

A 360° is kevés

- Változások a foglalkoztatási stratégiában -

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Lukács Zsolt
lukacs@telkes.hu

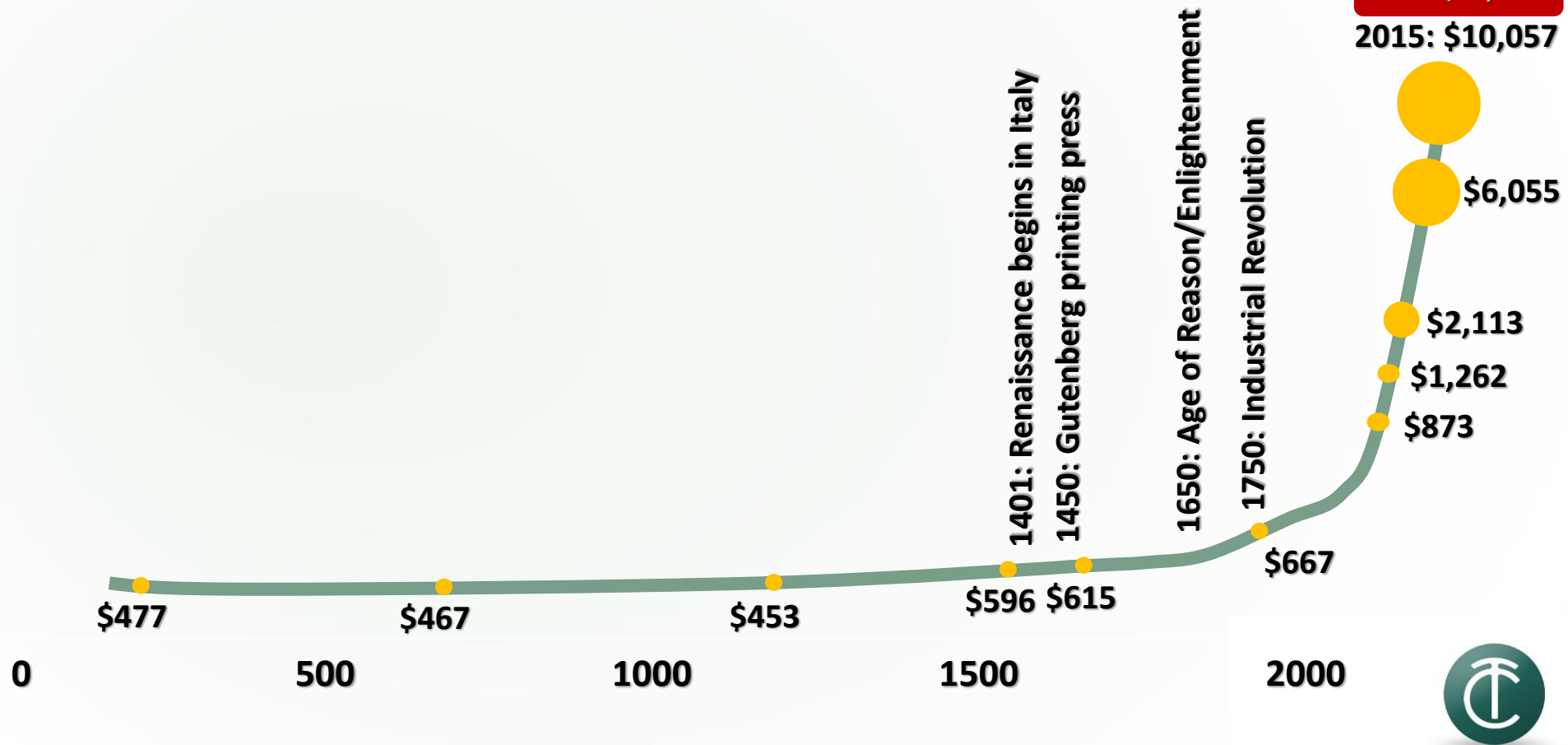
Portfolio.hu Business and Finance
Summit



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The Consequences of Capitalism

Real GDP per Capita



Sources: www.VisualizingEconomics.com; Angus Maddison, University of Groningen; www.prb.org; www.worldbank.org

Market Trends



SMS
AVERAGE
RESPONSE
28%



DIRECT MAIL
AVERAGE
RESPONSE
2.6%



97.5% SMS
MESSAGES ARE
READ WITHIN 5
SECONDS



ONLY 20% OF
MARKETING
EMAILS ARE
OPENED AND
READ



37%
of consumers
have opened &
replied to
corporate mobile
message



99.9%
of all text
messages
will be read

Forrás: Beamery.com



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“Business as usual” is NOT an option



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ALMOST

**EVERYTHING YOU
KNOW IS WRONG**



Hot Conference Subjects

- Women in HR
- Diversity
- AI
- Blockchain recruiting
- Basic Data Science Principles
- The future of work
- Talent acquisition trends
- Talent Management
- People Analytics



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Big Data

The Internet of things - The number of connected devices will exceed 50 billion by **2020**.



