



IBM LeadershipConnect

Driving Transformation for Greater Value

Winning the Battle for Talent: Attracting and Retaining the Best People for the Job

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ASEAN Executive – Web Experience and Social Collaboration



Social media, mobile and cloud technologies are forcing the next fundamental transformation: leveraging how people interact



2013: A nexus of global talent challenges



Workforce Challenges

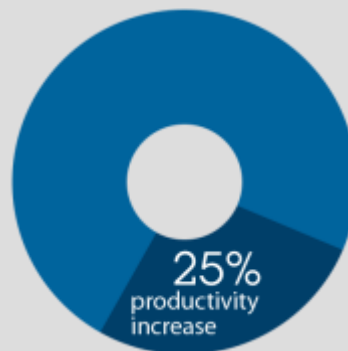
1 - Skills

2 – Younger Workforce

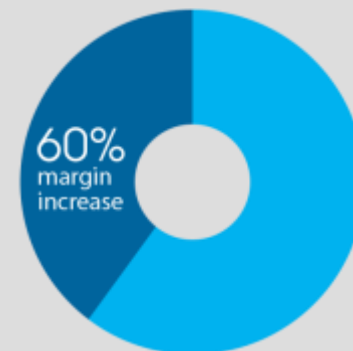
3 – Global Talent Imbalance

A Smarter Workforce:

Allows executives to easily identify, attract and keep the best people, develop their skills, cultivate new leaders, and capitalize on their collective intelligence by applying behavioral best practices, social tools and analytics to transform the way they work.



Up to 25% increase in the **productivity of knowledge workers**¹



Up to 60% increase margins in industries such as consumer packaged goods¹

Business leaders want to:

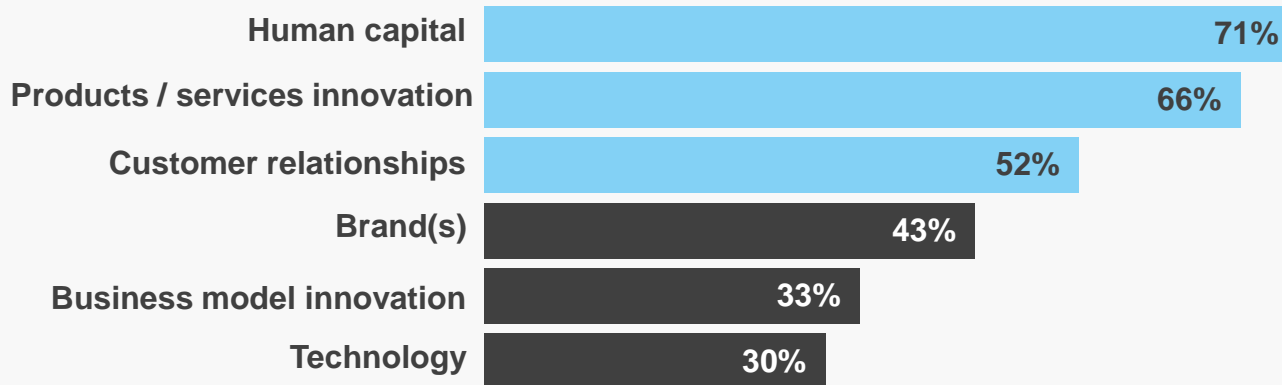
- Attract and retain the very best talent
- Drive productivity with the right tools and systems
- Motivate active engagement

Employees want to:

- Work in a culture that fits their personality
- Recognition of their effort
- Grow and develop their skills and careers

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

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



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



Who knows what?

Anything new?

How to share?

How to collaborate?

When to contribute?

I am a knowledge worker

Where to find stuff?





Smarter Workforce

Delighting customers and creating a ***smarter workforce***

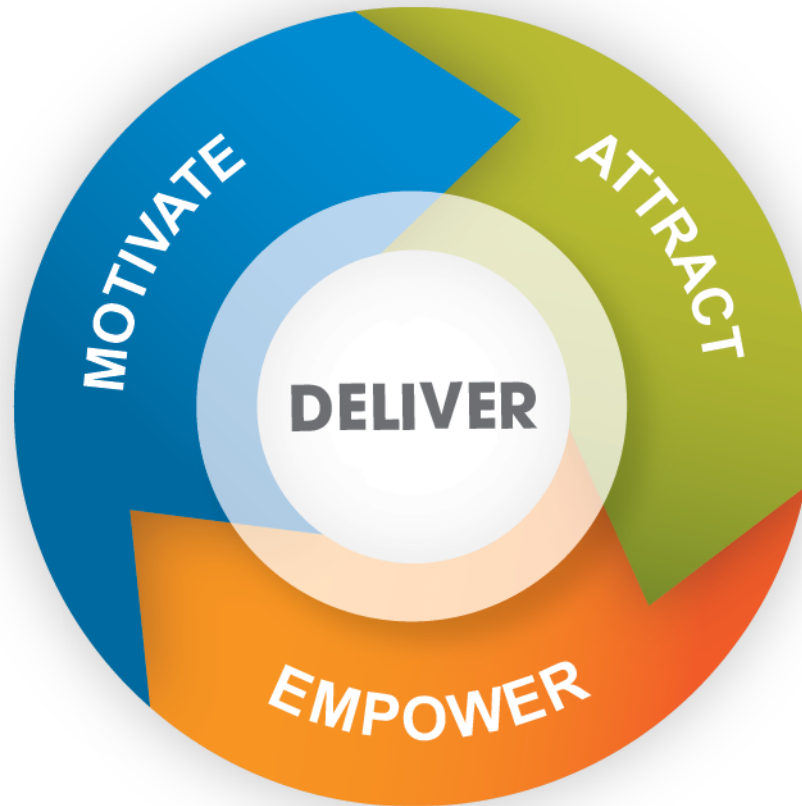
Activate the Business User
Improve productivity and unleash creativity



