IBM BusinessConnect 2014

A New Era of Smart

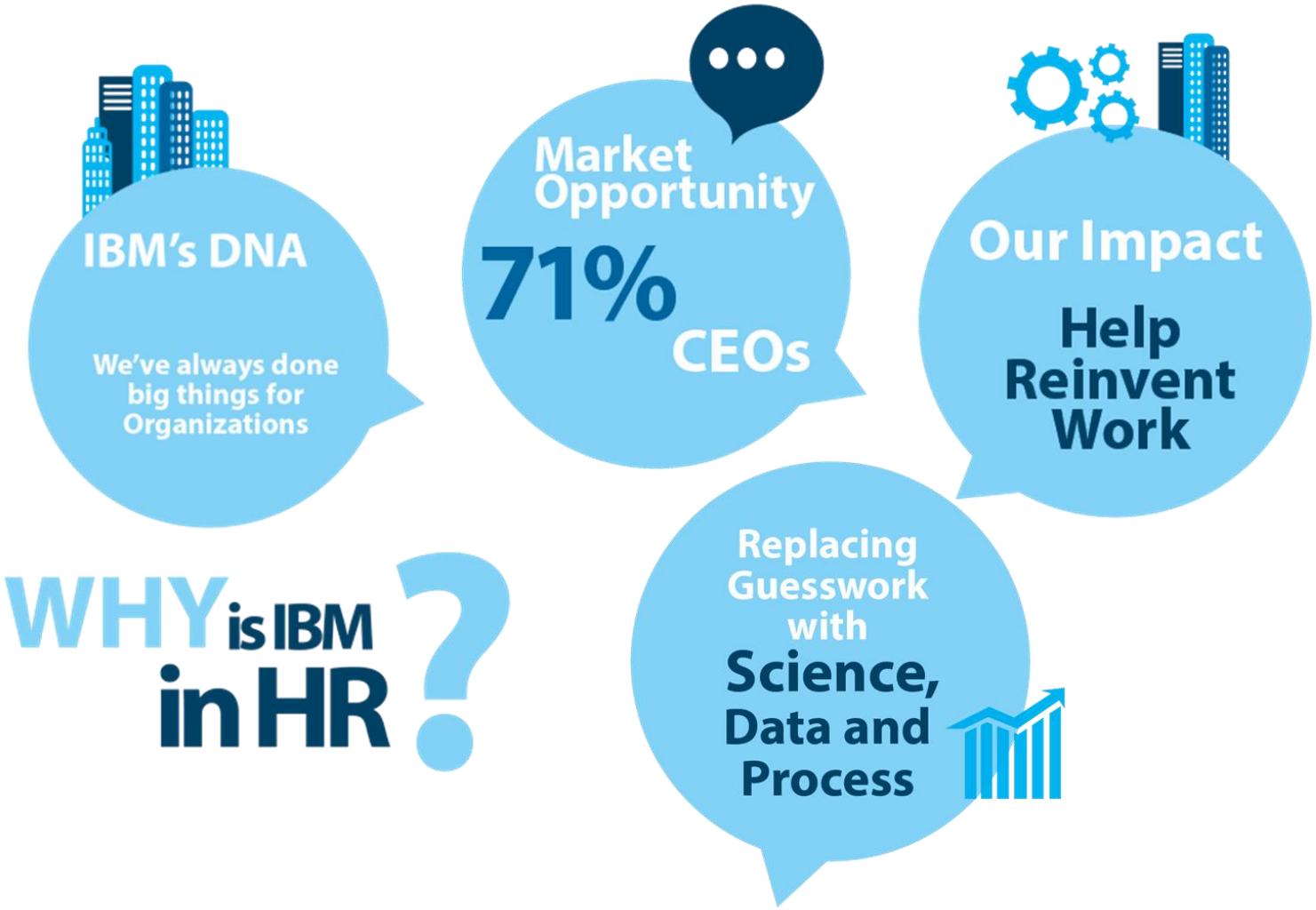
5th May 2014 | Armani Hotel Dubai

IBM BusinessConnect 2014

A New Era of Smart

A Smarter Workforce for Business Success

Reg Singh
IBM Smarter Workforce
Regional BDE
Middle East & Turkey


IBM's DNA
We've always done big things for Organizations
Market Opportunity
71% CEOs
Our Impact
Help Reinvent Work
WHY is IBM in HR?
Replacing Guesswork with Science, Data and Process
Smarter Workforce

The problems with work today

Employee challenges

- Can't find the perfect job or in some cases, any job
- Don't understand the skills they have or need
- Take jobs they aren't ideally suited for
- Plateau at their jobs when they have more to give
- Are not engaged enough to bring out their full potential

Employer challenges

- Can't often fill specific positions
- Don't often create the best working environments
- Struggle to provide mechanisms for effective performance
- Struggle to retain talent especially their best talent
- Don't know how to get the best from their people

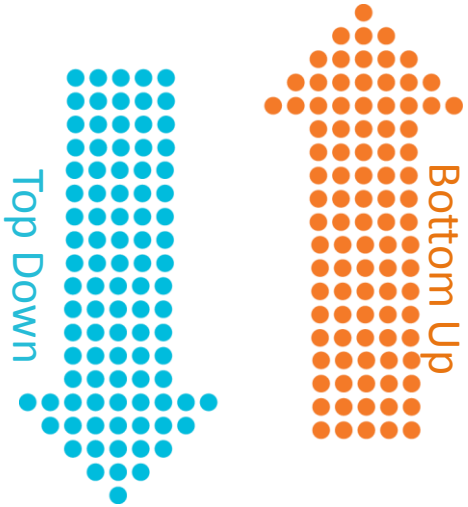
So what's driving this change in Work?

