

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:

 Adrianne Nelson, Senior Director, CCWP Staffing Industry Analysts



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Today's Speakers...



 Marco Rijkhoff, Manager Talent Acquisition, KPN

 Alastair Dobson, Senior Client Relationship Manager, Beeline

 Adrianne 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?

Total Talent Acquisition 48% CW as Part of Strategic Planning 48% Trying New Staffing Suppliers 42% **Global Management of CW** 42% Company Career Site for CW 40% Analytics for Benchmarking Rates 35% Managing SOW in Program 32% 0% 10% 20% 30% 40% 50% 60%

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.



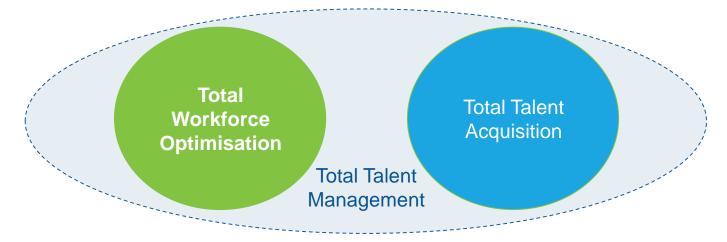
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What is "Total Workforce Optimisation?"

- Fits within broader concept of Total Talent Management
- Focuses on "fixing the mix" finding the right blend of employee and nonemployee 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.



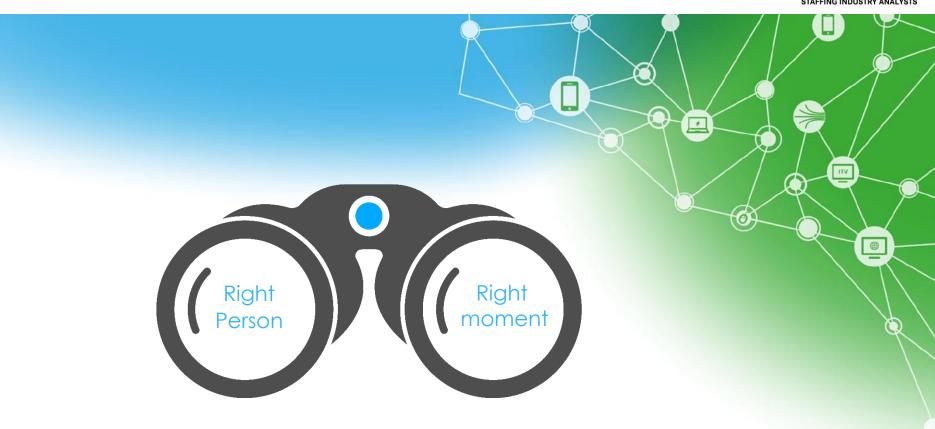
Make Your Workforce a Competitive Differentiator with Total Workforce Optimisation

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



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KPN's mission is

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

Our HR mission is

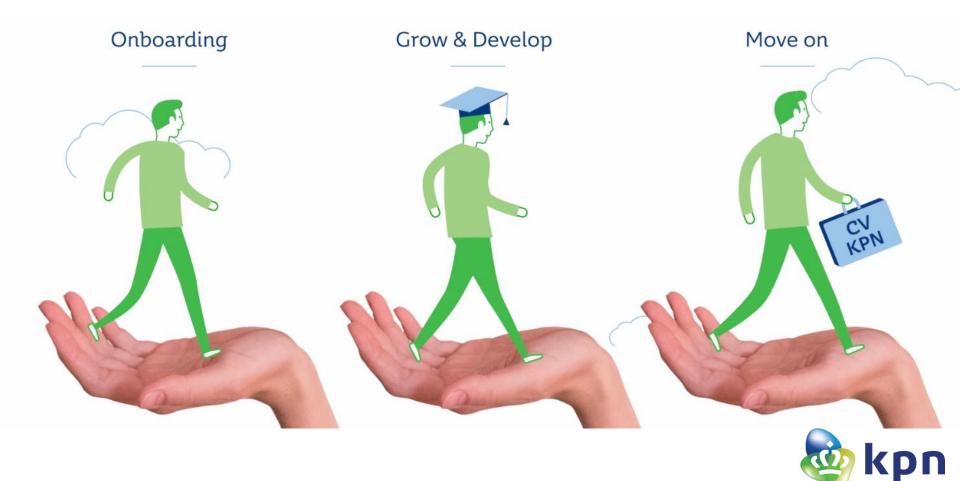
Make life more free, more fun and easier for our employees