Delight Customers
Increase loyalty, advocacy, and revenue

Building a Smarter Workforce

26% more revenue per employee and **40%** lower turnover in businesses focused on people. ³



65% of global companies have problems finding employees with the right skills¹

57% more effort from employees who are most committed to their organization ²



ATTRACT: What kind of talent are you trying to attract?

facebook Search for people, places and things **Pranatharthi Haran** Home

THINK

IBM
199,474 likes · 3,658 talking about this

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Dedication to every client's success. Innovation that matters - for our company and for the world. Trust and personal responsibility in all relationships.

Photos **Likes** **199k**

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February
January

ATTRACT: What kind of talent are you trying to attract?

The screenshot shows a YouTube search interface for the term "IBM". The search bar at the top contains "IBM" and shows "About 106,000 results". On the left sidebar, there are navigation options like "Popular on YouTube", "Music", "Sport", "Gaming", and "CHANNELS FOR YOU" which includes "TezukaAnime", "VikiKdrama", "MachinimaPrime", "GOOGLEIndonesia", and "Apop". A "Sign in" button is also visible.

The main content area displays several video results:

- Jeopardy! IBM Watson Day 2 (Feb 15, 2011) Part 2/2**
by **xMysticKnightx** · 2 years ago · 118,911 views
Jeopardy! The IBM Watson Challenge Day 2 Part 2/2 Superhuman VS Supercomputer WHO WILL RULE THE WORLD? [NO COPYRIGHT ...
- After Hours Gaming League - Microsoft vs IBM - Game 2**
by **PsyStarcraft** · 1 month ago · 12,960 views
Game 2 in the AHGL between Zai and LightBrigade afterhoursgaming.tv HotS Group: PsY's Giblets Stream: www.twitch.tv Like my ...
- IBM Centennial Film: They Were There - People who changed the way the world works**
by **IBM** · 2 years ago · 388,972 views
What does it mean to be an IBMer? Every employee experiences the company in different ways, but the global impact IBM has made ...
- IBM Centennial Film: 100 X 100 - A century of achievements that have changed the world**
by **IBM** · 2 years ago · 939,603 views
The film features one hundred people, who each present the IBM achievement recorded in the year they were born. The film ...
- IBM**
by **IBM** · 249 videos
Explore how IBM and our clients are finding insights in data to overcome some of the world biggest challenges. Insights that ...
- THINK: Presented by IBM in INNOVENTIONS at Epcot®**
by **IBM** · 2 weeks ago · 4,646 views



ATTRACT: What is your social catalyst?

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Account Type: Basic | [Upgrade](#) 2 ▼

S.Pranatharthi Haran, PMP ▼ [Add Connections](#)

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IBM

970,049 followers

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88 first-degree connections

8,552 second-degree connections

337,196 Employees on LinkedIn

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video.cnn.com • IBM is meeting with analysts today to discuss innovation and growth for the company. CNBC's Jon Fortt speaks to John Kelly, SVP of IBM Research about the year ahead. Crawford Del Prete, IDC analyst, provides perspective.

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shantanu porwal, Chris Deng, and 17 others like this

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ATTRACT: What is your social catalyst?

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24% strength

13:1 sentiment

34% passion

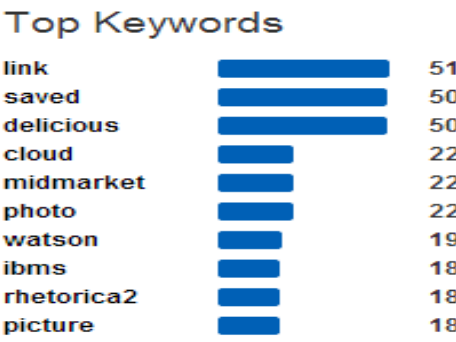
58% reach

1 hours avg. per mention

last mention 3 minutes ago

174 unique authors

3 retweets



Mentions about IBM

Sort By: Results: Results 1 - 15 of 455 mentions.

