

Daily Topic: Each day of the fair focuses on a special topic – Find out more here

Topic of the Day 9/15: Digital Transformation

New technologies need new leaderships



Capgemini Consulting and MIT Sloan Management Review reveal why organizations are struggling to drive digital transformation, and look at the need for C-level leadership.

Although the impact of digitization is not new, the digital economy is entering a new age that presents unprecedented challenges for CEOs everywhere. Digital tools are invading the business environment, provoking significant changes in the way we work, communicate, and sell. This has given rise to new opportunities and challenges, and has triggered the digital transformation of enterprises. Digitization can extend the reach of organizations, improve management decisions, and speed up the development of new products and services. At the same time, the excessively rapid adoption of new technologies can disrupt traditional business models. Organizations need to carefully tread the path towards digital transformation using a concrete strategy that will harness its strengths and mitigate its dangers. We believe that digital transformation is first and foremost business transformation. Leaders must constantly challenge their organizations to make sure that technology-enabled change can lead to productivity gains and significant competitive advantage, but they must also understand where and how the fundamentals of their current operations could actually be unsettled by agile new entrants or new business models.

Topic of the Day 9/16: Candidate Experience

From attraction to selection: Candidate experience is crucial

Oliver Mattern, CEO of menschmark GmbH & Co. KG – a consultancy that specializes in employer branding for small and medium sized companies – about the new role of employees

Job seekers decide whether or not a potential employer is attractive based on their own very first experience with a company. Candidates could easily have several employers to compare – which means that HR professionals need to pay close attention to what exactly it is that they are offering!

This offering is much more than the actual job offer – it comprises the entire recruitment cycle. All points of contact – whether or not the candidate actually uses them – need to be aligned along a common strategy. For instance, if your company says it acts and responds in a very individual manner and that it is open to a wide variety of talent, you have to reflect this approachability and openness in your recruitment process. The system you have in place needs to allow candidates to get in touch with you quickly and easily through a variety of channels. And once they have contacted you, you have to respond quickly. A system like this lays the foundation for a promising job interview – which is the next critical spot the candidate will measure against your value proposition. The challenge is to install an effective set of measures and at the same time address candidates individually. By combining these two elements, you create a positive candidate experience – the basis for attracting and hiring the best people. It may sound simple, but it isn't! Never underestimate the personal effort recruiters have to put in if they want to create this atmosphere.

Topic of the Day 9/17: New Work



You'll be surprised at how some work is getting done

Google recently opened its own coffee shop on the company campus in Mountainview, California. Branded The Coffee Lab, its décor is reminiscent of a Starbucks, with warm wood paneling and chalkboards that advertise daily specials and upcoming live music. This is not headline news – especially when you consider how many corporate campuses have coffee shops. But it's a signal that the landscape of the workplace is changing. The Coffee Lab is evidence of how organizations are providing employees with working environments that combine some of the relaxed amenities of home, (dubbed the "first place" by sociologist Ray Oldenburg), with the energy of a street-corner café (a typical "third place"), bringing them together at the "second place" – the workplace. Frank Graziano, manager of advanced applications at Steelcase, has visited the new café. "Google's solution provides workers with the vibe they are craving from the workplace," he reports. "The Coffee Lab becomes a third place on campus, literally. This kind of place is neutral territory. If you want to meet with outside vendors or partners, it's like a front porch to the campus." Business tasks today are more varied and challenging, and in some countries workers are increasingly mobile and scattered around. Employees in every kind of organization are working longer and harder, and they need a physical environment that re-energizes and inspires them.