



Integrate Resources Efficiently, Build a Smarter Workforce

IBM Roundtable Seminar





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Today, the social graph is transforming the way we interact



Integrate Resources Efficiently,
Build a Smarter Workforce





Leaders will leverage Smarter Workforce for a **competitive advantage**



ACTIVATE THE WORKFORCE
to Create a Smarter Workforce

DELIGHT CUSTOMERS
to Create Exceptional Customer
Experiences

Social Business: From Liking to Leading

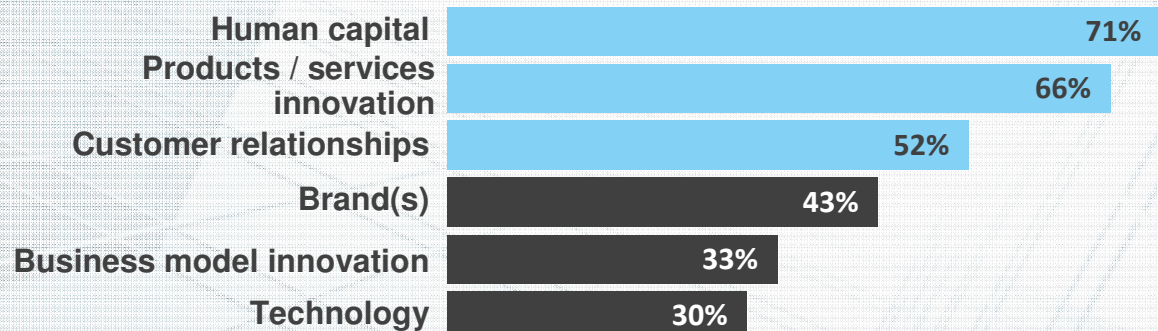
Integrate Resources Efficiently,
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Today's environment requires CEOs to effectively leverage their people to create competitive advantage

Human capital is the leading cited source of economic value...



Key sources of sustained economic value¹

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Today's environment requires CEOs to effectively leverage their people to create competitive advantage

...but, CEOs face significant workforce challenges.

The average turnover in the U.S. is **15%** per fiscal year.²

Total costs of replacement can reach **200%** of an employee's annual salary.²

Source 1: 2012 IBM CEO study: Q24 "What do you see as the key sources of sustained economic value in your organization?"

Source 2: SHRM Human Capital Benchmarking Database, 2011

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Business leaders face increasing pressures recruiting and retaining talent

Sales and Customer Service

- Quickly staff the right sales roles
- Ensure sales force is armed with latest experience
- Cultivate a sales force of high performers to choose more high value business faster

Chief People Officer/HR

- Attract, develop and retain the brightest talent
- Engage and empower employees to make a large impact
- Link talent to business performance and outcomes

Offering Development

- Staff each core development team with the right expertise
- Tap into new sources of innovation ideas
- Make analytics-based decisions that bring the most value

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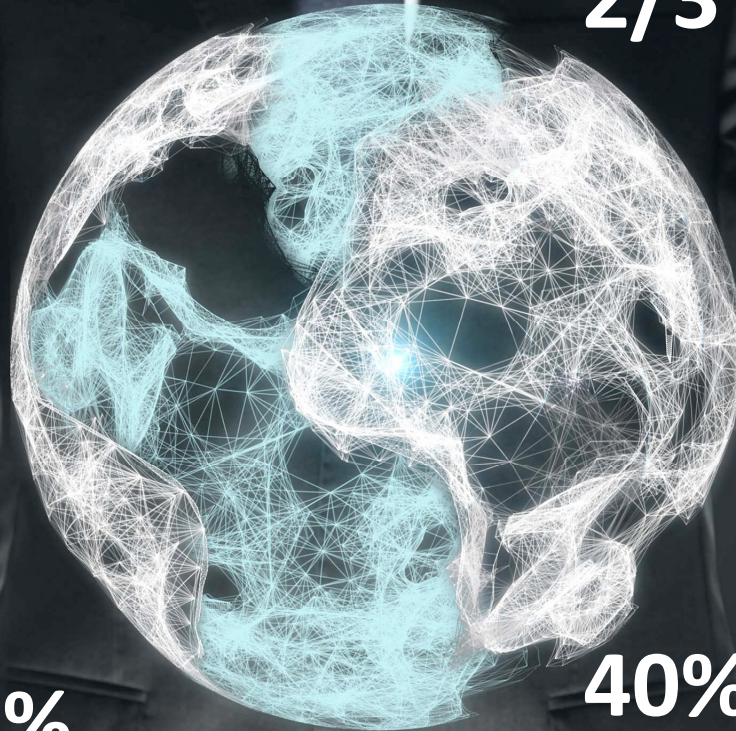
Recognizing the benefit of a Smarter Workforce
It's all about talent

