

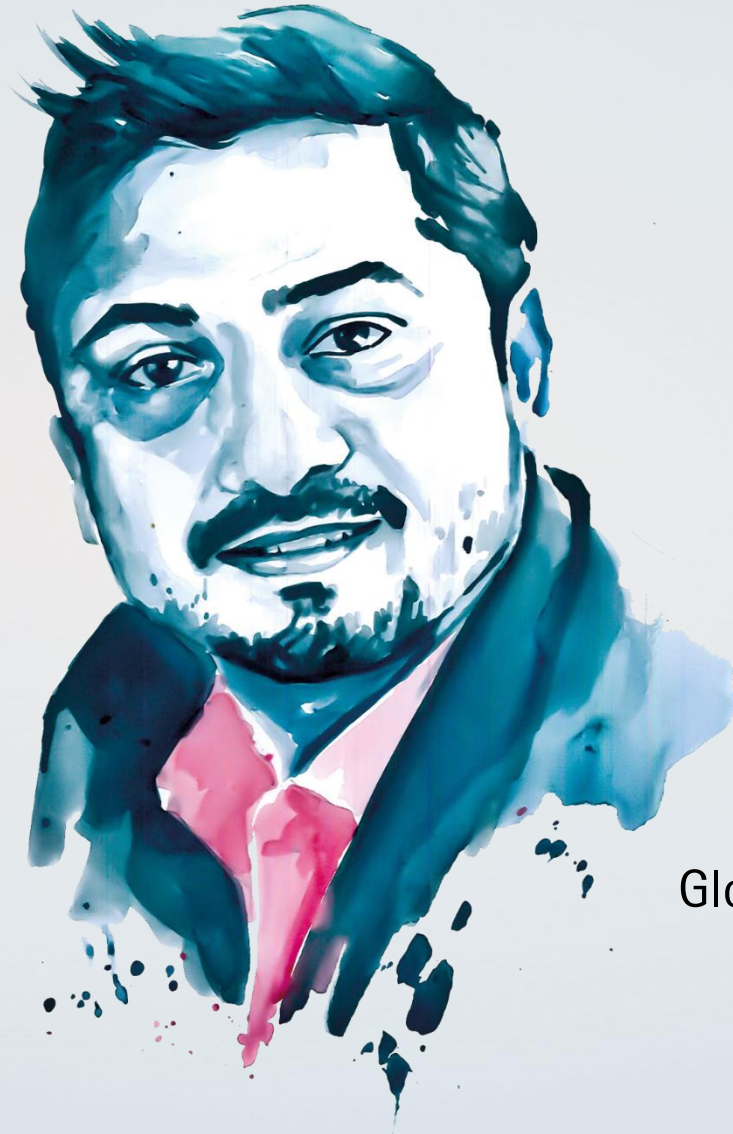
CA



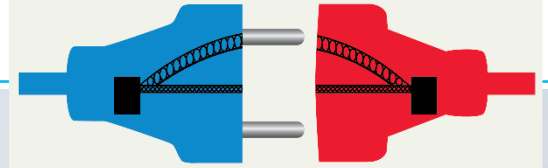
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SESSION 5:

# Collaboration in Human Resources



CATALYST 2015



**COLLABORATE**  
*to* **COMPETE**

*36<sup>th</sup>* | National Conference of  
Chartered Accountants

*Presented by*

**Mr. Unmesh Pawar**

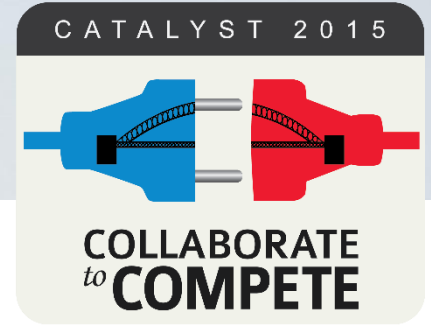
Global Managing Director Talent Acquisition,  
Accenture PLC,  
Mumbai, India.



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## SESSION 5:

# Collaboration in Human Resources

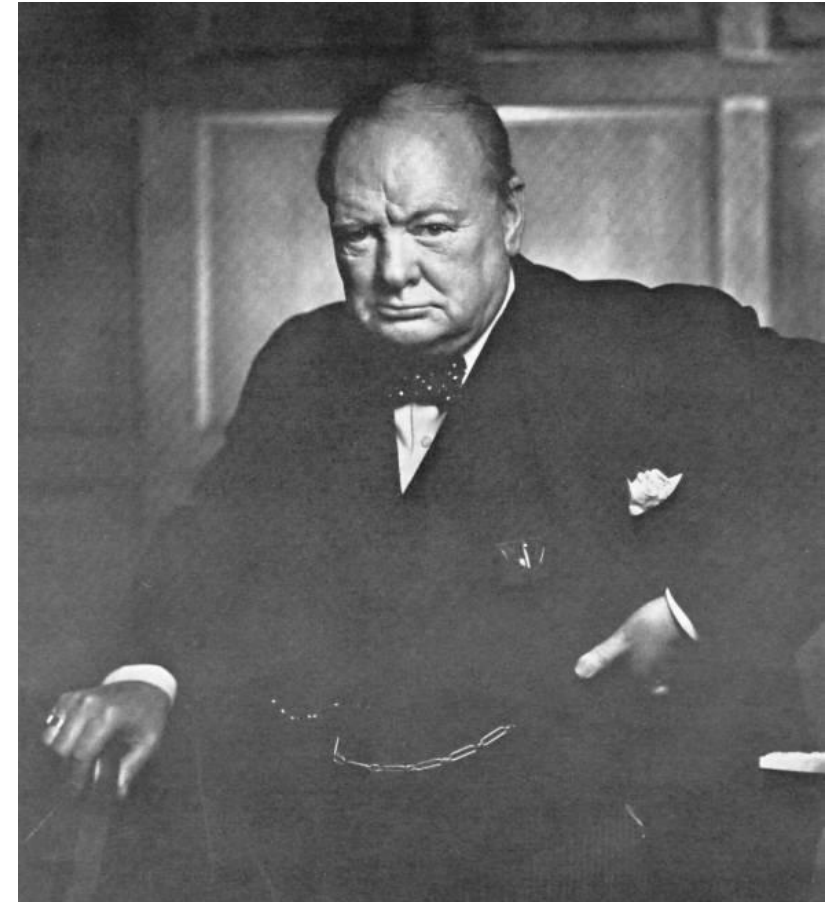


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## Current Market Situation

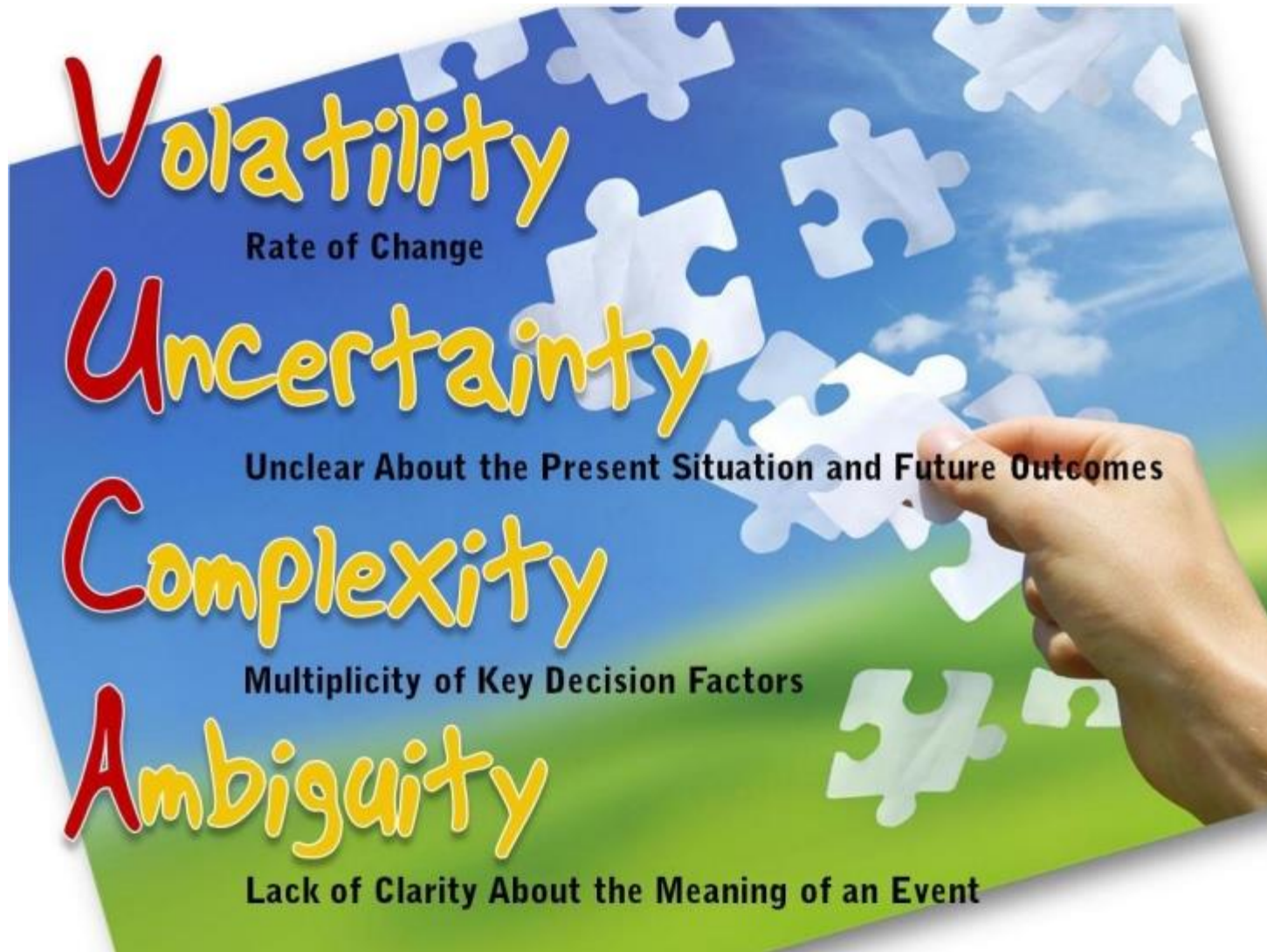
*"Gentlemen, we are out of money, therefore we will have to think."*

— Winston Churchill

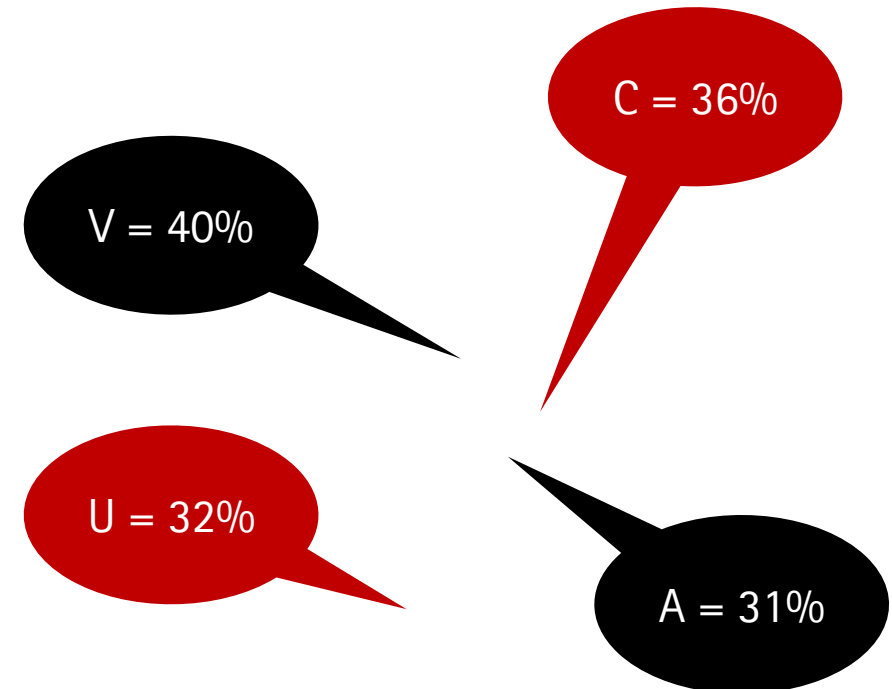


# World of VUCA

Leaders need more preparation to face VUCA challenges

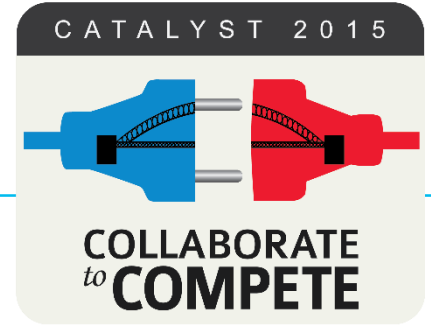


*How prepared are leaders to face VUCA?*



*Global Leadership Forecast, DDI*

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How prepared do you feel to  
meet the challenges of VUCA?

