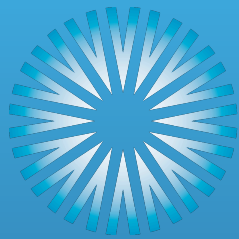


Technology's Impact on HR & Diversity Practice

Gloria Lorenzo
Oracle Product Development
& Startup Investor

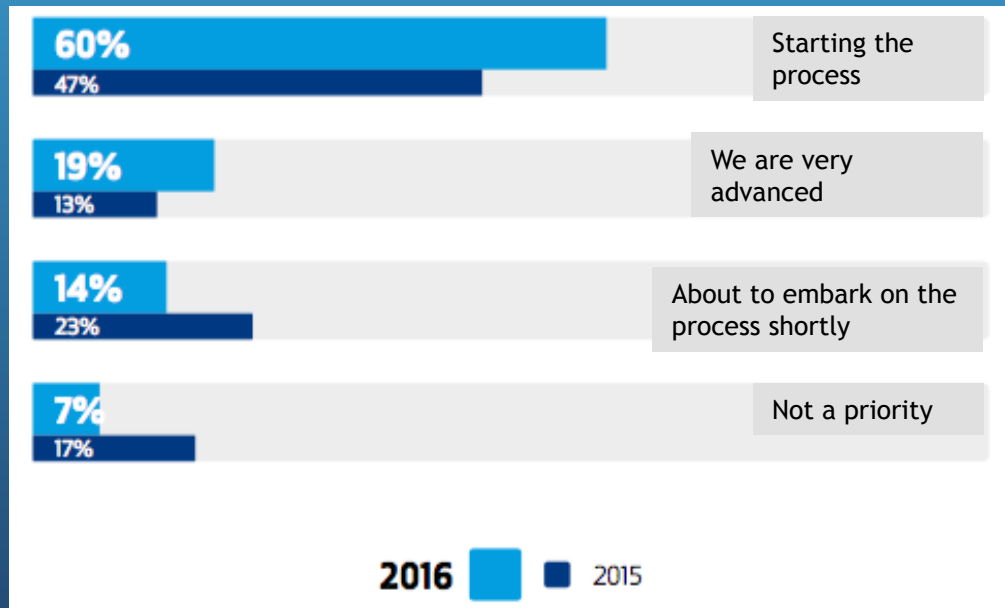
Spain: Maturity on Digital Transformation

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



íncipy

your digital
strategy partner



Keys for Digital Transformation

- HR Driven:

Company Cultural Transformation NOT Technology Implementation

- **Employee Centric**

- Development of two environments:

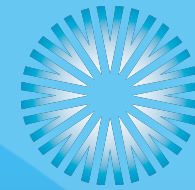
- Physical
- Digital

Areas to Develop

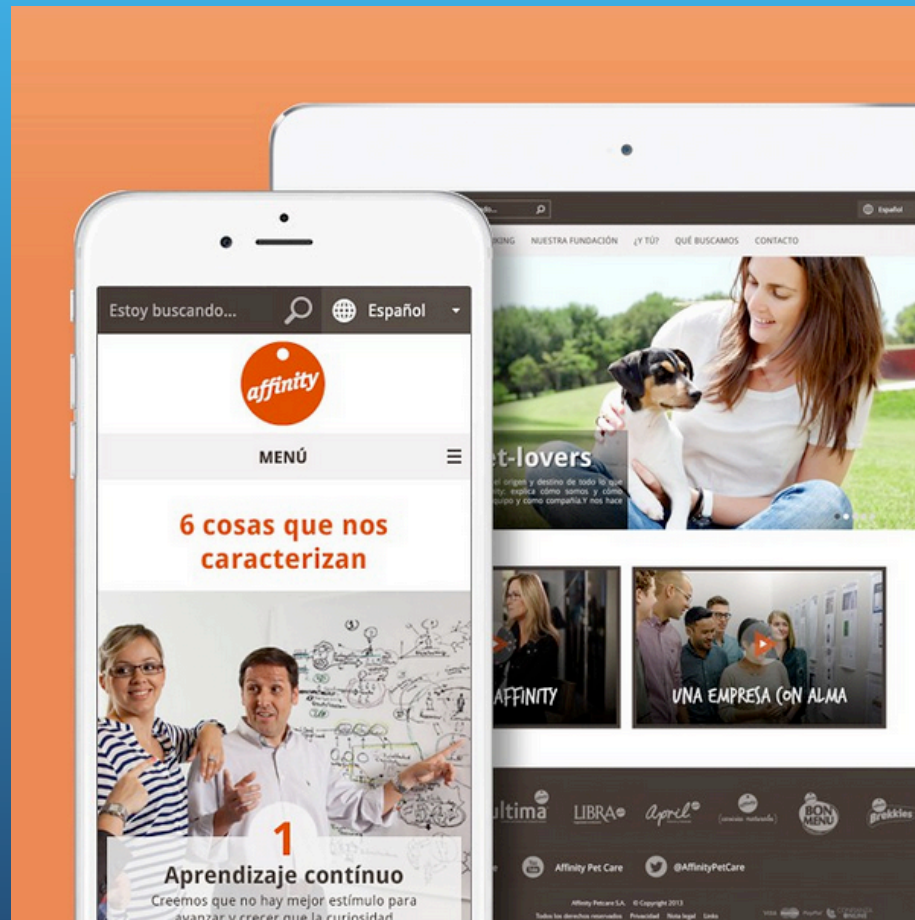
- Employer Branding
- E-Recruitment
- Internal Communication
- Team Management
- Corporate Social Networks
- Training

Employer Branding

Affinity Petcare Spain



íncipy



Team Management

Cepsa, Mapfre, and Carnicas Martinez



GAME BOARD

Powers Battles Team Ranking

David

Pirates of the Sandy Coast

We plunder victories, sunk enemy ships and lay to waste everything which stands in front of us. No rum or loot. Just a bunch of pirates ready to conquer every single battle! YAR-HARR!

Created: December 2015

Leader: Louis D.

Virginia David Marie Mario Edgar Sergei Louis

VICTORIES

127 [impressive!]

My victories 40

RANKING

| | |
|----------------------------|-----|
| Techno-Wikings | 158 |
| Pirates of the Sandy Coast | 127 |
| LunchSharks | 114 |

10

+20

Pregunta 1 de 6

¿Onsectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam?

A photograph showing three firefighters in full protective gear using high-pressure water hoses to extinguish a large fire burning in a building's interior. The scene is filled with smoke and bright orange flames.

Ut enim ad minim

Non cupescare et nome

Onsectetur ad libim

Conetorum minim dolore

Dashboard Land Initiatives Forum

Alex Nguyen

Profile

Alex Nguyen

- 0 initiatives added
- 0 evaluations made
- 0 comments posted
- 0 likes received

Totems

INFLUENCER

You need 5 more "likes" to take your totem to the next level.

EVALUATOR

You need 5 more evaluations to take your totem to the next level.

DILIGENT

Input your monthly KPIs before the end of the month to get to take your totem to the next level.

Your Monthly KPI

EDIT KPI

News

No news found.

VIEW MORE

Your Monthly Initiative

No initiative added this month.

Pending Missions

INPUT YOUR KPI FOR MARCH

Please input your KPIs before the end of the month and recover one land tile.

INPUT

Deadline: 2016-4-30

REGISTER YOUR INITIATIVE FOR APRIL

Register at least one initiative related to one of your KPIs prior to the deadline and retake one land tile.