\$2M
saved in recruiting costs

Increase product to
market time by
2/3

45%
reduction in training time

40%
lower turnover rate



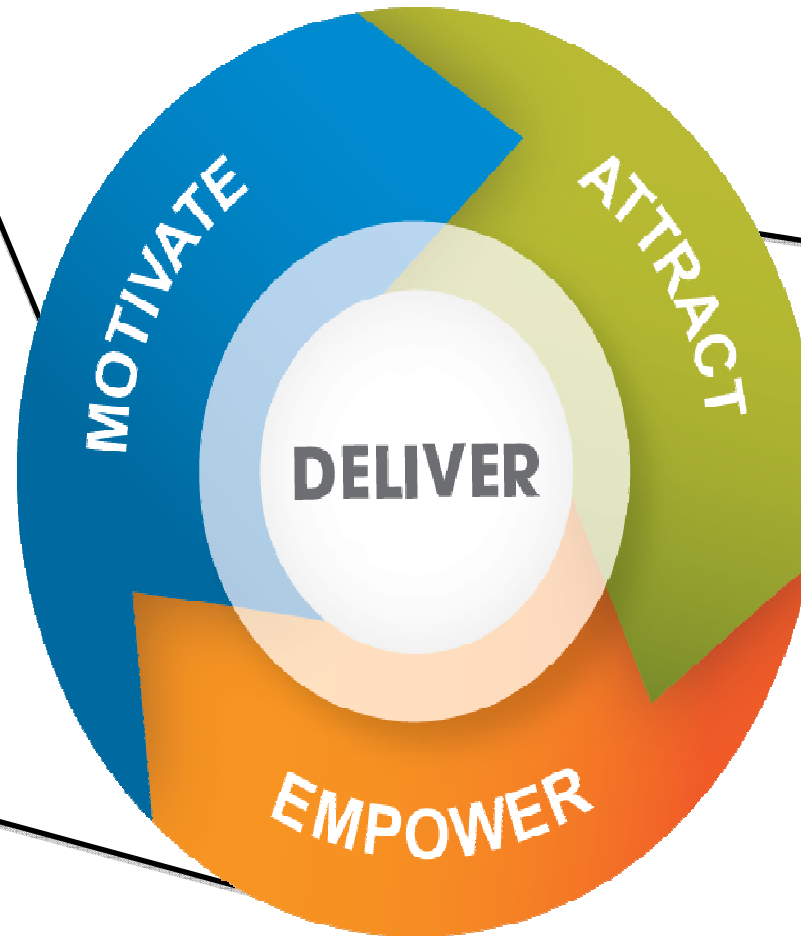
Building a Smarter Workforce

Businesses focused on people generate

26%

more revenue per employee and

40% lower turnover rates



65%

of companies struggle to find the right talent

41%

of GenY say social media is important in the workplace

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Solutions for a Smarter Workforce

Survey
Measure and improve organizational performance

Leadership and Workforce Assessments
Drive company performance one leader at a time

Compensation
Optimize investment and retain key employees



Sourcing
Leverage Social Business technologies to attract the right talent for the right job

RPO
Transform organizations one hire at a time

Recruitment
Technology and services to hire candidates swiftly, efficiently and effectively

Social Business Technologies
Enable employees to communicate, collaborate and share expertise to work more efficient

Workforce Performance
Enable talent to grow and organizations to prosper

Assessments
Identify talent and enable it early

Learning
Reach your business goals by enabling your employees

Smarter Workforce is not a “thing”;
it is a portfolio of software and service solutions

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Questions?

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