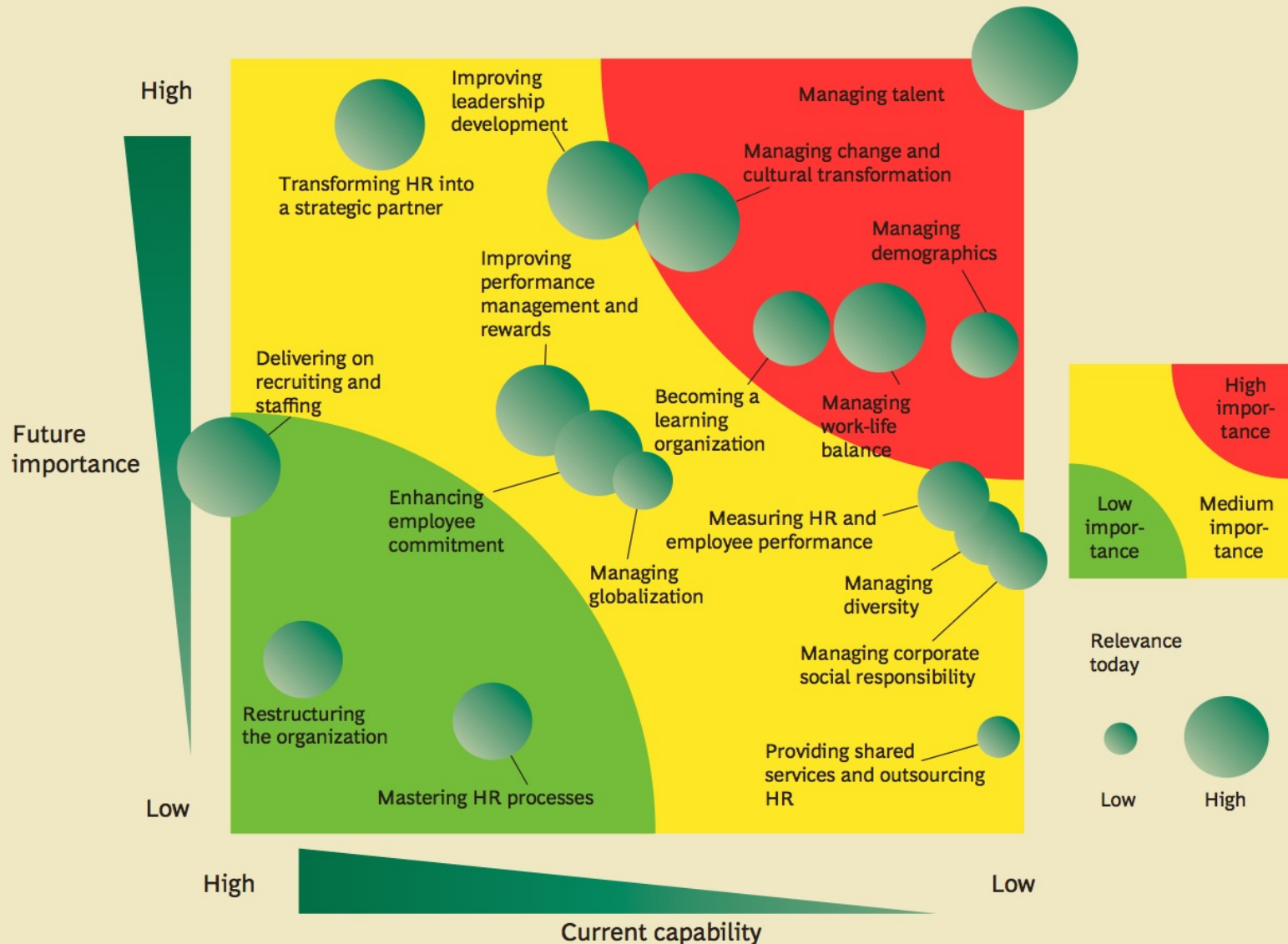
HR ?

Quo Vadis **HR**?
What are the key challenges?



What are the **key HR challenges***?

What are experts saying?



