

# Leading through Digital Transformation

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ManpowerGroup™



# AGENDA

- Digital Transformation
- How to be transformation ready?
- Case study



# Digital Transformation

# The Human Age 2.0

## Technological Revolution

The impact of Digitization on People and Skills

## Rise of Client Sophistication

The Power is Shifting

## Greater Individual Choice

From Job for Life to Career for Me





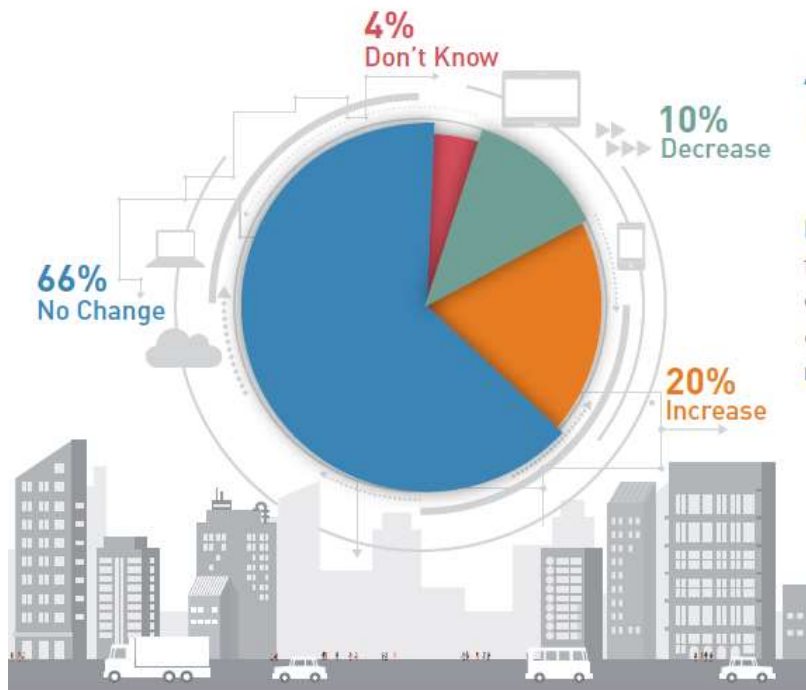
# Technological application in workplace

Digitization, Data generation, Automation, AI, Private cloud and public cloud, Machine learning etc.



**New ways to  
get work done**

# GLOBAL IMPACT OF DIGITIZATION



## AUTOMATION IS GOOD NEWS FOR JOB SEEKERS: IF THEY HAVE THE SKILLS

Most employers say digitization will be a net gain for employment in the near-term. **Only 10% expect to reduce their workforce as a result of automation.** As companies go digital, most will need more people, not fewer.





## Things have changed

- By 2020, 30 percent of industry revenues will come from new business models (*ManpowerGroup's From C-Suite to Digital Suite*)
- **Transforming quickly can make the difference between success and failure**



How to be transformation  
ready?



# Organizations must create a culture of innovation.

## To be open to change, prepared to take calculated risks and willing to fail fast.



# Companies that embrace digital transformation...



26%

Are up to 26% more profitable than their competitors.



12%

Enjoy up to 12% higher market valuation



*Almost **9 out of 10 HR leaders** do not believe they have the leadership talent to drive success*

# The 80/20 Rule: It's the Same, But Different

## THE 80%: INHERENT ENABLERS

The powerful combination of brightness, adaptability, endurance and drive are the enablers and solid foundation for effective leaders.



## THE 20%: COACHABLE CAPABILITIES

Leaders must develop the capability to unleash talent, nurture learnability, accelerate performance, foster entrepreneurialism and the ability to dare to lead.





# How to prepare the leadership

- Identifying and nurturing digital leaders: **The P3 leader model:** People, Purpose, Performance.
- To lead in the digital age, business leaders need to combine the best of human and machine intelligence.
- Leveraging digital leaders: Facilitating transformation across the workforce.
- Don't get stuck in analog: Get digital-ready

# ManpowerGroup's DigiQuotient

- The DigiQuotient provides an indication of a Leader's Readiness to lead a digital workforce transformation.
- Upon completing the assessment, the user receives an indication of their Digital Profile (one of 8 personas)
- Leaders, how much are you ready for Digital Transformation? Find yours here: <https://digiquoteint.io/>




# DigiQuotient for Mobile





# DigiQuotient for Desktop





# Case study 1: Digital transformation in US's Manufacturing sector


# Breathing New Life Into Manufacturing

- Manufacturing and its supply chain accounts for 32 percent of GDP in the U.S.
- **an estimated 3.5 million U.S. manufacturing jobs will be created over the next decade** despite robots' threat.
- The biggest threat to manufacturing is not machines — **it is people**. Up to 2 million jobs may go unfulfilled because existing and emerging workers do not have the required skills.
- *Turning digital opportunity into reality requires the right technology, the right skills and also the right people.*



- *By 2020, more than one-third of in-demand skill sets of most occupations will be comprised of skills not considered crucial or even non-existent today.*
- *Manufacturing leaders see digital transformation as the opportunity to revitalize the sector, radically increasing productivity, enabling data analysis and innovation.*





## Case study 2: Swipe Right - Understanding Global Candidate Preferences

# Understanding Global Candidate Preferences

## GLOBAL CANDIDATE PREFERENCES SURVEY

We asked  
**14,000**  
currently in  
the workforce

ages **18-65**

in **19** influential  
employment countries across the globe

*Candidates shared what matters most  
to them in the job search process*





# Preferences and Usage of Mobile Apps Skyrocket



**52%** of global candidates would like to use mobile apps to apply for jobs



**90%** of consumers' mobile time is spent using apps



# Young, Mobile and Ambitious



**31%** are willing to move to a new country for a new job

**17%** find opportunity for advancement as a motivator for immediate job change

**64%** of Millennials are interested in applying to jobs via smartphone apps

# Leveraging Candidate Technology Preferences



considerations for engaging candidates with technology

1. Be smart about the smartphone
2. Look beyond traditional HR platforms/apps
3. Get quantity and quality
4. Do not rely solely on video interviewing when diversity is a priority
5. Use technology to build employers brand
6. Let a bot be a bot





Thank You