



# Make Your Workforce a Competitive Differentiator with Total Workforce Optimisation

## *Speakers:*

- Marco Rijkhoff, Manager Talent Acquisition, KPN
- Alastair Dobson, Senior Client Relationship Manager, Beeline

## *Moderator:*

- Adrienne Nelson, Senior Director, CCWP  
Staffing Industry Analysts



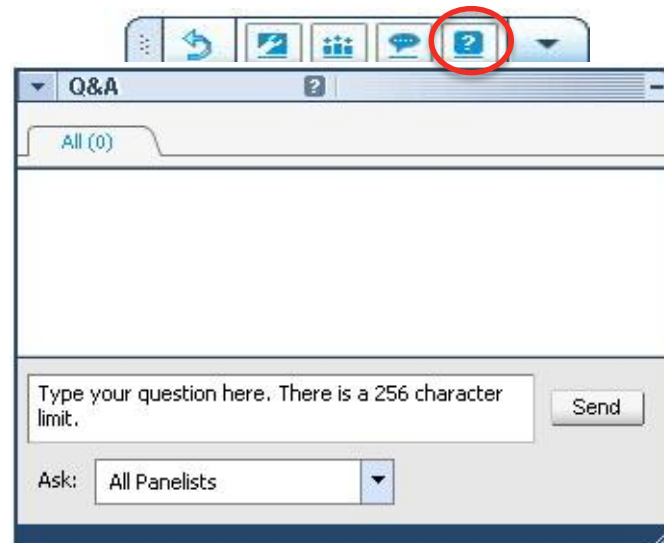
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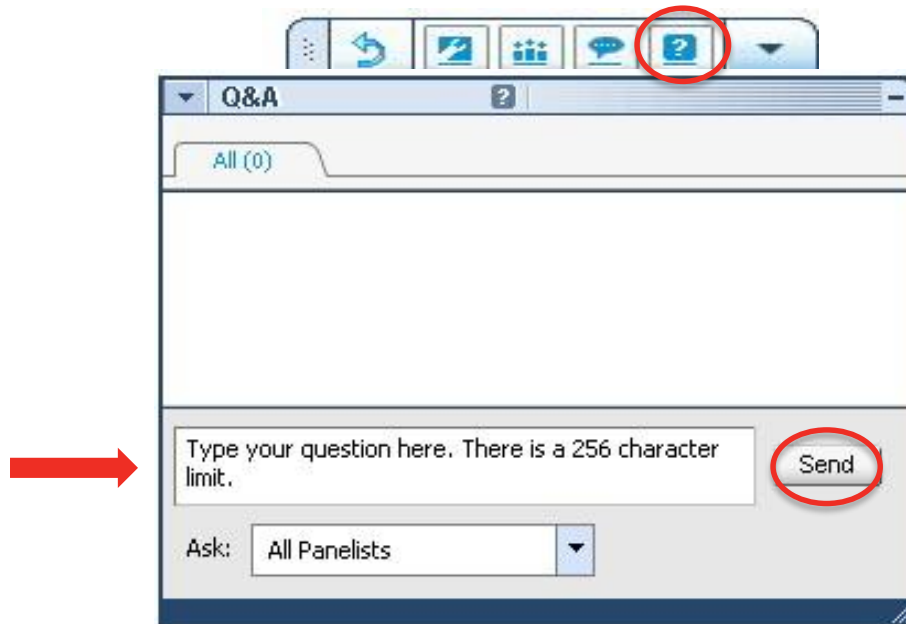
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# Today's Speakers...

- **Marco Rijkhoff**, Manager Talent Acquisition, KPN
- **Alastair Dobson**, Senior Client Relationship Manager, Beeline
- **Adrienne Nelson**, Senior Director, CCWP, Staffing Industry Analysts



# Agenda

- What is “total workforce optimisation?”
- How KPN uses an innovative Talent Acquisition strategy to optimise its workforce
- Steps you can take to prepare your organisation for workforce optimisation?
- Technologies available to support your goals

