Technology’s Impact on HR & Diversity Practice

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Spain: Maturity on Digital Transformation

- II Digital Transformation Study (Release 02/16/2017)
Keys for Digital Transformation

- HR Driven:
  *Company Cultural Transformation NOT Technology Implementation*

- **Employee Centric**

- Development of two environments:
  - Physical
  - Digital
Areas to Develop

- Employer Branding
- E-Recruitment
- Internal Communication
- Team Management
- Corporate Social Networks
- Training
Employer Branding

Affinity Petcare Spain
Team Management
Cepsa, Mapfre, and Carnicas Martinez
Corporate Social Networks

brainstorming  user stories  scenario maps  MVP  paper design  digital design
Context

Building & Construction company
Global
43,000 employees

Immediate focus on Internal Mobility

Planning to expand on other HR topics afterwards
London, October 2016

Ideation
Digital Disruptive Experience
Walking down the streets of NYC, #SkanskaDiscover helped me learn about this beautiful #Oculus project. Just applied for an open position at the project. #InternalMobility
Just learned about an exciting new opportunity in #BIM from my new colleague through #SkanskaDiscover
On #vacation in Florida, I just got a spontaneous guided tour of the #I4, thanks to the #SkanskaDiscover app. #InstantSiteVisit #BroaderExperience
End Results
Technology is not disrupting HR, HR is disrupting with the help of technology
Appendix
E-Recruitment

Citi Group
Job Matching would like to access some of your LinkedIn info:

- **YOUR FULL PROFILE**
  Full profile including experience, education, skills, and recommendations

- **YOUR EMAIL ADDRESS**
  The primary email address you use for your LinkedIn account

**Sign in to LinkedIn and allow access:**

- **Email**
- **Password**

Join LinkedIn

Forgot your password?

[Allow access] [Cancel]

Linkedin®

All Applications can be found in your settings

Terms of Service | Privacy Policy
YOUR JOURNEY WITH CITI BEGINS HERE

1 Jobs Match Your Profile

Corporate Banking, Placement Analyst (Europe, Middle East and Africa)
Location: Madrid, Spain
Date Posted: 02/08/2017
Matched to Profile: 18%

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