- ☐ Very confident
- ☐ Confident
- ☐ Not at all Confident
- ☐ I still don't fully  
understand VUCA



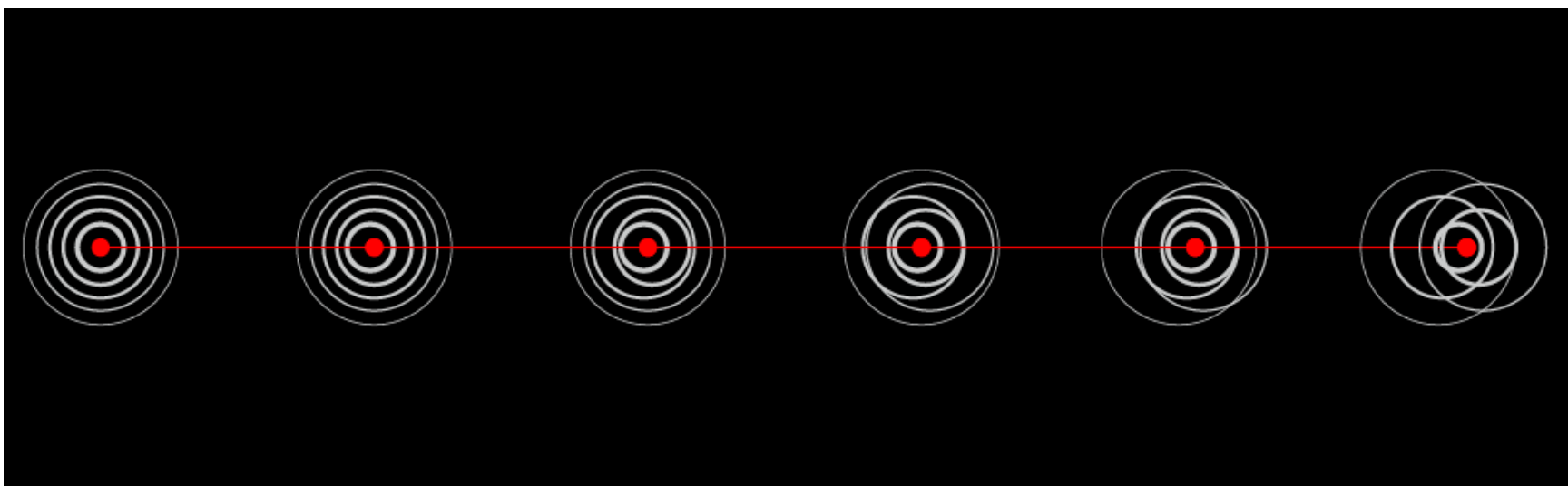
# Changing Ecosystem

How Digital is transforming the traditional ecosystems we all operate in



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*From strict industry lines to digitally contestable markets*



## THEN

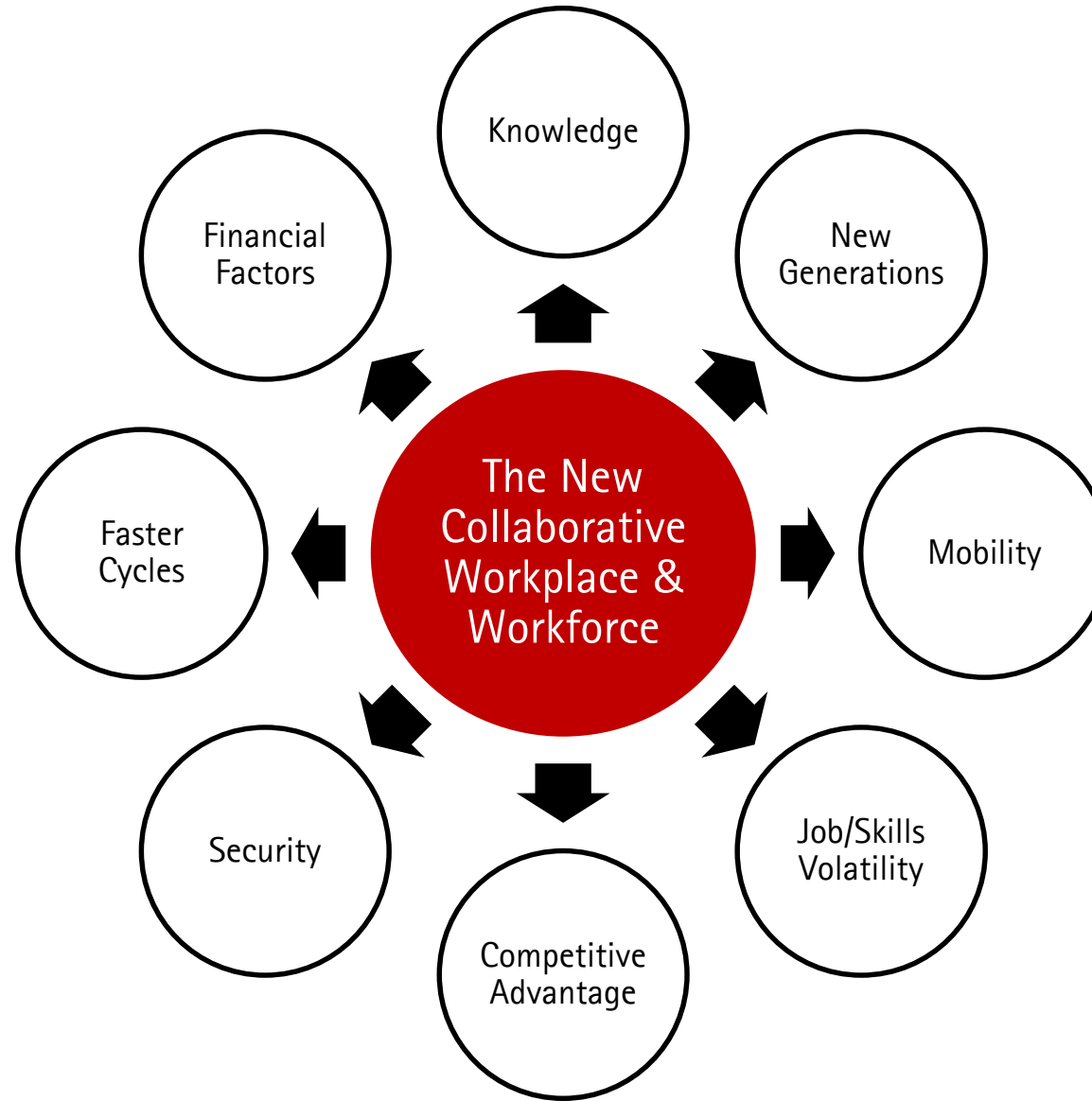
Playing fields were neat.  
Companies stayed within  
industry lines.

## NOW

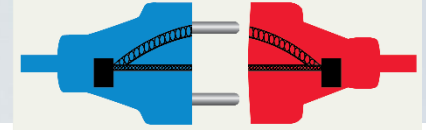
Digital technology has blurred industry lines  
and lowered entry and exit barriers to  
digitally contestable markets.