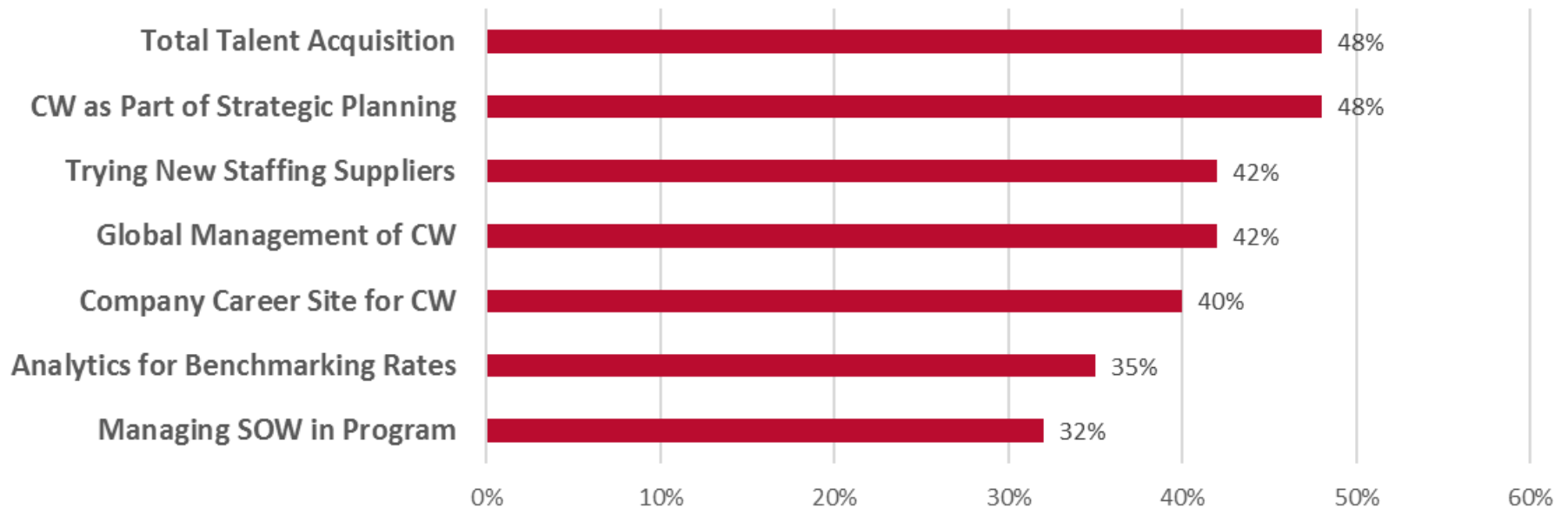
# Polling Question #1:

## What corporate function or department do you represent?

1. Human Resources
2. Procurement
3. Finance
4. IT
5. Other

# A More Strategic Future for Contingent Work?

Percent of Companies Using CW Strategies in 2 Years



Source: SIA Workforce Solutions Buyers Survey, 2017



# SIA Definition of Total Workforce Optimisation

Total Talent Management (aka Total Workforce Management)

An emerging model of talent or workforce management that includes an organization's management of “permanently hired” workers as well as “contingent” workers.

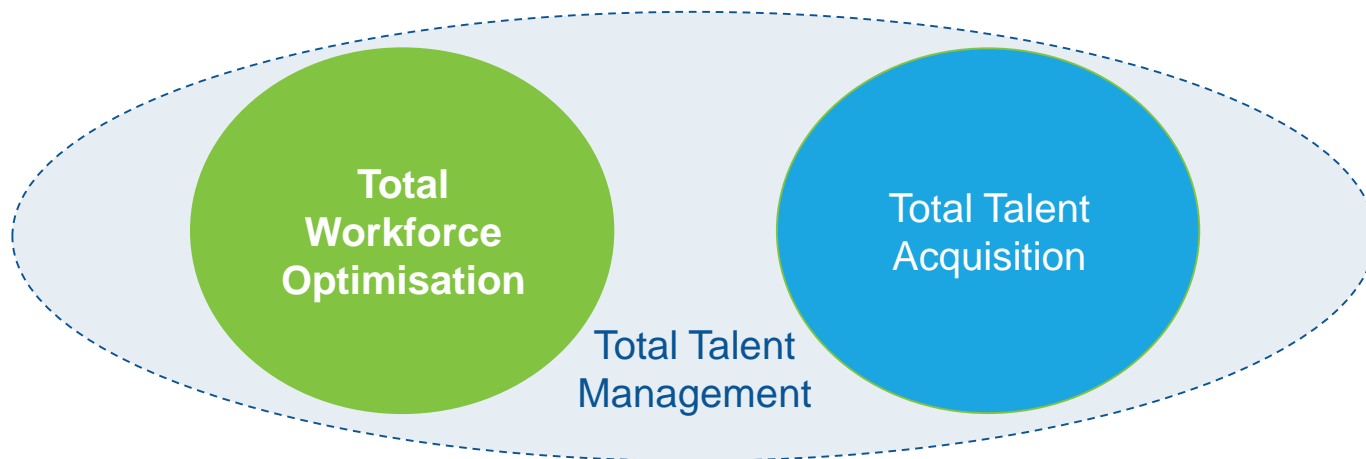
Seeks to integrate the respective management of “permanent hire” and “contingent” workforce by HR and Procurement functions.