REGISTER

Deadline: 2016-4-30

Corporate Social Networks



brainstorming



user stories



scenario maps



MVP



paper design



digital design

Context

Building & Construction company
Global
43.000 employees



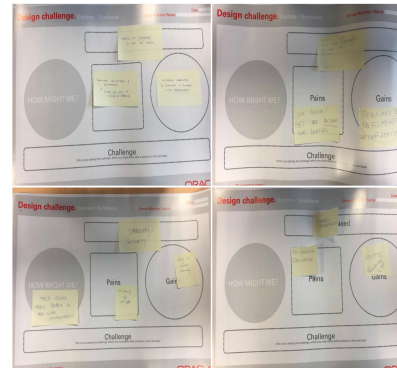
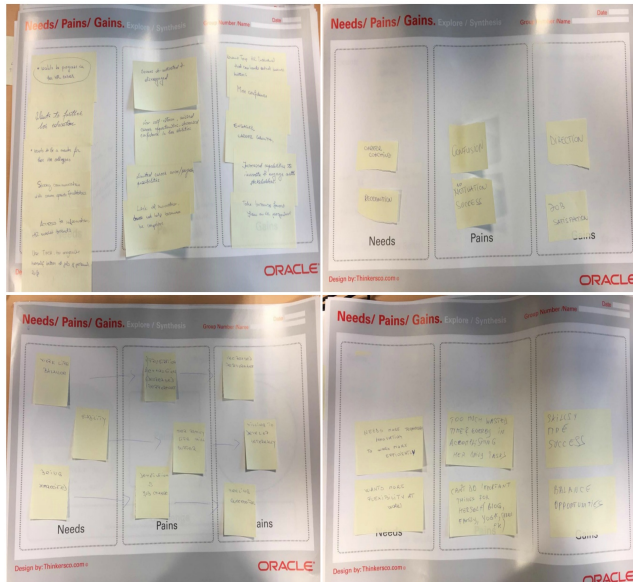
SKANSKA



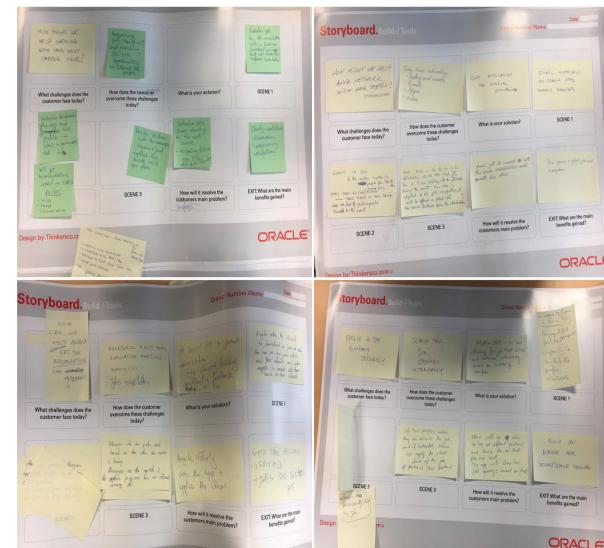
Immediate focus on Internal Mobility

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





Great first mentorship meeting with
@Annika through #SkanskaDiscover
#CareerGoals #BroaderExperience
#BetterTogether





Just learned about an exciting
new opportunity in #BIM from
my new colleague through
#SkanskaDiscover