# Today's Business Challenges

Organizations today are subjected to a number of challenges



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## Power of Collaboration

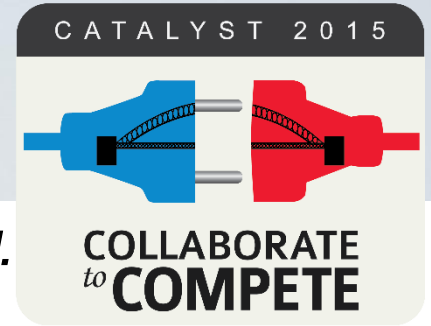
*"Gettin' good players is easy. Gettin' 'em to play together is the hard part"*  
— Casey Stengel



# The Potential Business Value

How can collaboration help leaders address challenges they face?

*The potential business value to be unleashed by improved collaboration is substantial but not yet fully tapped.*



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Efficiency

5-25% higher user productivity  
*Forrester and Accenture Studies*  
27% decrease in duplicated tasks  
*Vendor Customer Survey*



Productivity

27% reduction in emails sent  
*Accenture Customer Survey*  
34% decrease in time to find information  
and experts  
*Independent Customer Survey*



Cost

24% decrease in need to travel  
*Accenture Research*



Innovation & Crowdsourcing Power

42% executives see an increase in  
innovation and collaboration culture  
*Mckinsey Survey*

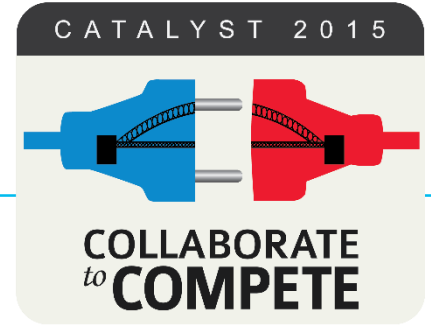


Employee Satisfaction

30% increase in employee satisfaction  
*Vendor Customer Survey*



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I believe my organization  
effectively uses collaboration tools  
and techniques to effectively drive  
our business strategy and  
implementation

- ☐ Yes- to a great extent
- ☐ Yes- to a moderate extent
- ☐ Yes- but in a small way
- ☐ Not at all

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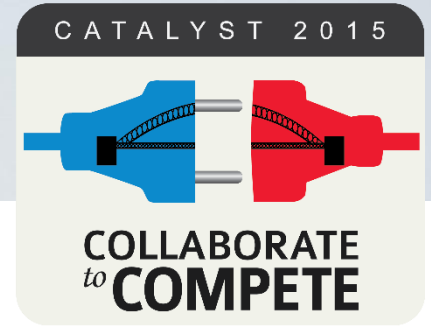


## The Connection to HR



# Impact on Human Resources

Digital and VUCA Radically Disrupts HR



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New channels  
to deliver services



Democratization of  
talent management

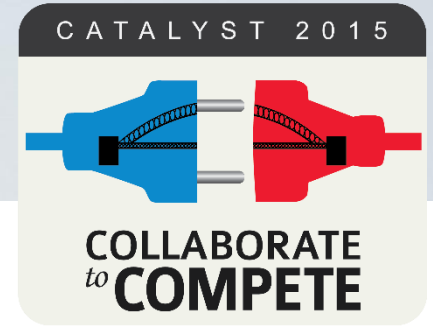


HR shatters its  
boundaries

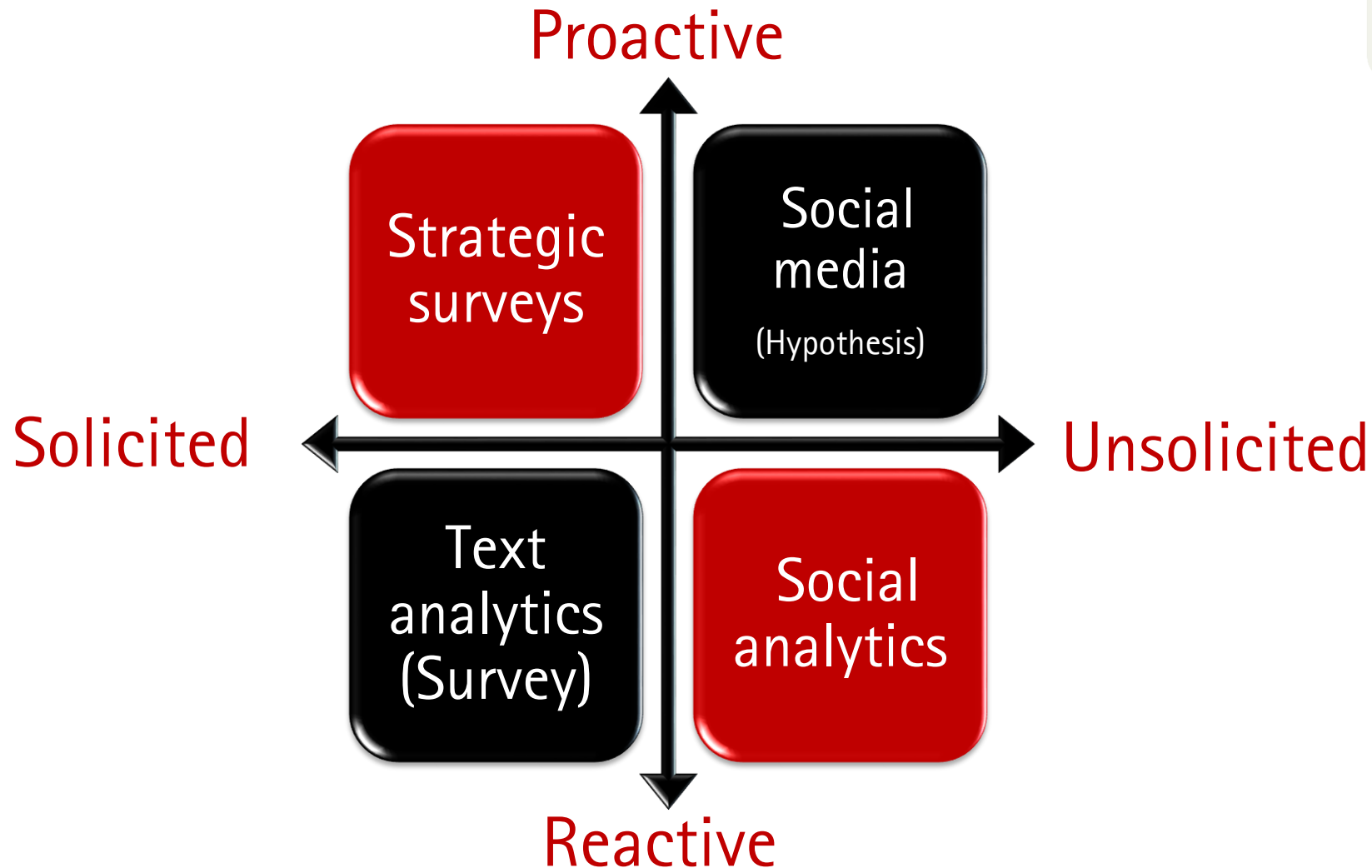


# Impact on Human Resources

We are seeing traditional models evolve



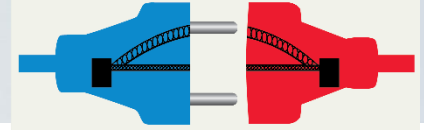
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# Impact on Human Resources