1. The rise of social in the workplace
2. The rise of big data and analytics
3. The rise of cloud & mobile technology
4. The rise of the independent worker

1. The rise of social in the workplace

We are connecting with each other more quickly than ever before, and we're doing it in new ways.

25% | Productivity increase

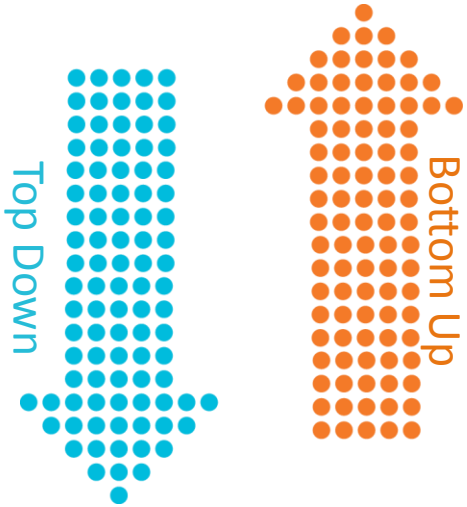


Source: McKinsey Global Institute, July 2012 - "The Social Economy: Unlocking Value and Productivity Through Social Technologies."

2. The rise of big data and analytics

Decisions once made based on limited information and gut feelings are now being made based on insights extracted from the exabytes of information that people and employers publish every day.

63% | See it as a competitive advantage



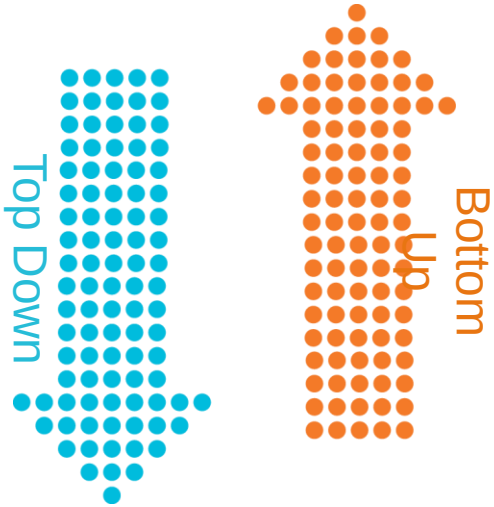
Source: IBM Institute for Business Value, October 2012 - “Analytics: The real-world use of big data, How innovative enterprises extract value from uncertain data”

3. The rise of mobile technology

Now, with almost 75% of the world's population with a mobile device[4], that information is not only accessible, but available at your fingertips.

75% | Have a mobile device today

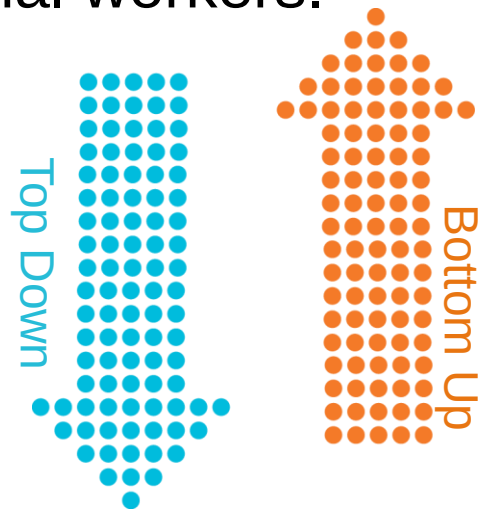
Source: Mashable study, July 2012 – "75% of World Has Access to Mobile Phones"



4. The rise of the independent worker

More people are striking out on their own and as human capital becomes the leading source of sustained economic value, employers are looking for better ways to partner with independent and non-traditional workers.

30% Consider themselves not, white or blue collar but no collar employees



Source: Deloitte, 2012 – "Brawn from Brains: Talent, Policy and the Future of American Competitiveness"

Therefore, if we could ***harness the power*** of ***big data and analytics*** with ***human insight***, ***human behavior*** and ***workforce solutions***, along with ***social*** and ***mobile*** technologies, we could bring people and employers together to do more meaningful and valuable work to drive business.

We call it Smarter Workforce

How we differentiate

IBM and Kenexa jointly set us apart in the industry – the only team with social, analytics, behavioral science and services to impact business processes.

What you care about

How can I **attract and hire** more people just like my top performers?

How can I **bring people into the organization** so they're productive from Day 1?

How can I predict what different segments of my employees need and what **actions to take to optimize business outcomes**?

How do I **develop the next generation of leaders** for a more global, flexible, and diverse workforce?

How do I find real-time, hidden, **game-changing insights from data** available inside and outside my organization?

How do I **gain continuous insight into what my employees think** of the organization?

How can I rapidly develop, deploy and **optimize skills and capabilities** to match emerging opportunities?

How do I know **salary planning is aligned with our business strategy**?

How do I know if I'm **recognizing and rewarding** my employees optimally?

How do I **foster knowledge sharing and collaboration** to drive more innovation?