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# What is “Total Workforce Optimisation?”

- Fits within broader concept of Total Talent Management
- Focuses on “fixing the mix” – finding the right blend of employee and non-employee talent to achieve specific outcomes
- Total Talent Acquisition contributes through acquisition of both “permanent hire” and “contingent talent.”



## Polling Question #2:

# At what stage is your company in adopting a Total Talent Management or Total Workforce Optimisation strategy?

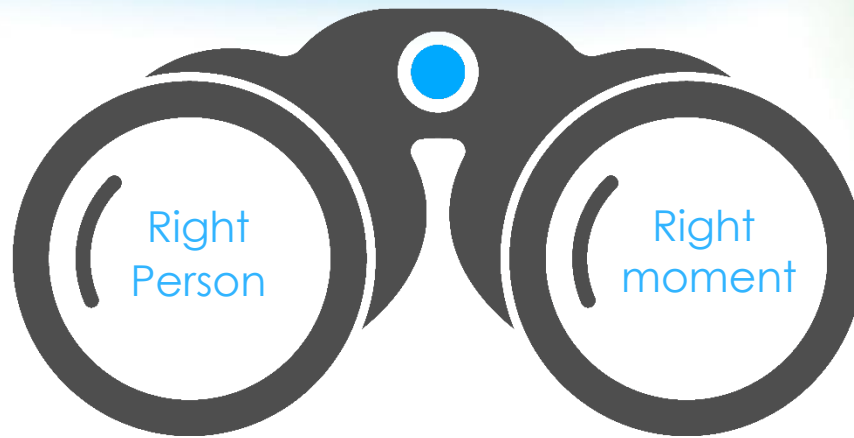
- A. Operational- My organisation has a complete Total Talent Management (TTM) programme in place.
- B. In process- We use Total Talent Acquisition (TTA), but not TWO or TTM.
- C. Exploring- We are considering whether to implement a TTA, TWO, or TTM programme.
- D. Not ready yet- We are NOT considering TTA, TWO, or TTM at the present time.

# Make Your Workforce a Competitive Differentiator with Total Workforce Optimisation

To succeed today, you need a workforce with the optimal mix of employee and contingent talent.

Today's presentation:

Workforce management strategies and technology to help you achieve the right talent mix for each of your desired outcomes.