Social drives new ways to engage employees

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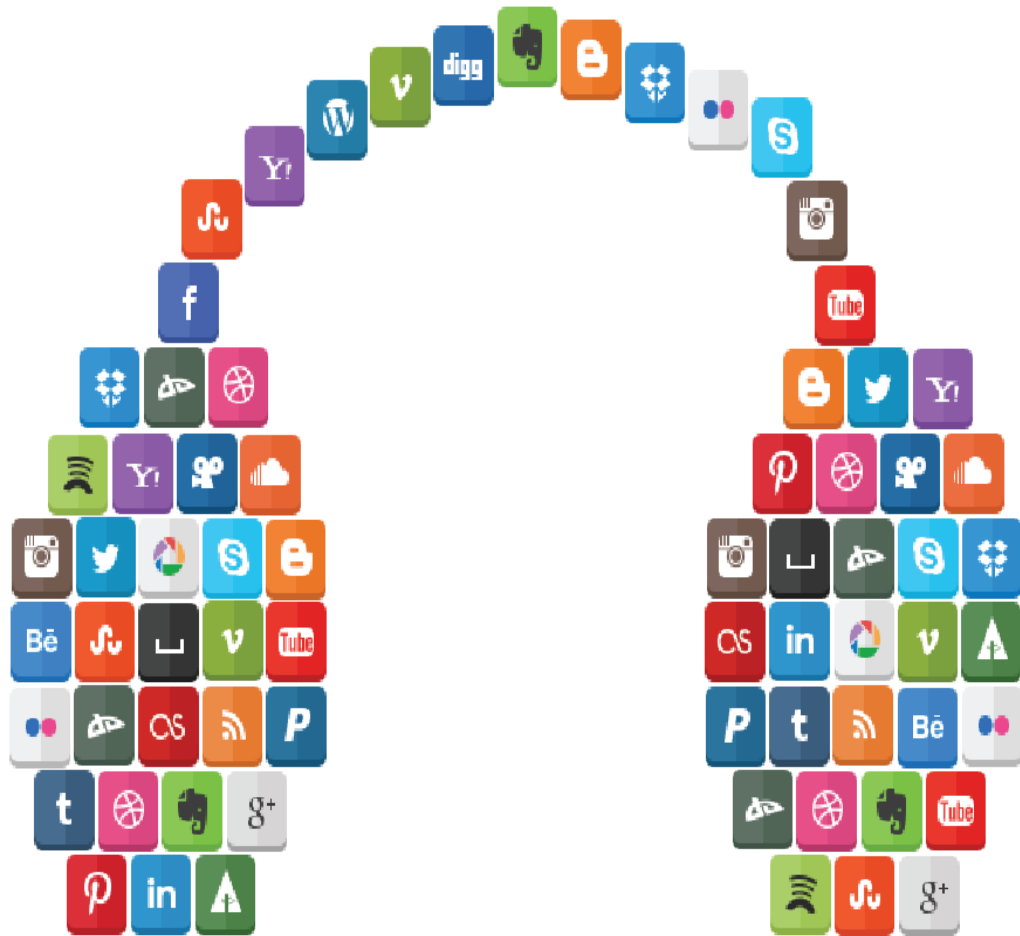
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# Impact on Human Resources

Social listening enables anticipation of employee needs



**successfactors**<sup>™</sup>  
An SAP Company

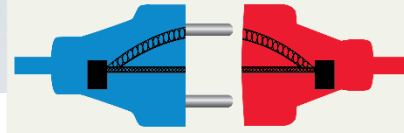
SuccessFactors, tracks employees' searches of external blogs or podcasts to predict employees needs and wants.

**gild**<sup>®</sup>

**TalentBin**  
SOURCE THE WEB.

GILD<sup>™</sup> and TalentBin mine employee's "social exhaust" to build a talent profile of professional interests, skills, passions, and accomplishments.

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**socialmention**<sup>\*</sup>





# Impact on Human Resources

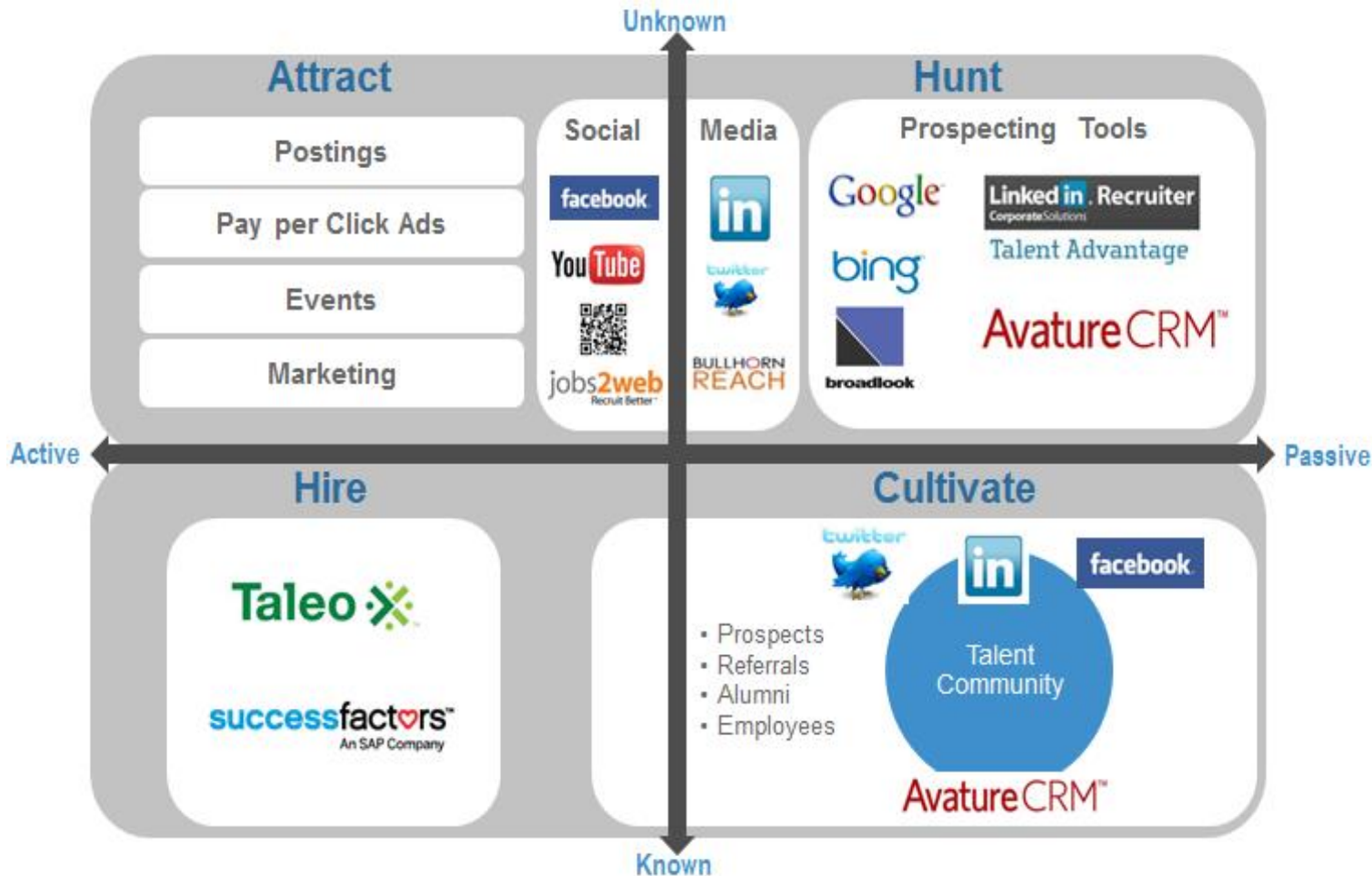
Recruitment is about managing talent networks