Technology

Anything that can be automated will be



Skills Gap

30% of available computer science jobs won't be filled due to lack of qualified candidates, by **2020**.

10% of new jobs will be in occupations that have not existed before.

Source: Patrick McLean – Radar, 2018



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More connected

Over **three billion**
active social
media users



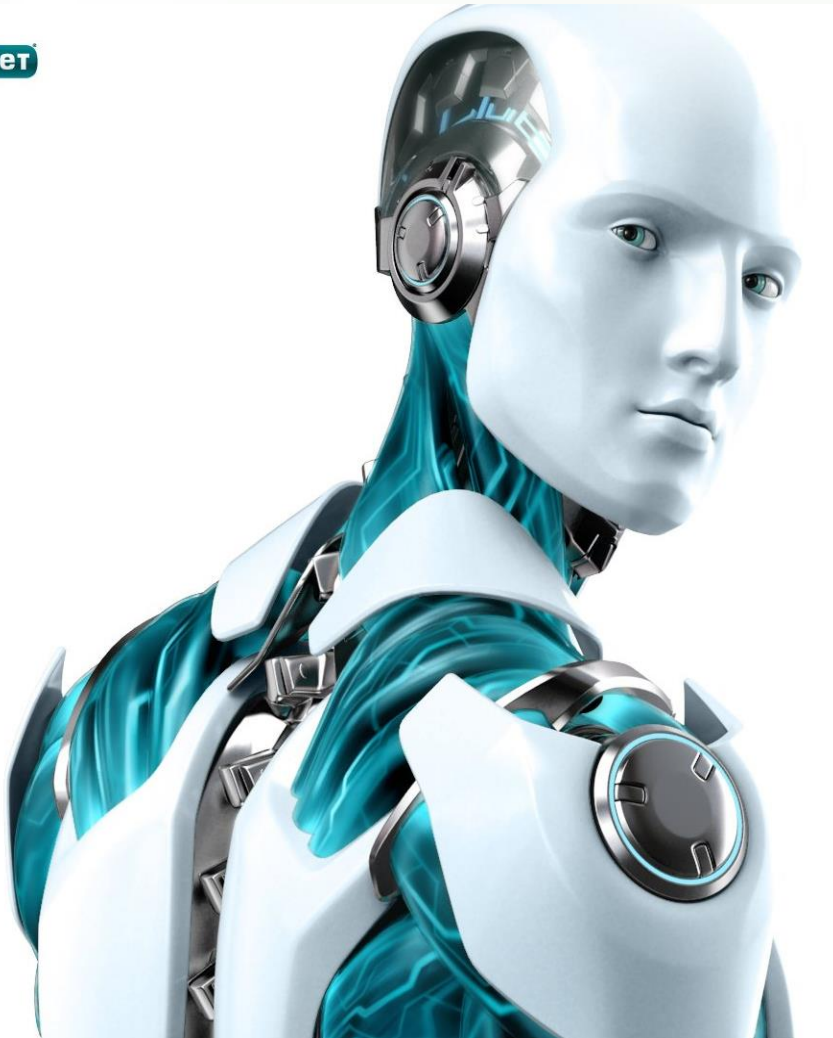
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Companies need to “not only deliver financial performance but also show how they make a positive contribution to society. Companies must benefit all of their stakeholders, including shareholders, employees, customers, and the communities in which they operate.”

Larry Fink, CEO, BlackRock



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- Stem jobs (Science – Technology & Math)
- Market moving towards **contractor workforce**
- **77 million** freelancers in NA and Europe
- Must shift to figure out **individual freelancers**
- **Rewards must be personalized** not standardized
- Companies with 1000s of employees
 - who work from home and no HQ

Source: Patrick McLean – Radar, 2018



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- Millennials will be 50 % of workforce
- Millennials will be our order givers as well as candidates
- Technology is an enabler so we can be better at the human part
- Start with end in mind, focus on the candidates experience

Source: Patrick McLean – Radar, 2018

External Environment

This year, we are seeing increased pressure on organizations from the external environment.