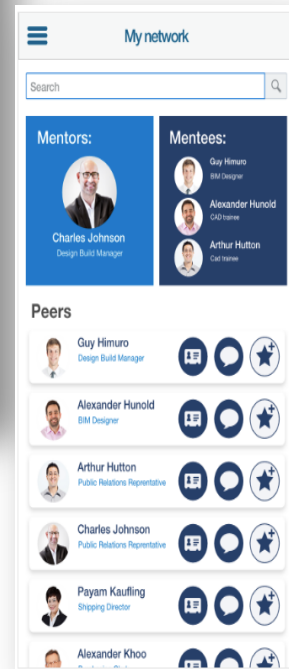
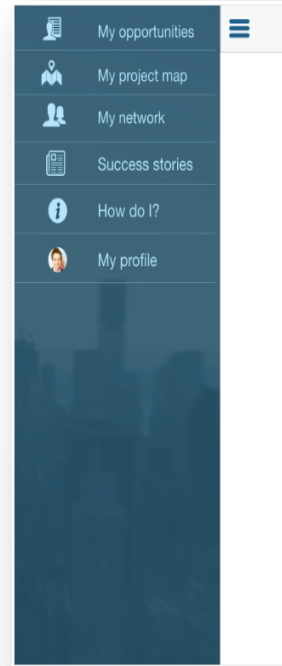
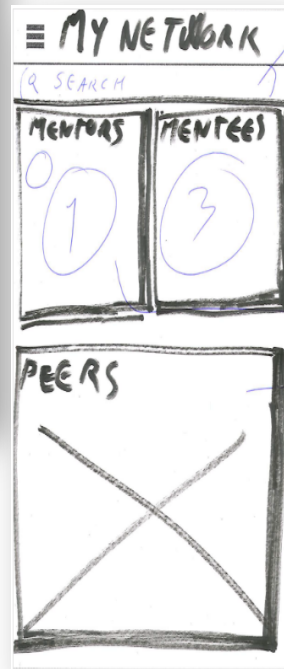
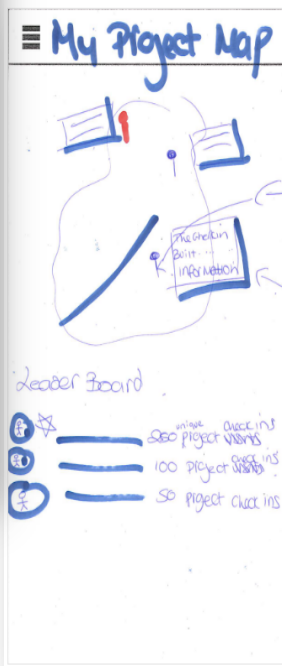
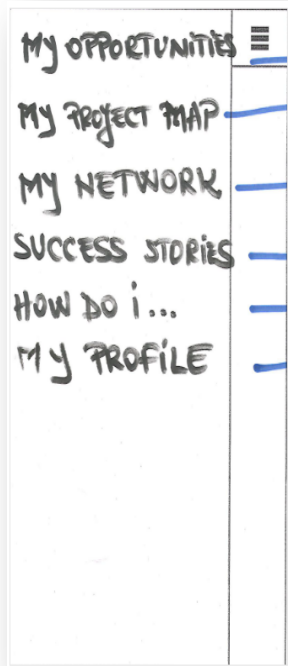




On #vacation in Florida, I just got a spontaneous guided tour of the #I4, thanks to the #SkanskaDiscover app. #InstantSiteVisit #BroaderExperience