Success Profile

Sourcing Analytics

Employment Brand

Job Requirements

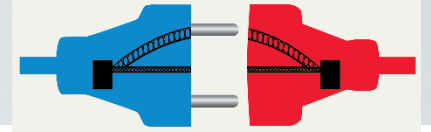


Pymetrics leverages data science and games to match cognitive and social traits



Reppify aggregates professional connections of employees for lead generation

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Connectifier



HackerRank



LYTMUS

codility



entelo

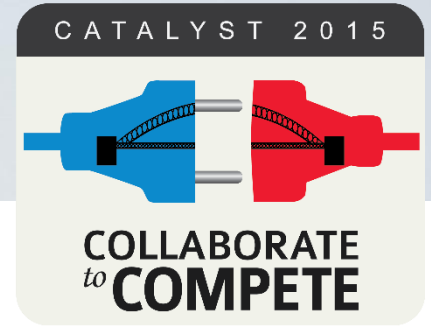
TextRecruit



HiredScore  
The Recruiter's Assistant

# Impact on Human Resources

Digital enables continuous employee assessment



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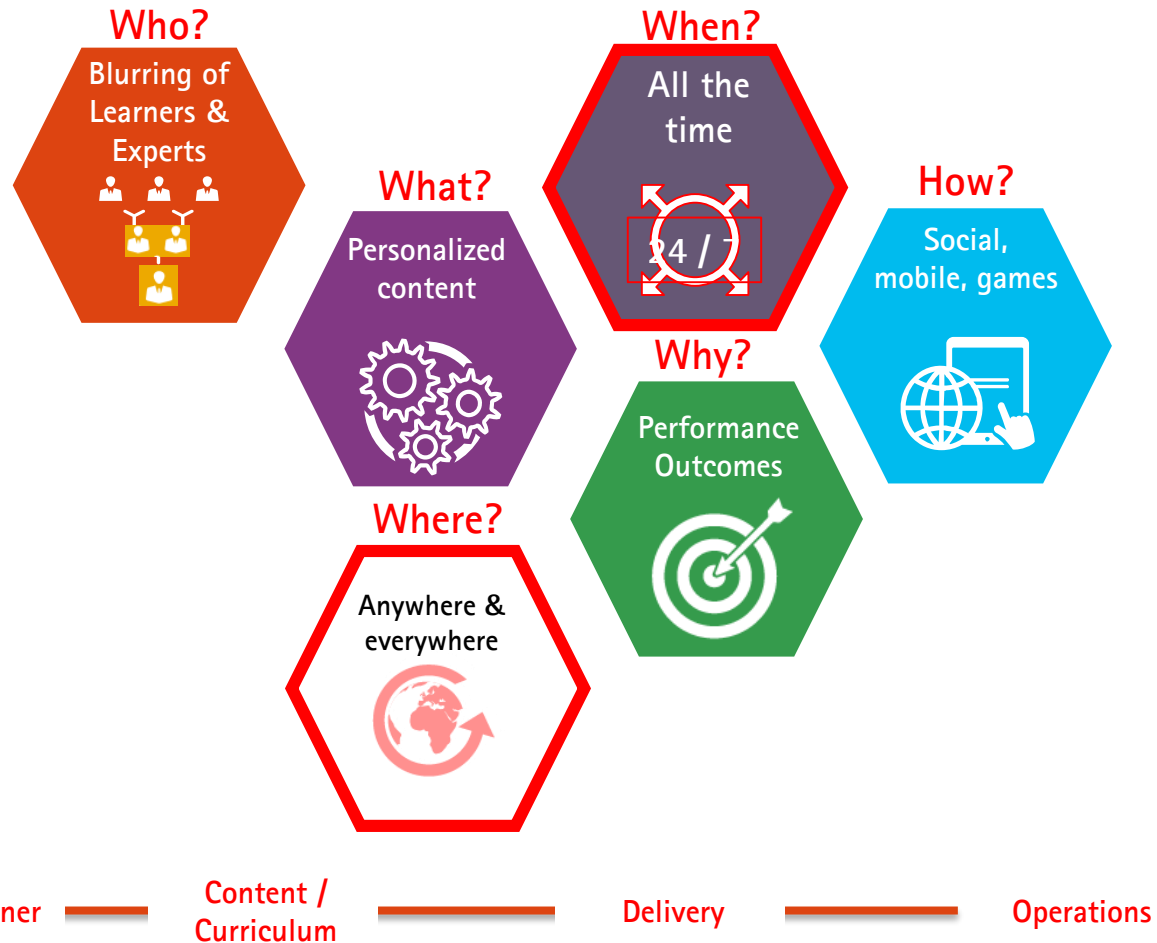
**Work.com™** uses gamification for continuous feedback and recognition through customized badges that are a part of employee's social profile, visible throughout the enterprise.



Google analyzes statistically valid predictors of employee performance that relies on the ability to take initiative on the job rather than a stellar academic record or past performance.