* BCG: The Future of HR in Europe – Key Challenges Through 2015

Challenge #1: Attract & Engage



Challenge #1: The (new) War for Hearts & Minds

Succeeding in the
COMPETITION FOR TALENT
is the critical success factor for
surviving in today's economy



Challenge #1: The (new) War for Hearts & Minds

Providing an answer to the
MEANING OF WORK

„**MEANING** is the new money“

Challenge #1: The (new) War for Hearts & Minds

Offering challenges, learning curves and continuous **DEVELOPMENT**



Challenge #2: Manage Diversity



Challenge #2: Manage Diversity

Understanding at least FOUR GENERATIONS

The Boomers
1946 – 1964

„live to work“

Generation X
1965 – 1979

„work to live“

Generation Y
1980 – 1994

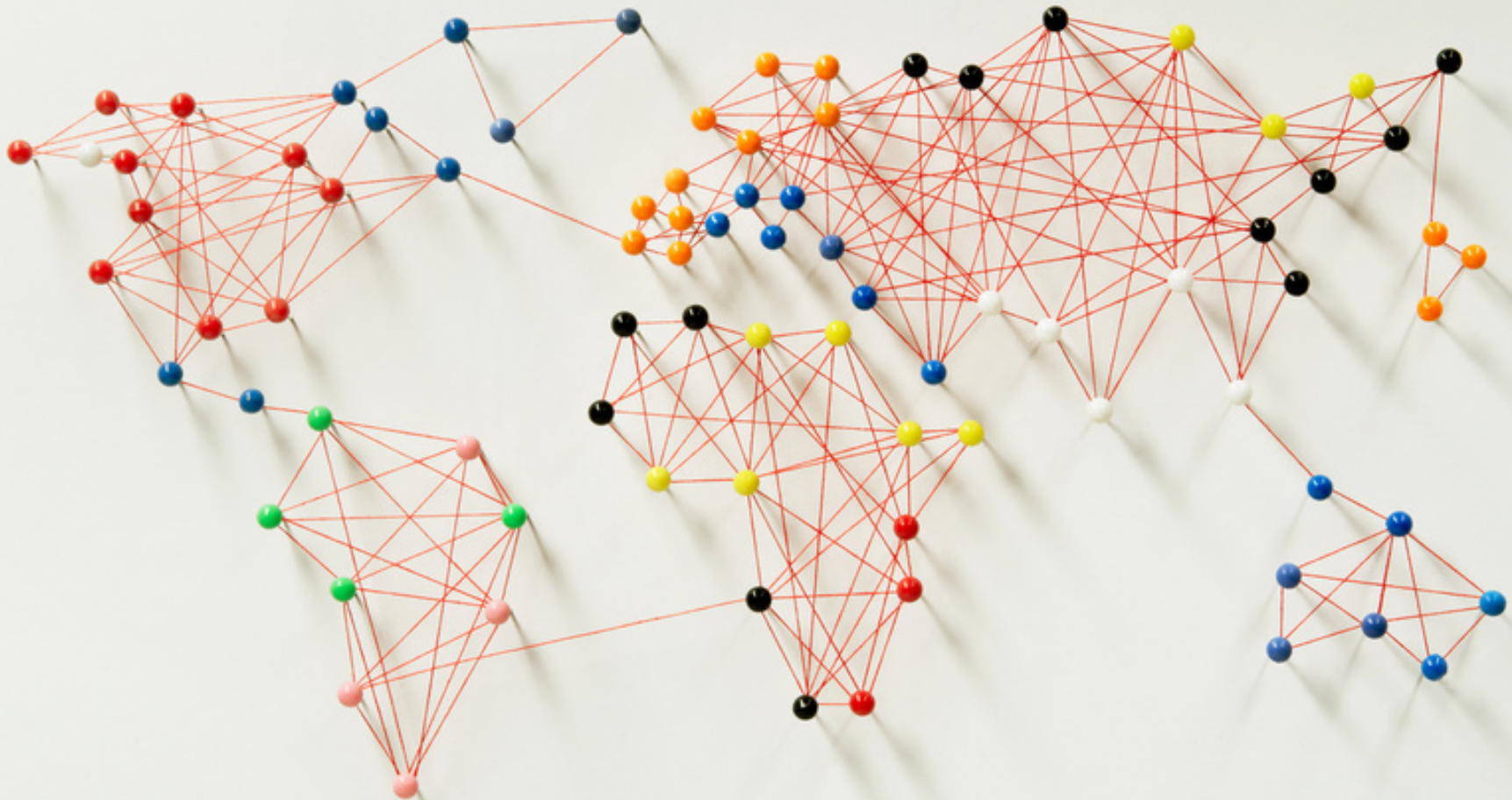
„arranging work
and life“

Generation Z
1995 – today

„live first – work
afterwards“

Challenge #2: Manage Diversity

Building, managing and working with teams AROUND THE GLOBE



Challenge #3: Lead & Develop



Challenge #3: Lead & Develop

Adjusting to the INDIVIDUAL EMPLOYEE



Challenge #3: Lead & Develop

Changing from HIERARCHY to NETWORKED Organizations

Challenge #4: Employee Experience



Challenge #4: Employee Experience

ALL-STAR TALENT at LinkedIn.



