

# The Smarter Workforce workshop

*A personalized workshop consultation for CHROs*





Figure 1: The idea behind a Smarter Workforce is to help take out guesswork and replace it with precision through science, data and process. We categorize the solutions of Smarter Workforce into five talent areas.

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### What is the Smarter Workforce?

In a recent survey, 71 percent of CEOs told us that their greatest source of sustained economic value is human capital.<sup>1</sup> It stands to reason that your greatest opportunities – to drive performance, to fuel growth, to be better – are there inside your workforce. Attracting, unlocking, and energizing that potential, person by person, is the purpose of the Smarter Workforce.

We applied the strength of technology and analytics to the insights of human behavior so you can finally do human resources the right way – replacing guesswork with science, data, and precision. The result is a solution that literally reinvents work around one of your most valuable resources – talent – in these five dimensions:

#### Talent acquisition

Attract the right candidates to the right roles through precision and science, then use social tools to make them productive sooner.

#### Talent leadership and engagement

Connect the power of an engaged, enabled workforce with leaders who are aligned with critical roles for optimum organizational performance.

#### Talent optimization

Develop and deploy skills and capabilities while creating an interconnected, social, and collaborative workforce.

### Talent recognition and rewards

Perfect the way your people are recognized and rewarded across the enterprise to attract, retain, and stimulate top performance.

### Talent analytics

Use descriptive, predictive, and prescriptive analytics to make data-driven decisions.

### The Smarter Workforce workshop

This personalized, half-day to full-day engagement is one of the best and quickest ways to achieve a holistic view of how the Smarter Workforce can help solve problems and seize opportunities in your organization.

The goal of the workshop is to understand your key business objectives, critical metrics, and challenges – and to explore, in a customized way, how Smarter Workforce solutions can help you transform your workforce through a strategic partnership with IBM.

#### The workshop is:

- A structured, half-day to full-day workshop where our subject-matter experts, solution architects, and sales executives work directly with you and your team.
- A highly interactive discussion.
- Your chance to work with IBMers from several disciplines.
- Focused on strategic solutions for your organization.

#### The workshop is not:

- CHROs from many companies listening to one group of presenters.
- We talk, you listen.
- You and a roomful of sales reps.
- Focused on a collection of products for various business types.

### A closer look

The Smarter Workforce workshop curriculum has three primary components:

#### 1. Discussion

We will discuss your key challenges and opportunities and introduce our subject-matter experts. We will share some client stories and best practices, and challenge you to innovate in each aspect of your workforce strategy. This will be an open, two-way dialog, using our smarter scale to help define where you are today and where you want to be tomorrow.

#### 2. Education

We will share our views on the future of Human Capital Management (HCM) and the key trends shaping it, based on insights from the IBM Institute for Business Value, CEO Study, 2012, and the IBM® Smarter Workforce Institute. We will also review the philosophy behind the Smarter Workforce, what it means to IBM, and the practices which we feel are essential to success.

#### 3. Recommendation

Following our discussion, IBM solutions architects will deliver recommendations targeted to your needs and help you identify first actions designed to yield the best results for your business.

### Schedule your appointment now

Take the first step toward a deeper understanding of the future of HCM, the specific challenges and opportunities you face, and the ways the Smarter Workforce can reinvent how your organization gets the job done.

### For more information

To learn how to build a smarter workforce, visit: [ibm.com/social-business](http://ibm.com/social-business)



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<sup>1</sup> IBM Institute for Business Value CEO Study, 2012, <http://www-935.ibm.com/services/us/en/c-suite/ceostudy2012/>



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