## Total Talent Acquisition at KPN



# KPN's mission is

Make life more free, easy and more fun by connecting people

## Our HR mission is

Make life more free, more fun and easier for our employees

## Our HR vision fits in well with this

*Make every employee experience the best possible experience*



Onboarding



Grow & Develop



Move on



We extend this experience to employees and non-employee workers alike

# Talent Acquisition Center implements this vision



**Purpose: Right person at the right time**



# Agile assumptions

**Purpose**

Business Central

**Mastery**

Based on Specialization

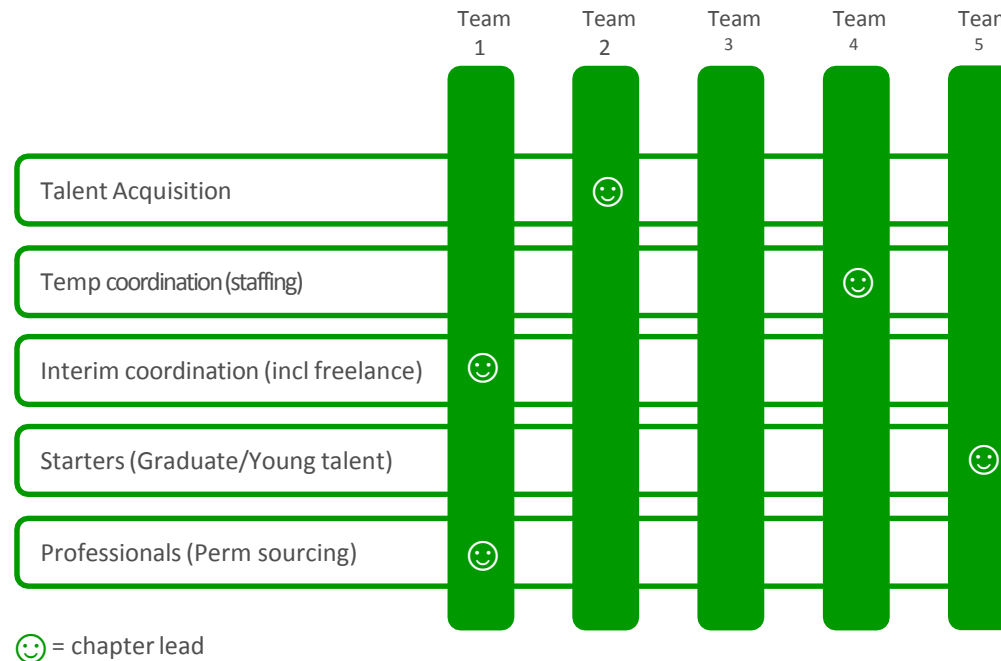
**Autonomy**

Self-Organizing

# Agile Talent Acquisition Center

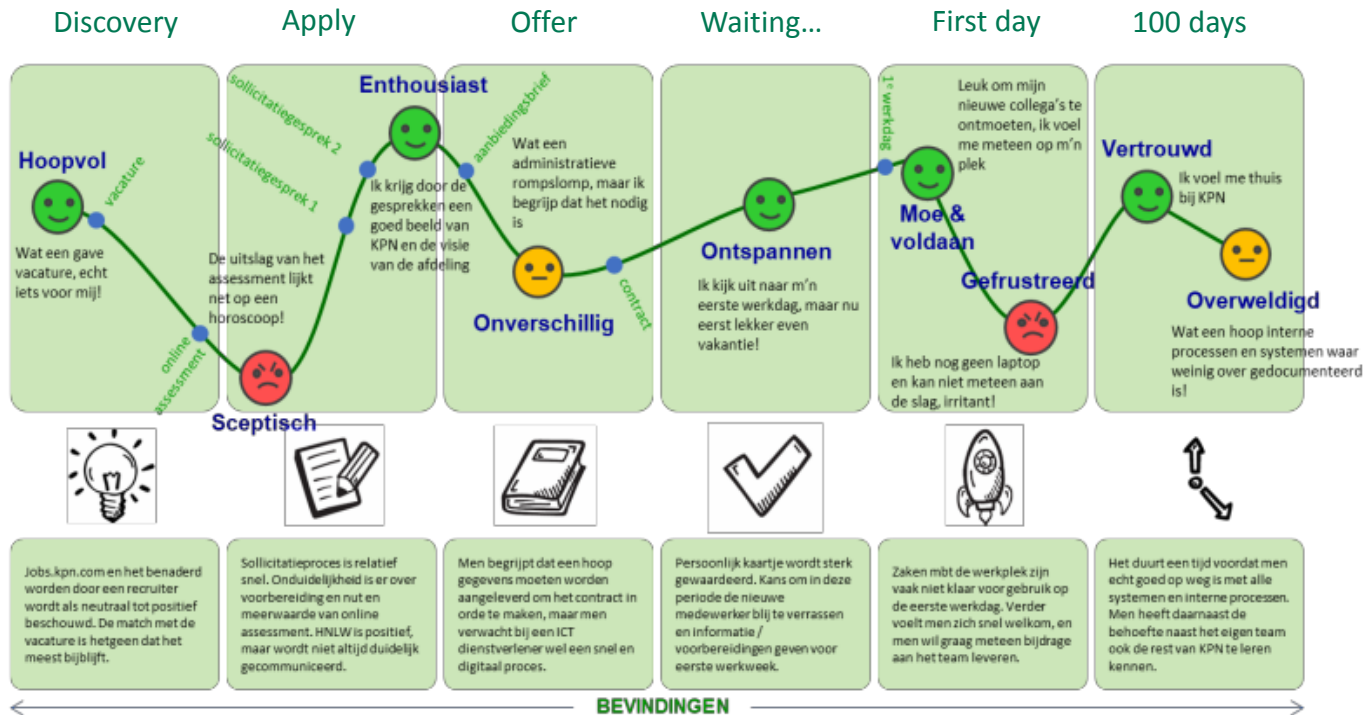