Smarter Workforce

REPLACING GUESSWORK WITH PRECISION

Attract the very best talent get them productive

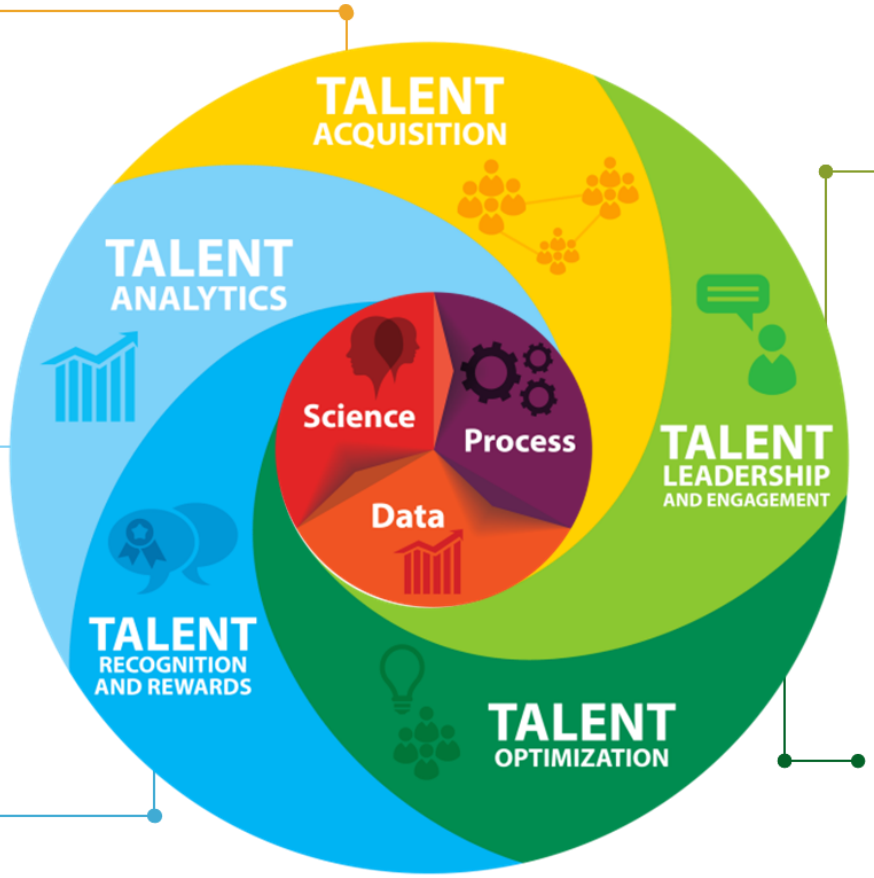
- Employment Branding
- Recruitment Technology
- Recruitment Outsourcing
- Candidate Assessment
- Onboarding

Make smarter decisions with big data & insights

- Reporting
- Predictive Analytics
- Cognitive Analytics

Invest wisely in your employees

- Compensation Planning
- Recognition and Rewards



Listen to the voice of your organization and engage your workforce

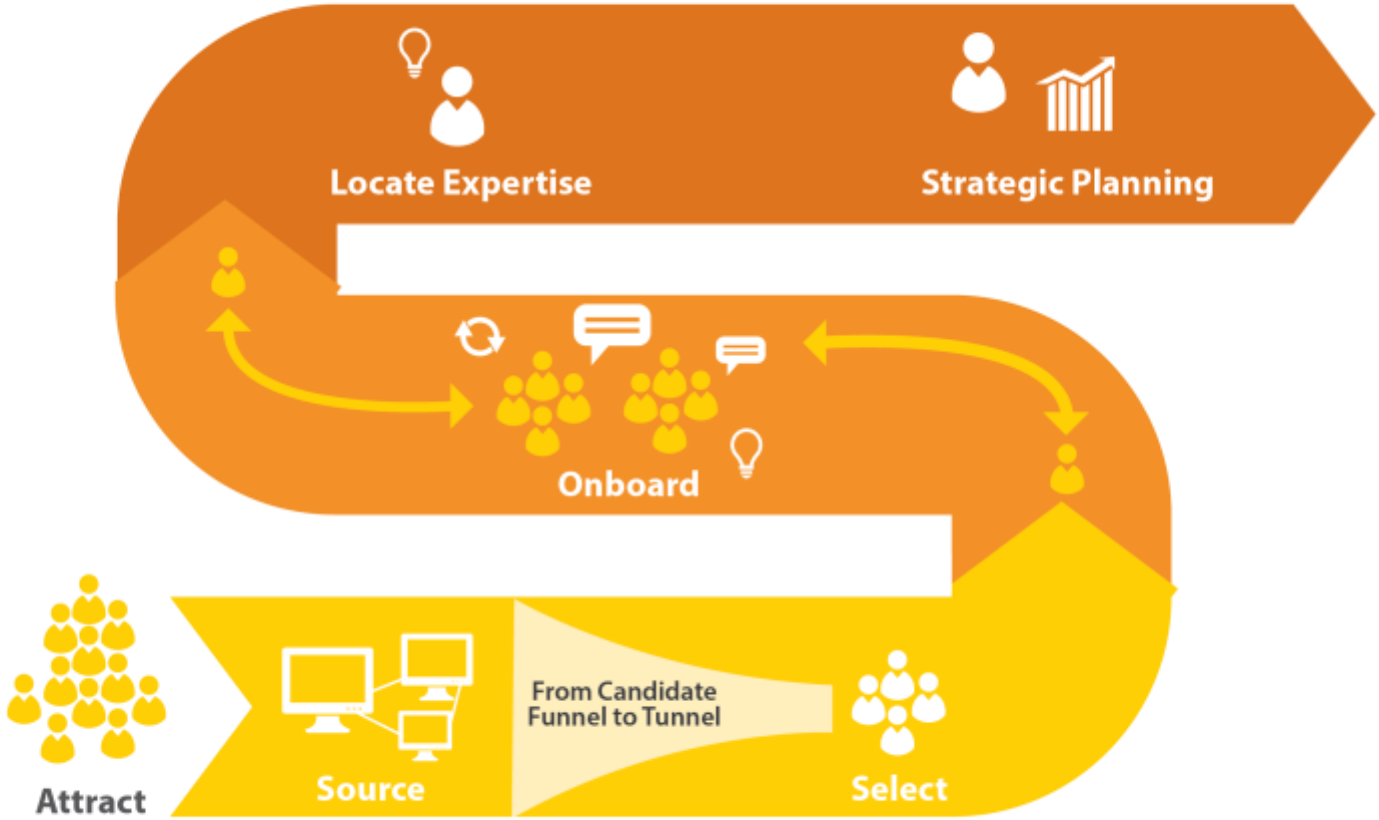
- Leadership Assessment
- Leadership Development
- Engagement Surveys
- Succession Planning
- Mobile Feedback