# Impact on Human Resources

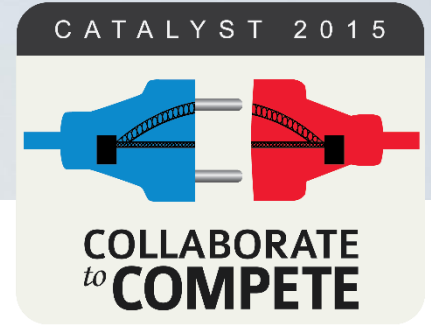
Fundamental aspects of Learning are changing



Articulate Storyline, is widely utilized to convert content created in MS PowerPoint into interactive online learning content.



Trivantis Lectora, creates content with HTML5 and is utilized to create content for multi-device delivery – across desktops, laptops, smartphones or tablets.



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udutu

Google

Kahoot!

KHAN ACADEMY

Scoop.it!

moodle

coursera

codecademy

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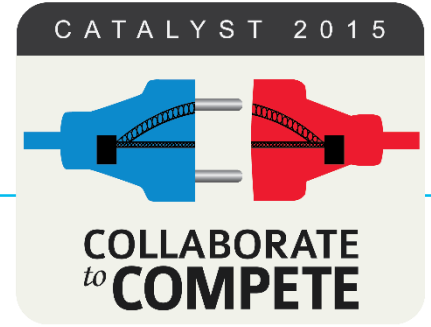
# Collaboration in Human Resources



## The Accenture Way

*We>Me: Collaboration is part of our DNA*

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In my company we do have effective collaboration tools to capture the voice and feedback of our employee (eg.s Yammer, blogging sites, using data from Facebook, Twitter)