## Business Teams

Mastery through  
Specialisation

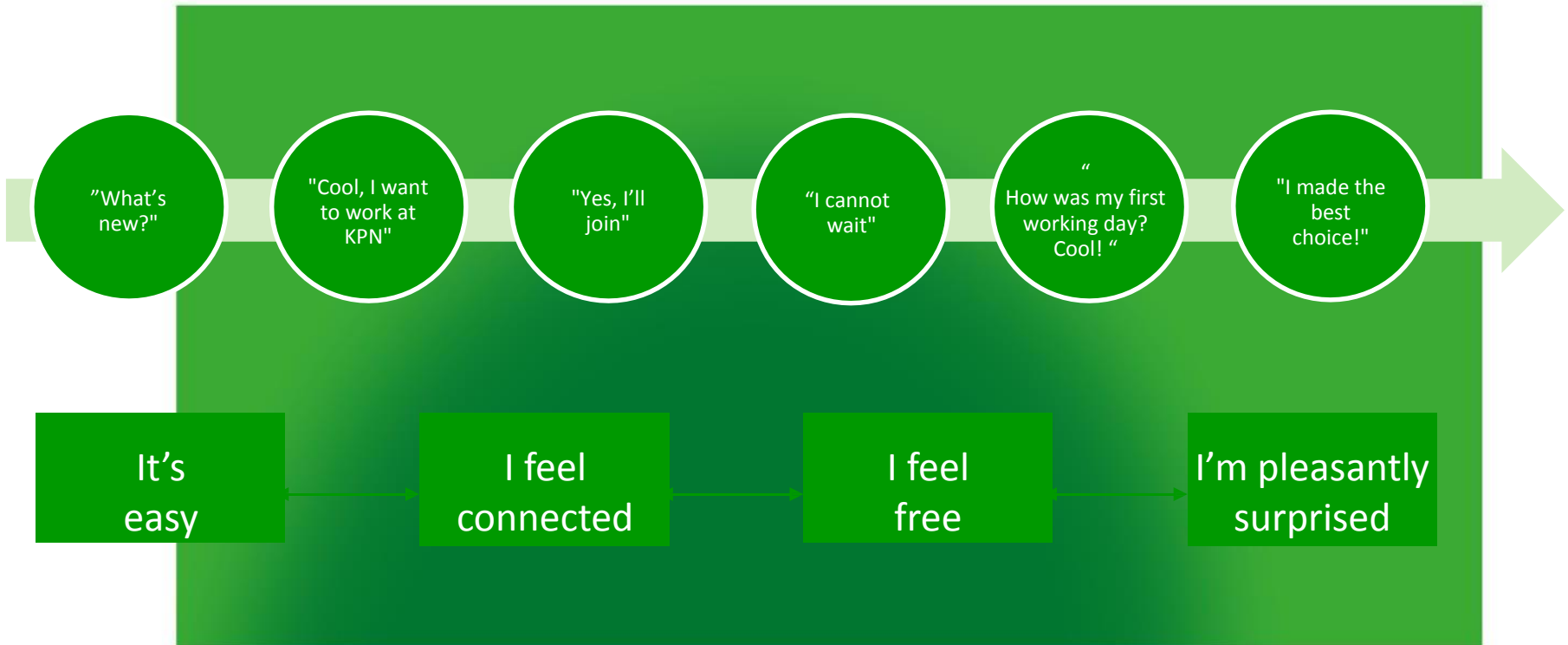


# How to improve the employee experience – an example: gadgets

## Emotiecurve Onboarding



# Creating the best employee experience



# With TAC, specialist's role changes from "order-taker" to "expert advisor"



...help hiring managers make an "educated choice" whether to fill positions with...

NEW EMPLOYEES



OR CONTRACTORS



With KPN's total talent acquisition approach in place,

*“Right person at the right time”*

...the logical next step could be

**Total Workforce Optimisation**

*“Right mix of employees and non-employees to achieve specific organisational outcomes”*