Challenge #4: Employee Experience

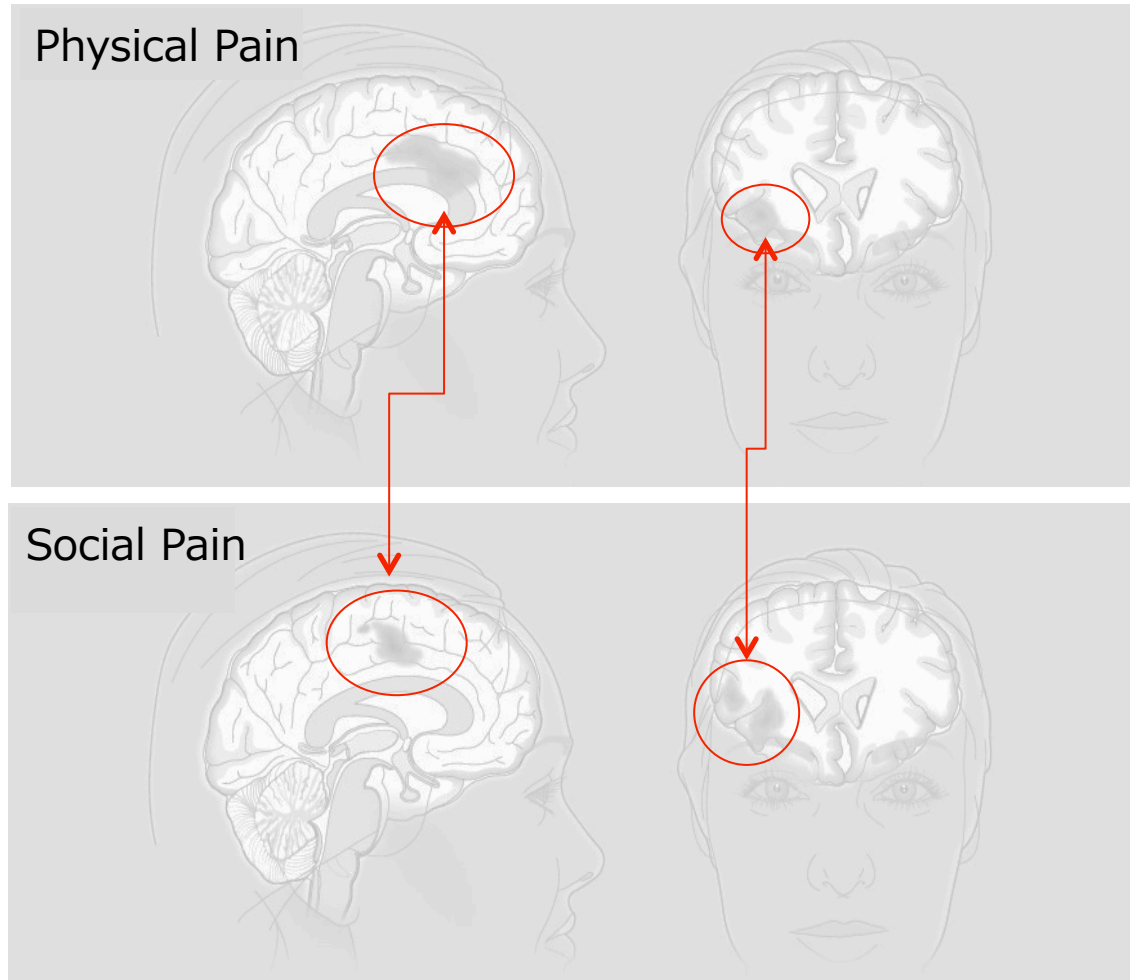
There is no
CUSTOMER EXPERIENCE without
EMPLOYEE EXPERIENCE