Connect employees to the information they need

- Social Learning
- Learning (LMS & LCMS)
- Performance Management
- Social Collaboration (Connections)
- Expertise Locator

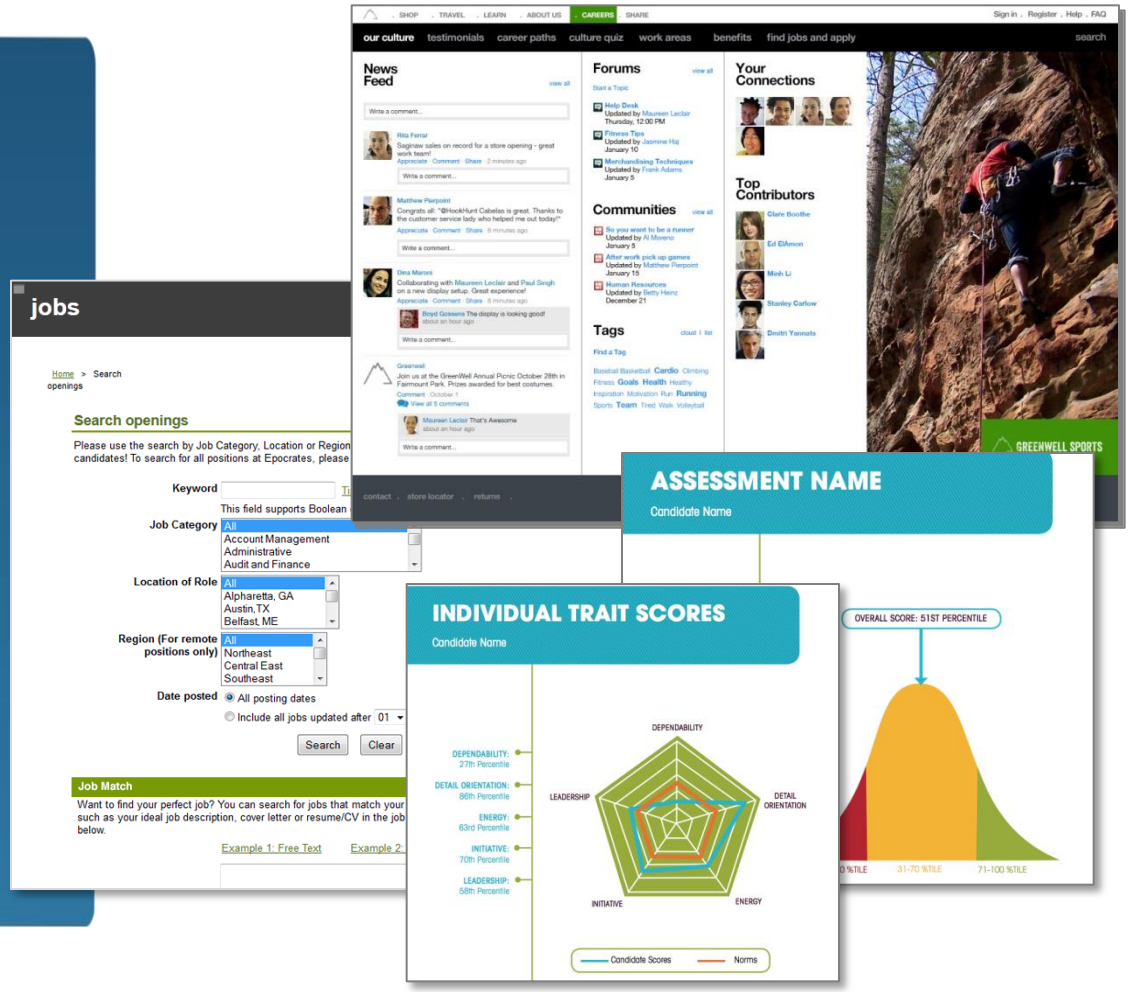
Talent Acquisition Suite

Attract the *right* candidates to the *right* roles through precision and science -- using social tools to make them productive more quickly