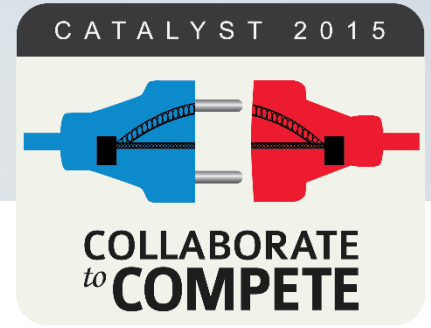
☐ Yes

☐ No



# How to get your employees to Collaborate?

A number of Key cornerstones must be in place to enable collaboration



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Technology

Content &  
Strategic  
Context

Organization

Processes

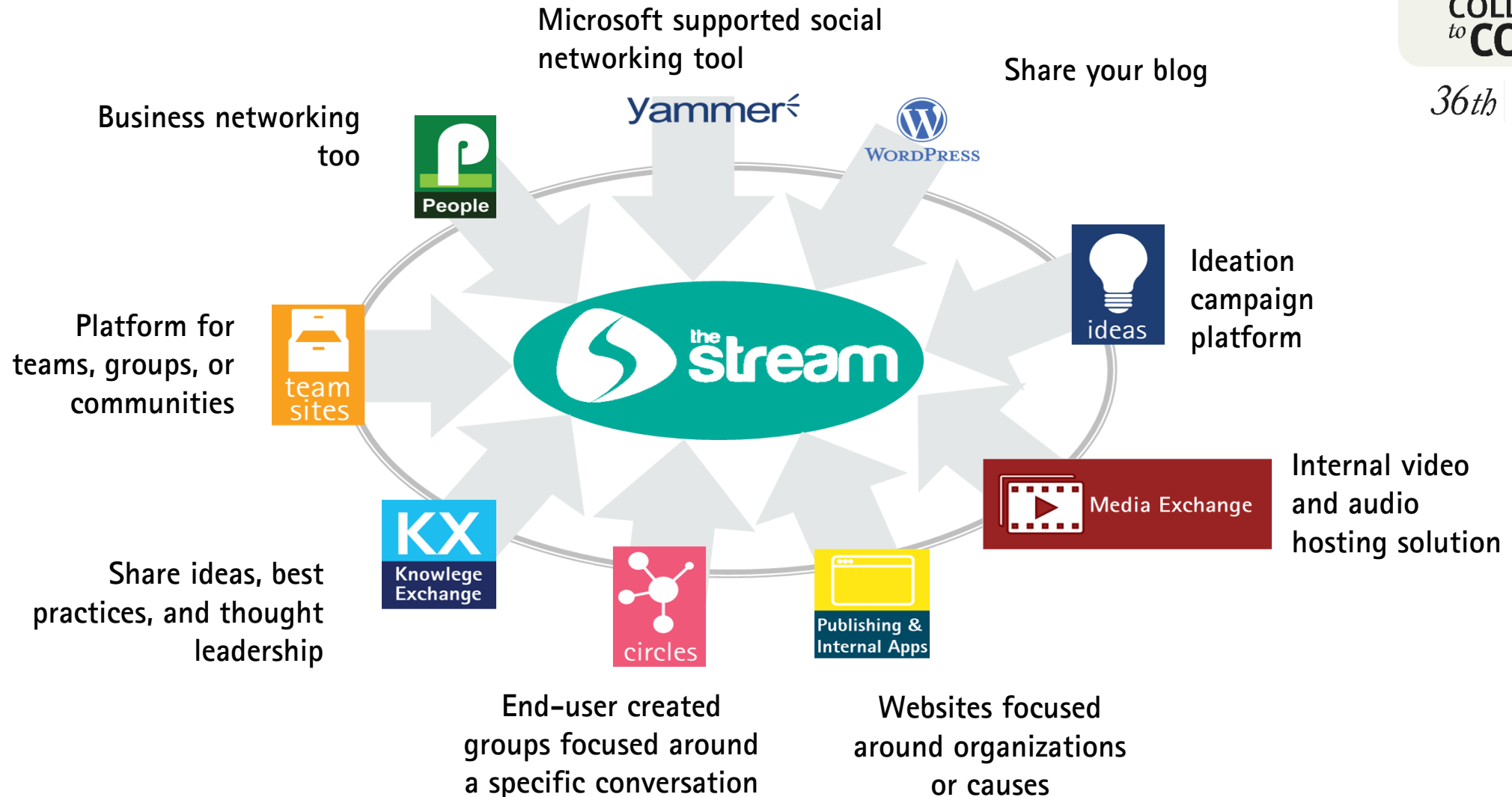
Culture &  
Behavior





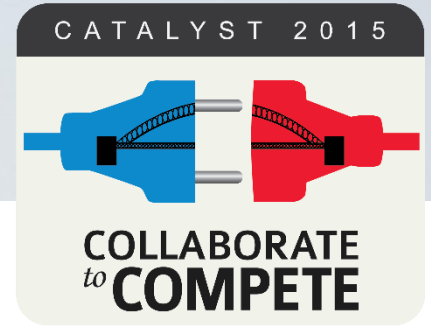
# The Stream

Aggregates all social activity across Accenture into a single newsfeed

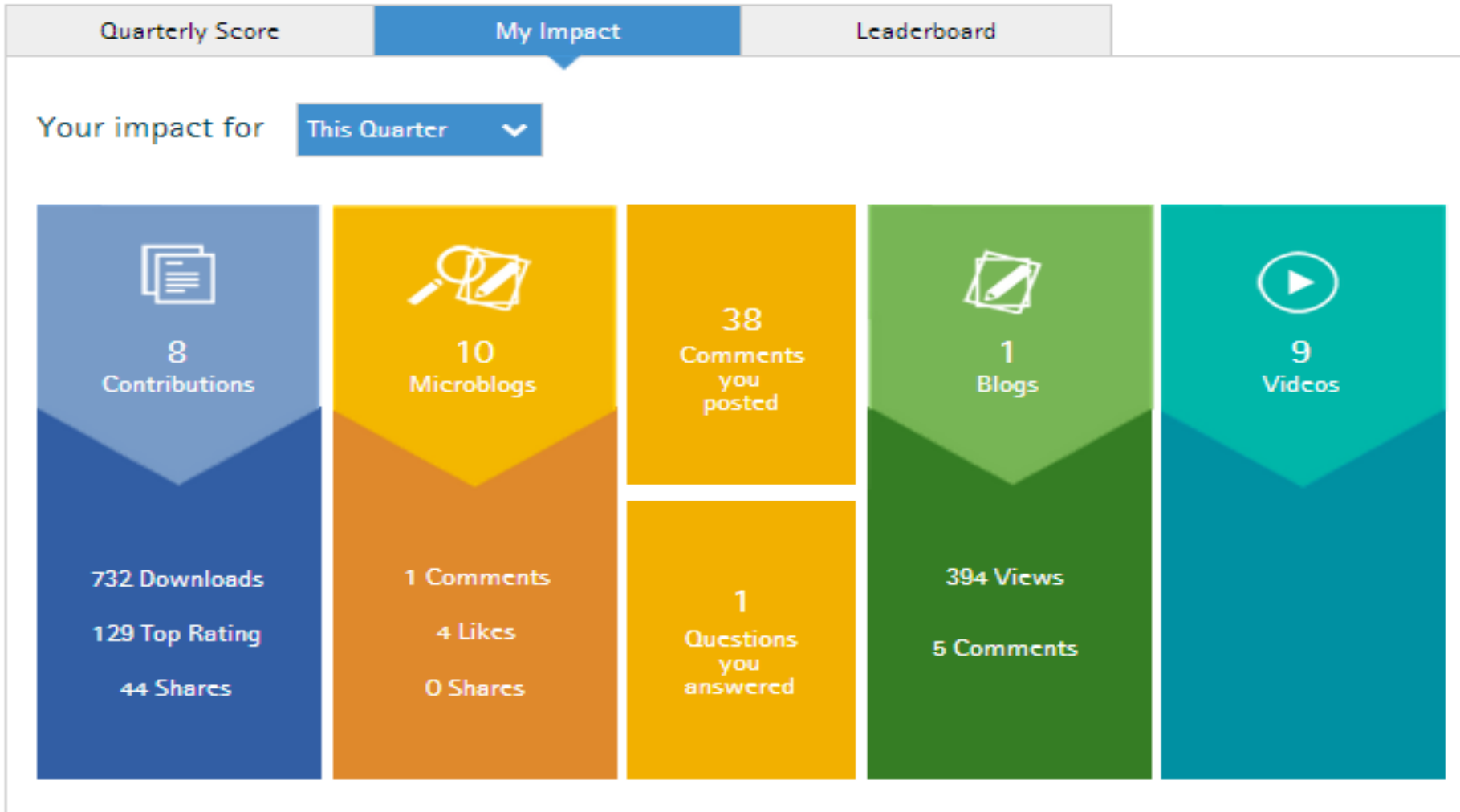


# My Impact

Summary of the content you've posted & how much others have interacted with content



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# Addo Agnito Award Program

## Recognize and Celebrate Collaboration



'Addo Agnito Award' (A<sup>3</sup>) – From the Latin words meaning 'To give' and 'Knowledge', is an award given to employees to recognize individuals who best exemplify key knowledge sharing behavior across three categories:

- **Connect** with the people, communities and content needed to do one's job.
- **Contribute** content and share your insights and experiences to build skills.
- **Champion** collaboration by encouraging others to engage in collaboration and build upon others ideas and contributions.

These categories are made up of a total of 1000 possible points, and the combined total makes up your Collaboration Quotient. The Addo Agnito Award (A<sup>3</sup>) recognizes individuals from across the organization with the top scores.



**Novice**  
15 points



**Lurker**  
30 points



**Influencer**  
75 points



**Expert**  
150 points



**Rockstar**  
300 points



**Guru**  
600 points

## SESSION 5:

# Collaboration in Human Resources



## Key Take Aways



# Summary

---

1

There is a **high degree of volatility** in the market today and the rate at which changes occur is increasing at a multiplying rate

2

The implication of this fast changing world and the **lightning speed of information** is that **COLLABORATION IS KEY**

3

Collaboration is important for all parts of the organization including HR. **HR has an important role in enabling collaboration** and there are numerous tools that can be used for this

4

Case study of **collaboration framework in Accenture**

# Some Questions for you

---

What is your **strategy to enable collaboration** across HR and business

1

Are you effectively **harnessing the data and insights from internal and external social media** to inform your talent strategy

2

Are your **organization, process, technology and culture aligned** towards the goal of collaboration

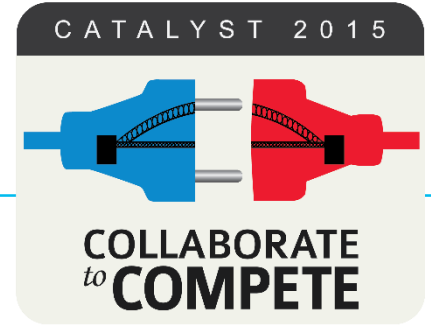
3

How are you **equipping your teams with the right skill** and cultural factors to lead in the new collaborative ecosystem

4



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There was one new thing I learnt today. I plan to collaborate and share with my colleagues using

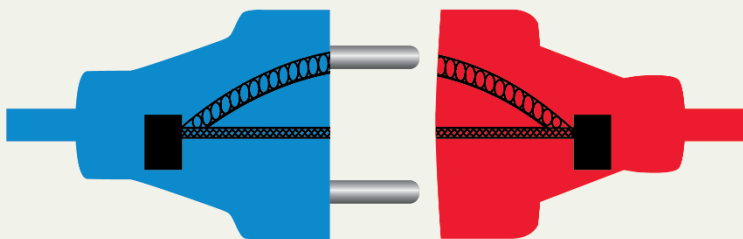
- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ Any Other

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Thank you!



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