End Results



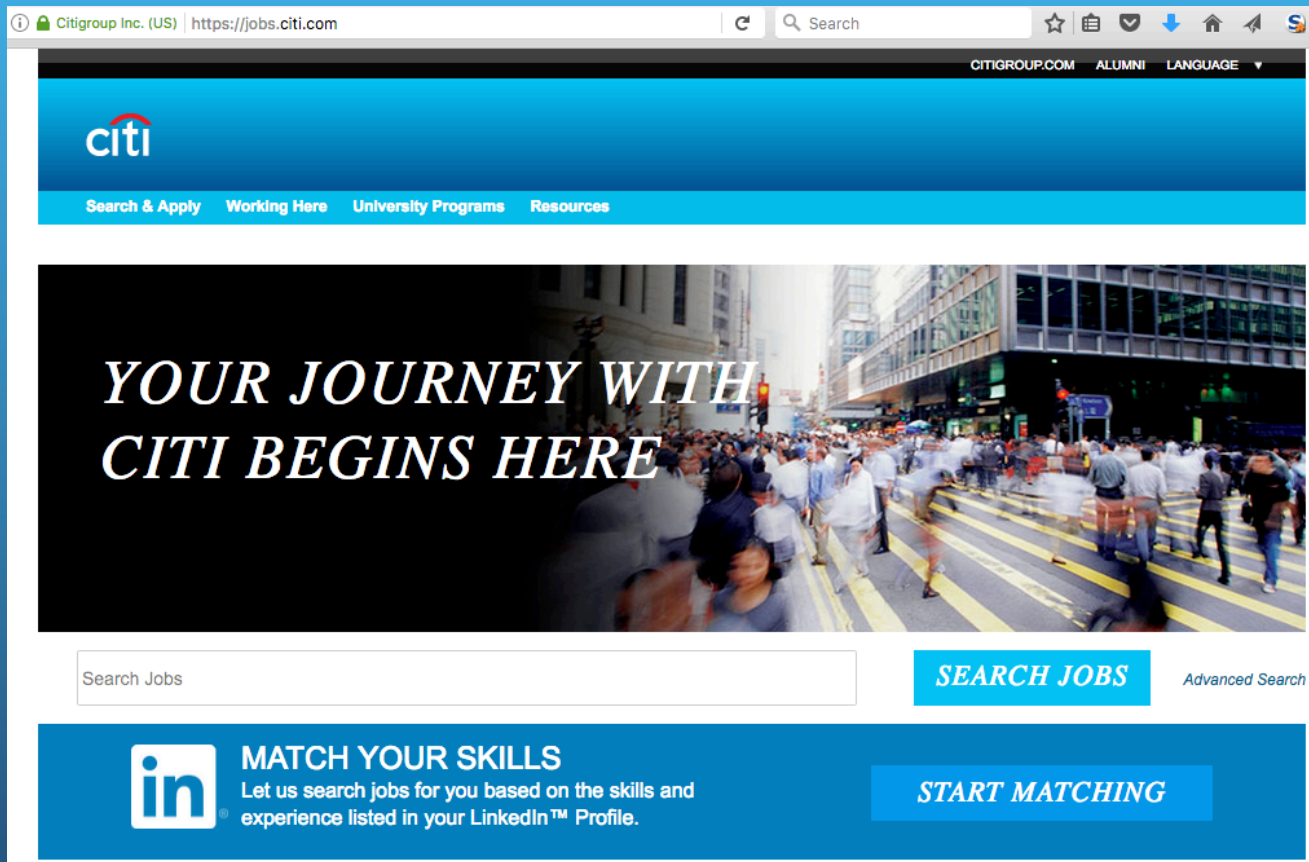
Technology is not disrupting HR,
HR is disrupting with the help of
technology



Appendix

E-Recruitment

Citi Group



The screenshot shows the Citi Group e-recruitment website. The browser address bar displays "CitiGroup Inc. (US) | https://jobs.citi.com". The website header includes the Citi logo, navigation links for "Search & Apply", "Working Here", "University Programs", and "Resources", and a top navigation bar with "CITIGROUP.COM", "ALUMNI", and "LANGUAGE". The main banner features a blurred image of a busy city street with the text "YOUR JOURNEY WITH CITI BEGINS HERE". Below the banner is a search bar with the placeholder text "Search Jobs" and a blue "SEARCH JOBS" button, with a link to "Advanced Search". At the bottom, there is a section titled "MATCH YOUR SKILLS" with the LinkedIn logo and the text "Let us search jobs for you based on the skills and experience listed in your LinkedIn™ Profile.", followed by a blue "START MATCHING" button.

CitiGroup Inc. (US) | https://jobs.citi.com

CITIGROUP.COM ALUMNI LANGUAGE

citi

Search & Apply Working Here University Programs Resources

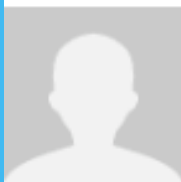
*YOUR JOURNEY WITH
CITI BEGINS HERE*

Search Jobs

SEARCH JOBS Advanced Search

in **MATCH YOUR SKILLS**
Let us search jobs for you based on the skills and
experience listed in your LinkedIn™ Profile.

START MATCHING



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:

[Join LinkedIn](#)

[Forgot your password?](#)

Allow access

Cancel

LinkedIn®

All Applications can be found in your settings
[Terms of Service](#) | [Privacy Policy](#)



[Search & Apply](#) [Working Here](#) [University Programs](#) [Resources](#)

*YOUR JOURNEY WITH
CITI BEGINS HERE*



Gloria Lorenzo

[LOG OUT](#)

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%

Location [\[+\]](#)

Skills [\[+\]](#)

Experience [\[+\]](#)