Talent Acquisition – Recruiting & Assessment

- Attract job candidates early and often with engaging career sites
- Build and maintain a pool of strong candidates from social networks
- Allow candidates to connect and share with employees
- Integrate tailored culture fit and skills assessments to deliver better matched applicants
- Track job applicants more effectively



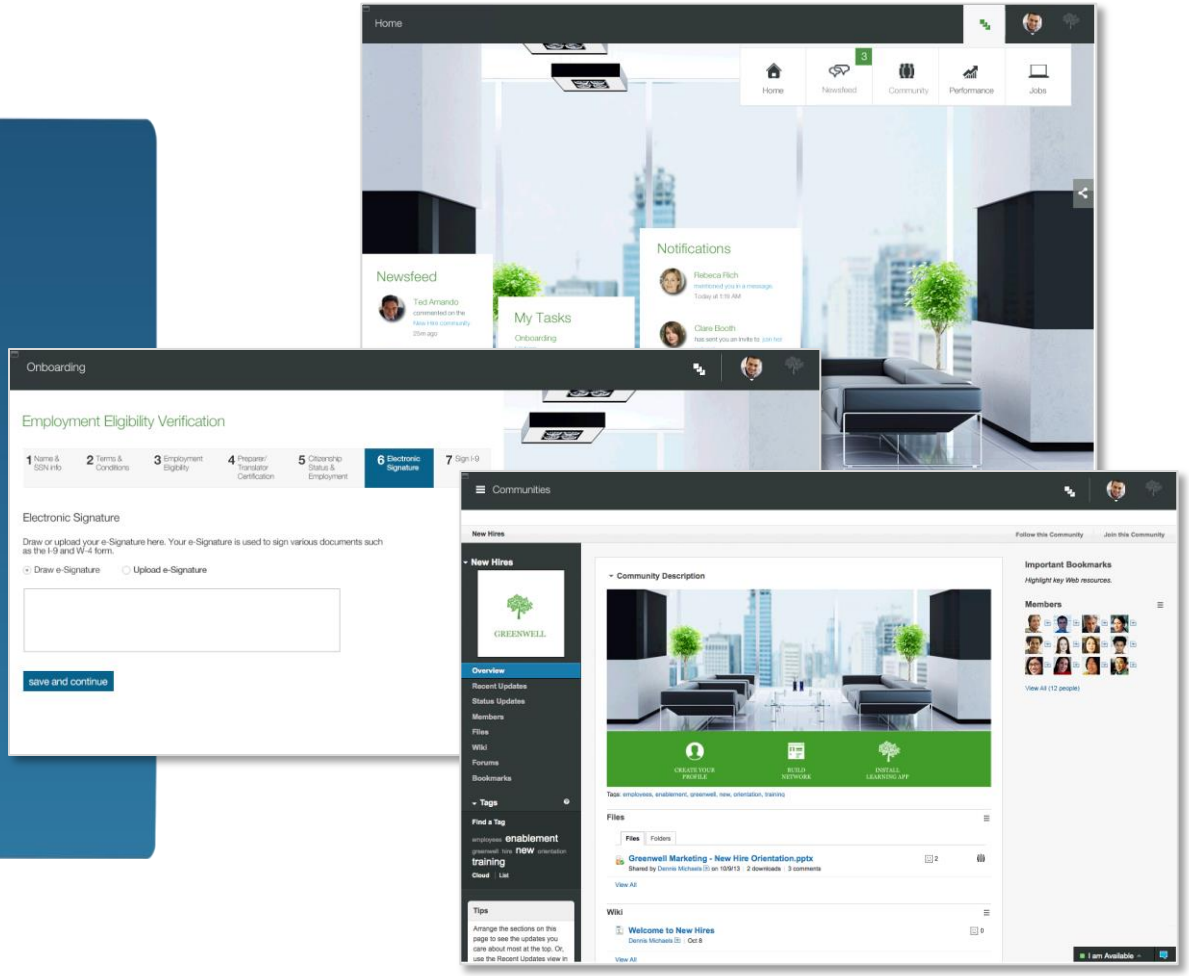
Talent Acquisition – On-Boarding

Accelerate new hire productivity

Increase employee satisfaction with engaging experiences and self-service tools

Foster informal learning & knowledge sharing with social communities, blogs and wikis

Connect new employees to experts & mentors and enable them to build their business network from day one