The power of the individual is growing:

- **86%** of millennials think business success should be measured by more than financial performance

Businesses are expected to fill a widening leadership gap in society:

- **52%** place trust in businesses doing what is right versus 43% in government

Source: Patrick McLean – Radar, 2018

Fun Facts

- Oxford University predicts that **45%** of jobs will be automated by **2030**.
- Researchers predict that by 2020, 85% of customer interactions will be managed without a human***
- Increasing automation is the 2nd most important strategic priority for enterprises*
- The global market of process automation will grow to \$4.98Bn by 2020**

*Source: 2017 Deloitte Global Human Capital Trends: Rewriting the rules for the digital age, Deloitte Consulting LLP and Deloitte University Press, 2017.

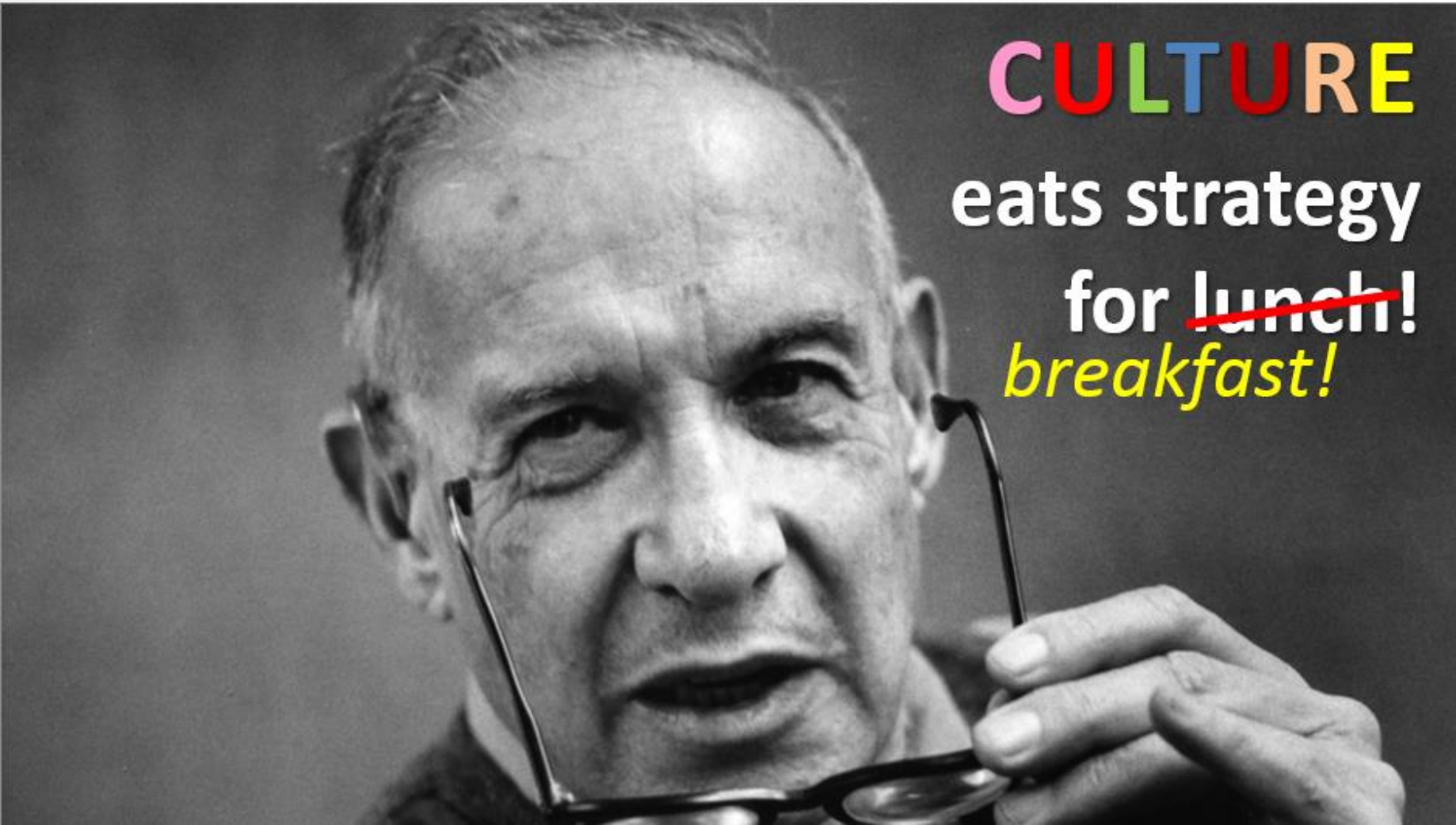
**Source <http://www.transparencymarketresearch.com/pressrelease/it-robotic-automation-market.htm>

*** Gartner Research

Source: Patrick McLean – Radar, 2018



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CULTURE
eats strategy
for ~~lunch!~~
breakfast!



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The End A Restart

lukacs@telkes.hu



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