6 Step

# Total workforce optimisation



STEP  
**01**

Gather data in  
**one place**



STEP  
**02**

Get workers in the  
**right place**



STEP  
**03**

Ascribe quality to  
**all workers**



STEP

**04**

Merge the **data**



STEP

**05**

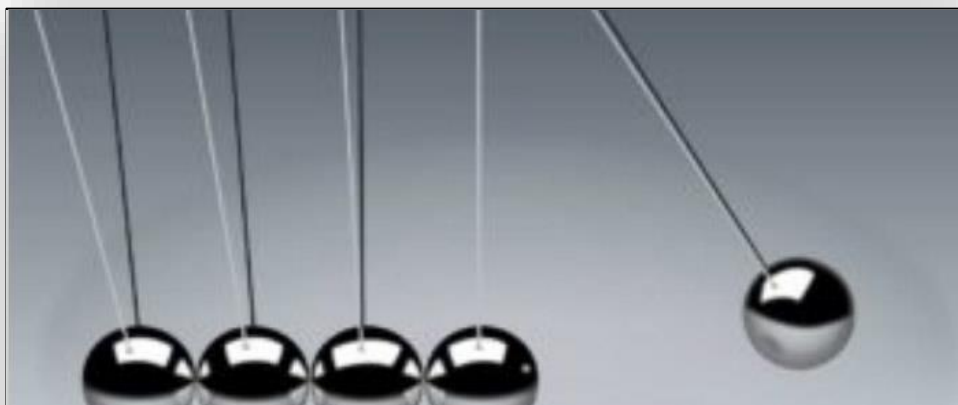
Data analysis and  
**decision making**



STEP

**06**

Do **something**



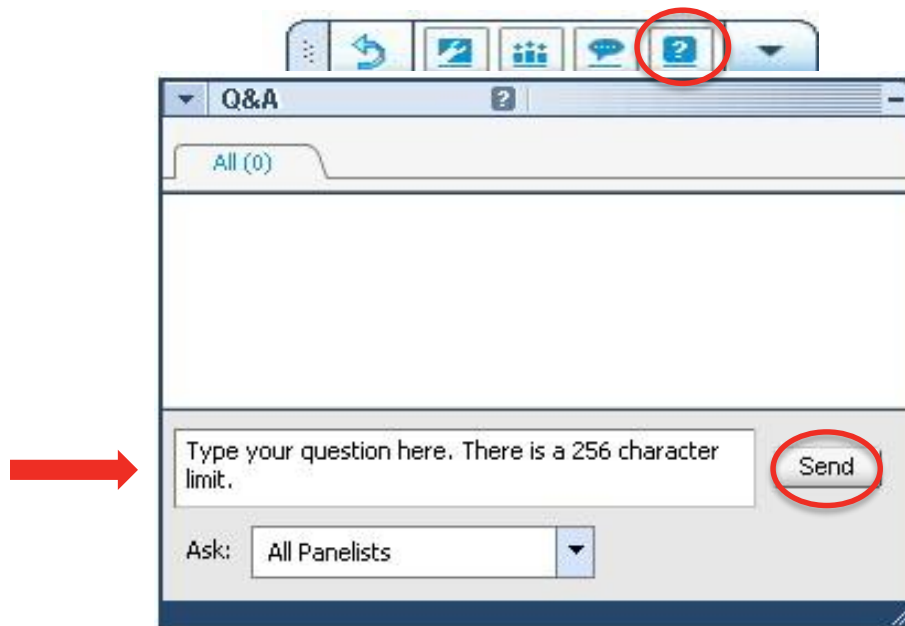
THE OPTIMISATION OF WORK: THE NEXT GOAL  
FOR CONTINGENT WORKFORCE MANAGEMENT

For more information, or to  
download the industry report  
“**The Optimisation of Work**”  
visit <https://bit.ly/2leGLRn> or  
**beeline.com**



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June 21	Workforce Solutions Webinar – Supplier Diversity and the Contingent Workforce
September 13	Workforce Solutions Webinar – SOW Management Best Practices and Tested Strategies
October 11	Workforce Solutions Webinar (Global)
October 25	Workforce Solutions Webinar – Latest Trends in Talent Acquisition Services Across MSP, RPO and TTA
November 14	Workforce Solutions Webinar (Global)
December 6	The Year in Review, Lessons Learned in 2018
December 13	Workforce Solutions Webinar – Legal and Legislative APAC (Global)



# SIA Resources

- [Total Talent Management](#)
- [Workforce Solutions Buyers Survey 2017: Americas - Cumulative Report](#)
- [Total Talent Acquisition Market Developments](#)
- <http://lexicon.staffingindustry.com/>

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**Contact the SIA CWS Council team at**  
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# About Staffing Industry Analysts (SIA)

Founded in 1989, SIA is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work including temporary staffing, independent contracting and other types of contingent labor.

SIA's independent and objective analysis provides insights into the services and suppliers operating in the workforce solutions ecosystem including staffing firms, managed service providers, recruitment process outsourcers, payrolling/compliance firms and talent acquisition technology specialists such as vendor management systems, online staffing platforms, crowdsourcing and online work services. We also provide training and accreditation with our unique Certified Contingent Workforce Professional (CCWP) program.

Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk. As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

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