Talent Optimization Suite

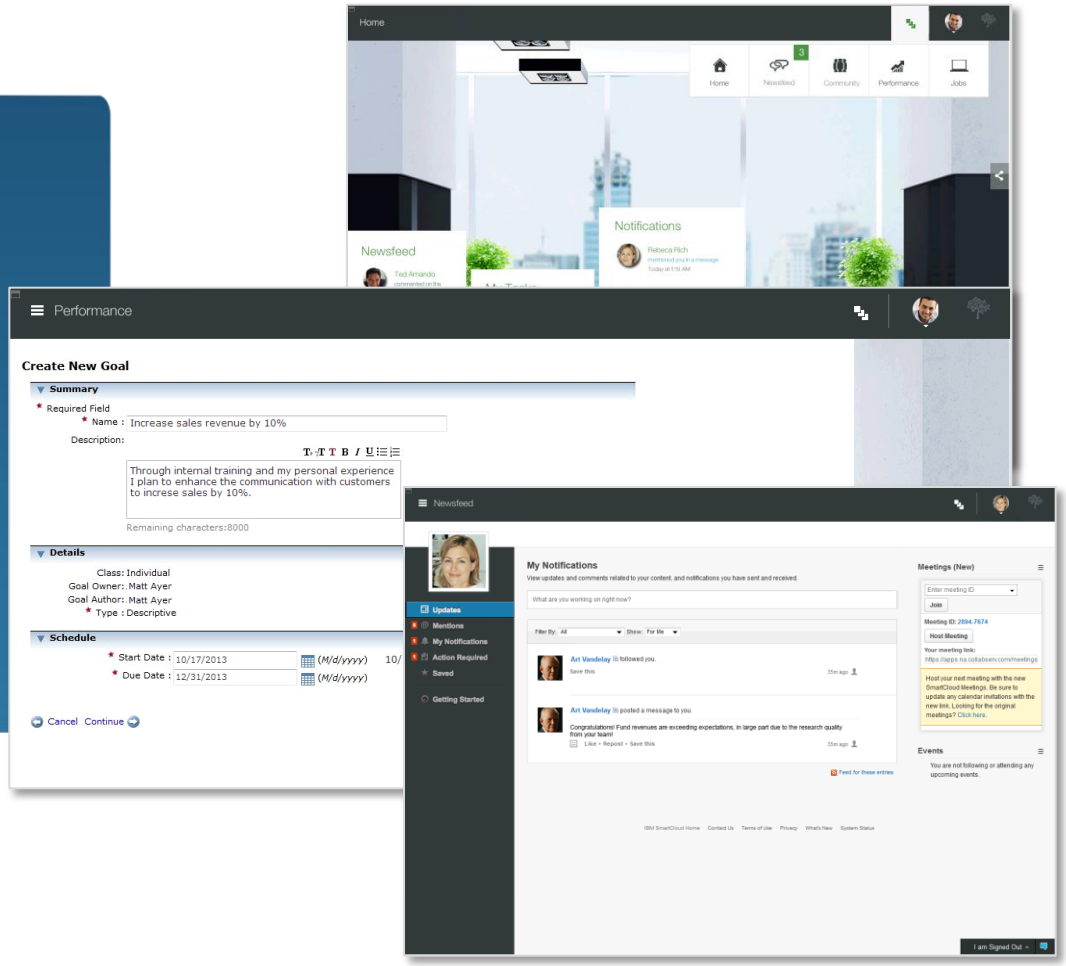
Rapidly develop, deploy, and optimize *workforce skills and capabilities* while capitalizing on an *interconnected, social, and collaborative workforce*

Talent Optimization – Performance

Drive business results by aligning employee goals with corporate objectives

Build talent strategically by mapping development plans to competency requirements for skills and expertise

Leverage peer feedback and social recognition to improve individual performance



Talent Optimization – Social Collaboration

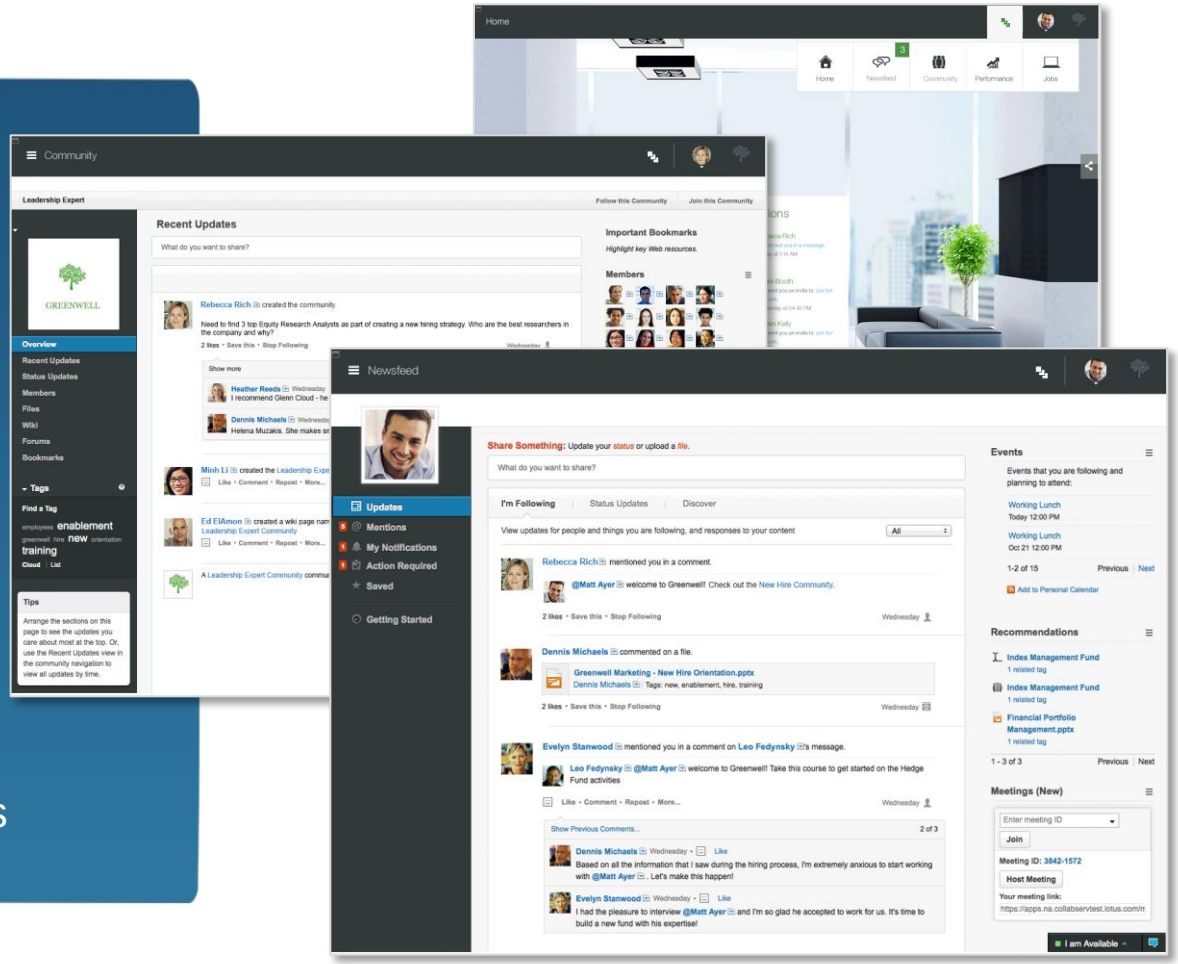
Transcend organizational boundaries by encouraging internal network connections