Challenge #5: Transform & Change



Challenge #5: Transform & Change

Being prepared towards the **INDIVIDUAL REACTIONS TO CHANGE**

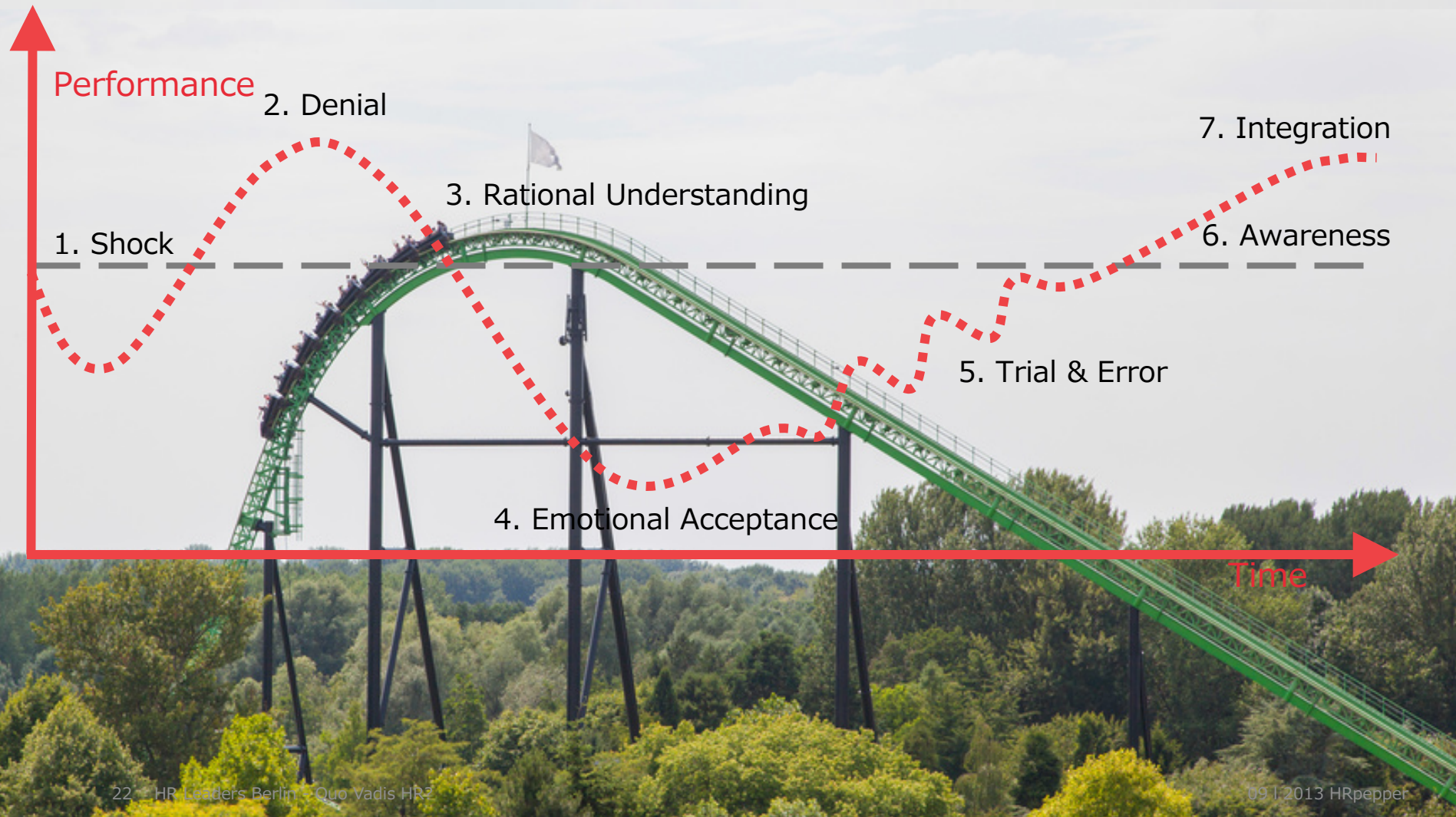


Change can create social pain.

Social pain activates the same pain areas than physical pain.

Challenge #5: Transform & Change

Supporting the organization and the individual to **DEAL WITH CHANGE**



WHAT does it mean for HR?



HR ?

Quo Vadis **HR**?

Challenge #1: **Attract & Engage**

Challenge #2: **Manage Diversity**

Challenge #3: **Lead & Develop**

Challenge #4: **Employee Experience**

Challenge #5: **Transform & Change**

Your Challenges ?????

A wooden table with various items including sticky notes, markers, glasses, and a tape dispenser. The sticky notes have handwritten German words: "Alte", "Neuheit", "Botschaften", "Emotionen", "Umgebungen", "Kultur", and "Beziehungen". There are also stacks of colorful sticky notes, several markers, two glasses, and a roll of tape.

Let's exchange ideas!