Our HR vision fits in well with this

Make every employee experience the best possible experience







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



Talent Acquisition Center implements this vision

Business

- Telecom to Tech company
- Technology lifecycle is shorter
- · Agility and flexibility required
- Need single desk for all inflow contract independent
- "Start-up", "Client facing" or "Corporate" labor demand

Job Market

- Continues to be tight
- International recruiting
- Various contract forms have their own suppliers & control
- KPN EVP needs boost

Team

- High turnover in 2017
- Spread over many locations
- Want recognition & specialism
- Pulse measurement requires focus, optimization and personal growth

Agile way of

 Need for mandate and selfmanagement

Contract independent advice

Approach per target group



Purpose: Right person at the right time



Agile assumptions





Agile Talent Acquisition Center

Business Teams

Team Team Team Team Team 2 3 4 5 1 **Talent Acquisition** \odot \odot Temp coordination (staffing) \odot Interim coordination (incl freelance) \odot Starters (Graduate/Young talent) Professionals (Perm sourcing) \odot (:) = chapter lead

Mastery through Specialisation

How to improve the employee experience **SLA** - an example: gadgets



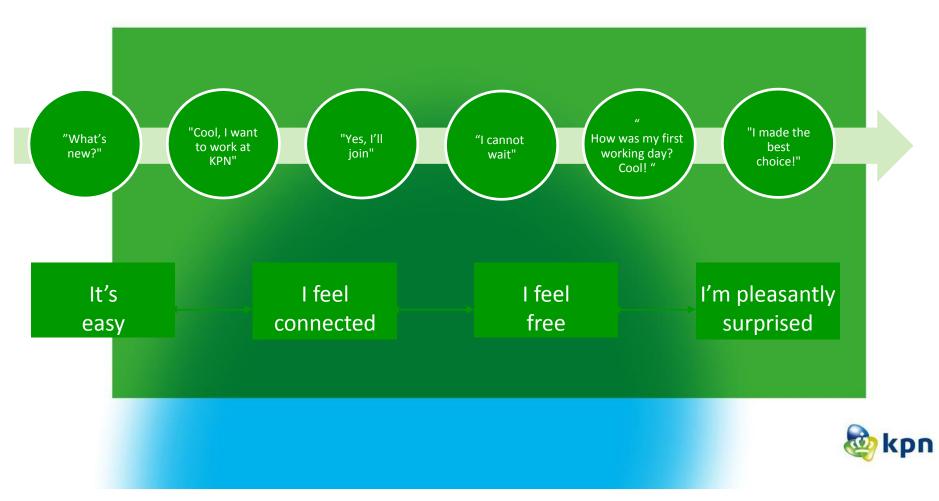
Emotiecurve Onboarding

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STAFFING INDUSTRY ANALYSTS



Creating the best employee experience









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

OR CONTRACTORS







With KPN's total talent acquisition approach in place, *"Right person at the right time"*

...the logical next step could be

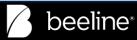
Total Workforce Optimisation

"Right mix of employees and non-employees to achieve specific organisational outcomes"



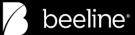


6 Step Total workforce optimisation



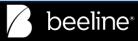








Get workers in the STEP 02 right place





O3 Ascribe quality to **all workers**











Merge the data

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5TEP **05**

Data analysis and decision making

615

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52

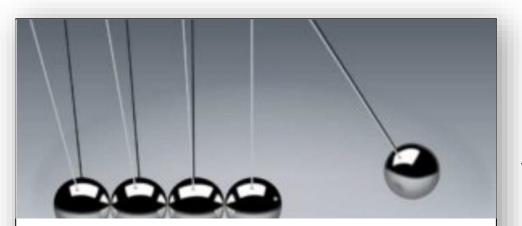
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Do something







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

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





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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
- <u>http://lexicon.staffingindustry.com/</u>

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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.

For more information: www.staffingindustry.com

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