Enhance communication

Immediately see new network activity and actions via newsfeed

Update your network on what you are working on and comment on posts

Foster innovation and collaboration – Exchange ideas and connect with experts



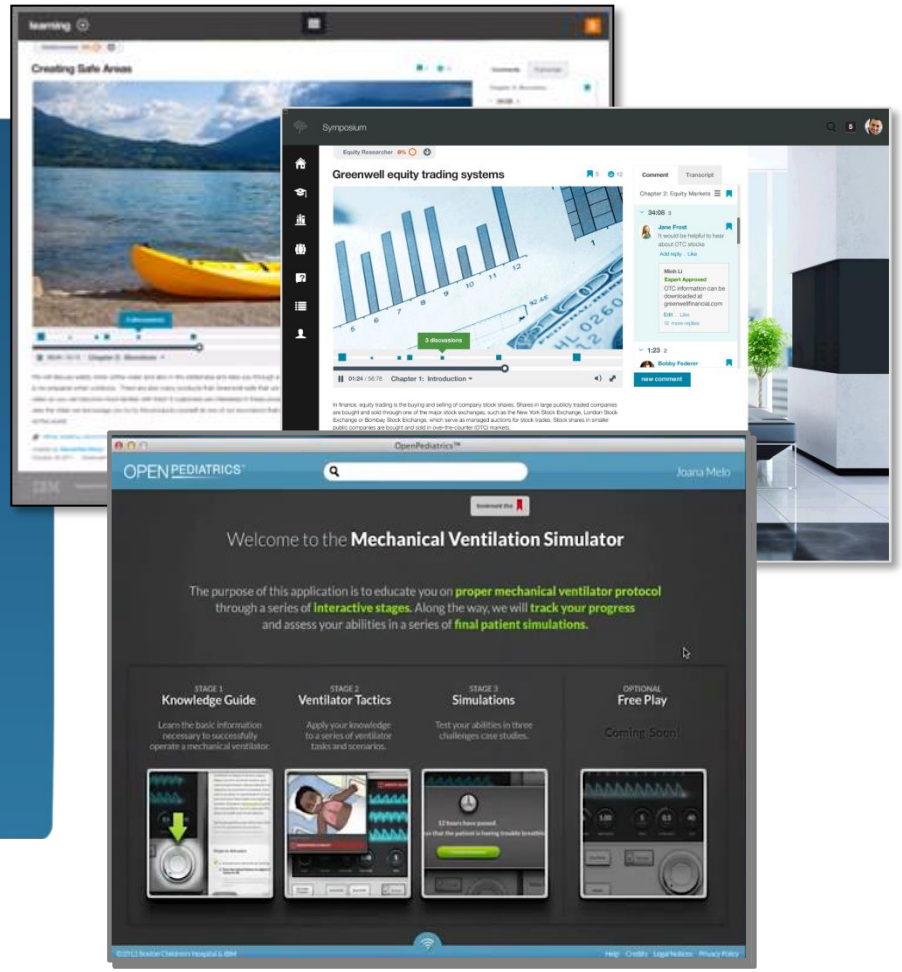
Smarter Workforce - Learning

Increase the speed and accuracy in which knowledge is exchanged

Inspire people to engage, contribute expertise, and learn from experts using interactive rich media in real-time

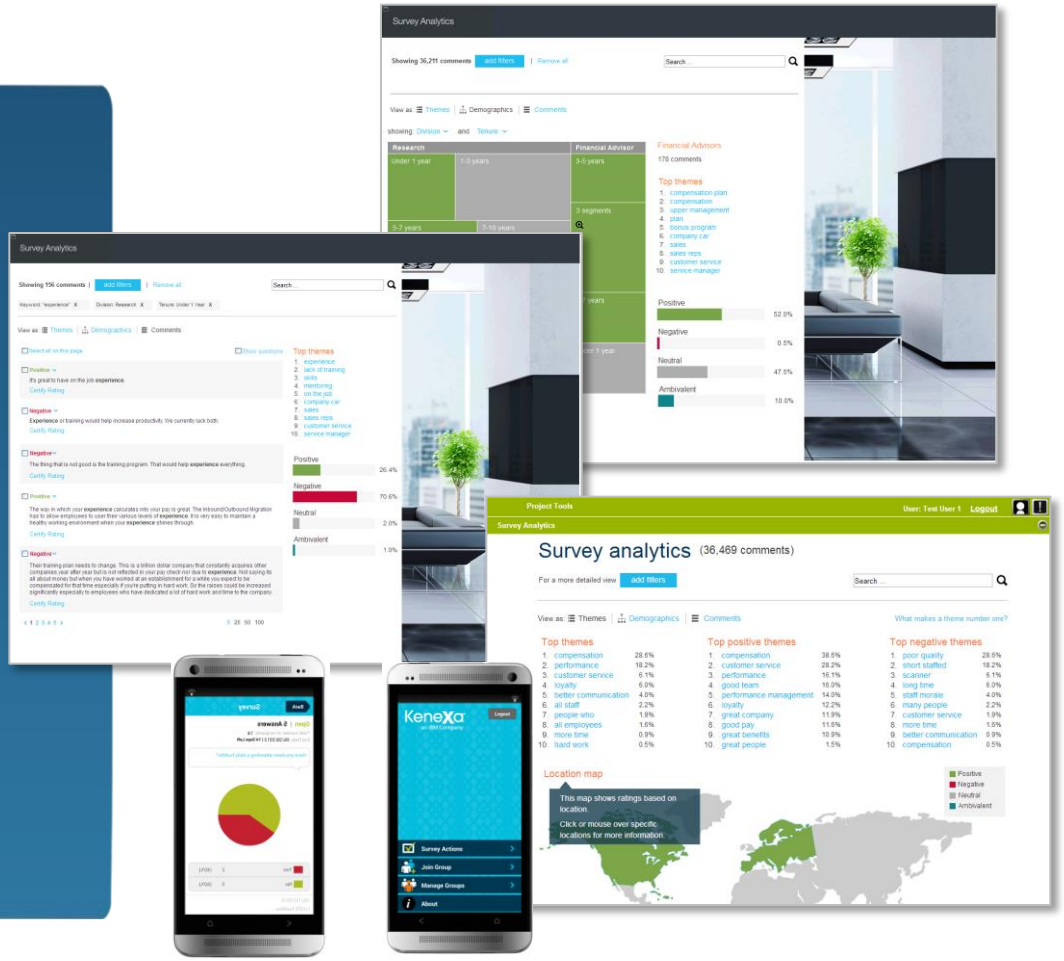
Apply analytics to identify opportunities to optimize content, improve efficacy and increase relevance

Facilitate social learning groups to share knowledge using formal and user generated content



Smarter Workforce – Employee Engagement

- Create an environment of continuous listening within your organization
- Gain insight on critical business initiatives from your employee population
- Increase retention and morale by identifying actions to improve both new hire and employee experience
- Quickly gain insights and understand workforce sentiment – anytime, anywhere with mobile feedback



Smarter Workforce

REPLACING GUESSWORK WITH PRECISION

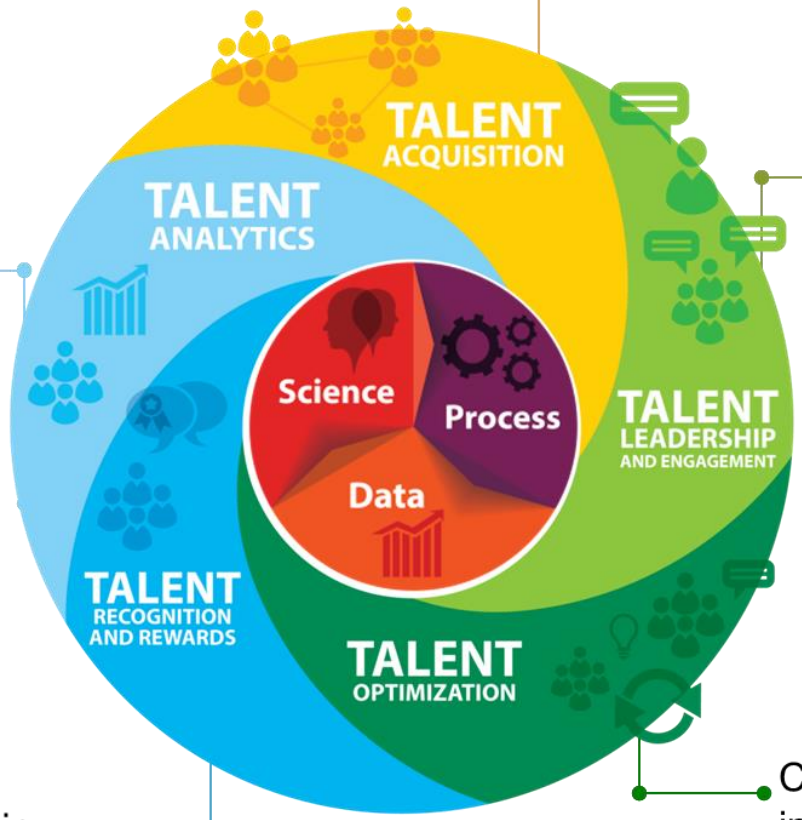
Attract the very best talent

Big Data & Analytics

Big Data you can act on

Understanding Your Workforce

Listen to the voice of your organization



Cloud & Mobile Technology

Invest wisely in your employees

Social

Connect employees to the information they need

IBM BusinessConnect 2014

A New Era of Smart

Thank You