- [IBM Launches Cloud-Based Analytics and Mobile Initiatives](#)
<http://t.co/NgpmB7kMsZ>
twitter.com/HKotadia/statuses/307664376456949760
3 minutes ago - by @HKotadia on [twitter](#)
- [@brenny @lcurban @ldguy @bbrownusa11 @lewistroke @gregc_ibm @b_blackwell_ lots of interest #ibmpulse sales academy](#)
<http://t.co/RFGb5DngEI>
twitter.com/MCooke2013/statuses/307664359222566912
3 minutes ago - by @MCooke2013 on [twitter](#)
- [IBM White Paper The Future of Consumer Products Marketing](#)
<http://t.co/aqzAO6Y3aW>
twitter.com/nextward/statuses/307664354101325825
3 minutes ago - by @nextward on [twitter](#)
- [IBM uses 'big data' tech to keep horse out of your meatballs](#)
<http://t.co/iZlpN9tA5v>
twitter.com/JayStein3/statuses/307664284723343361
4 minutes ago - by @JayStein3 on [twitter](#)
- [The Trellis platform is now available via IBM sales. optimizing data center efficiency and service management.](#)
[#DCIM](http://t.co/dmnq6k2aV0)
twitter.com/EmrsnNPDDataCntr/statuses/307664127696973824
4 minutes ago - by @EmrsnNPDDataCntr on [twitter](#)

EMPOWER: A Seamless User Experience

GREENWELL Frank Adams [Log Out](#)

Business > Dashboard

Production Metrics

Rate % Retention % NB % to Base % Growth %

2010 2011 2012 2010 2011 2012 2010 2011 2012 2010 2011 2012

Unified Task List

Search:

Type	Date	Account Name	Total Premium	Current Status	Notes
Anderson Group					
Renewal	06/01/2012	St. Paul's University	\$70,342	PROPOSED	Risk control visit 3/30
Renewal	03/01/2012	Delish Restaurant	\$309,729	IN PROGRESS	Review account
Renewal	03/01/2012	DGA LLC	\$51,458	WRITTEN	Bind order receiver 2/25 by Samantha Daryn

ACTIVITY STREAM

- SAP** community 'Get to Know Renovations' has been added to SAP entry 'Renovations Acquisition' »
Created Today
[Comment](#) | [Save This](#)
[Stop Following](#)
- Minh LI** posted a new community 'Get to know Renovations' »
Created Today
[Comment](#) | [Save This](#)
[Stop Following](#)
- Heather Reeds** has shared a [video about the Renovations acquisition announcement](#). »
Created Today
[Comment](#) | [Save This](#)
[Stop Following](#)
- Glenn Cloud** has shared the file [Renovations contract](#) »
Created Today
[Comment](#) | [Save This](#)
[Stop Following](#)
- Helena Muzakis** asked a question about the sales plan for the Renovations product line »



MOTIVATE: Recognizing in newer ways!

The screenshot displays the user profile for Nancy Smith on the IBM LeadershipConnect platform. The interface includes a navigation bar with options like 'Home', 'Profiles', and 'Communities'. The profile page features a profile picture, contact information, and a 'My Missions' section. The 'My Missions' section shows progress through four levels, with Level 2 being the current active level. A callout box highlights a tip for mission 5: 'For Bookmarks: Elephants never forget, but people do! Collect and organize bookmarks to Web sites, assign your own tags to make bookmarks easy to find, and share some or all of the bookmarks with others. Click on "Apps" > "Bookmarks" from the menu at the top of the screen to get started.' To the right, a 'Leaders' list shows other users ranked by mission progress. A right-hand sidebar contains sections for 'Report-to Chain', 'Network', and 'My Links'.

IBM Connections Home Profiles - Communities - Apps - Nancy Smith Settings Help Log Out

My Profile My Network Directory Profiles by Name Search

Nancy Smith
nsmith@renovations.com
Local Time: 5:17 AM

Send Email Download vCard

The Board Contact Information Background Recent Posts Level Up Missions

My Missions

Level 1 Level 2 Level 3 Level 4

Progress: **11%** 8 missions remaining to unlock Level 3 missions!

4) Scout
Everything is more fun with other people around. Find and invite someone to your network.
learn more Complete

Recently Completed

5) For Bookmarks
learn more Incomplete

Elephants never forget, but people do! Collect and organize bookmarks to Web sites, assign your own tags to make bookmarks easy to find, and share some or all of the bookmarks with others. Click on "Apps" > "Bookmarks" from the menu at the top of the screen to get started.

Leaders

- #4 **Jarod Chetelat**
Missions Done: 10
Level: Level 2
- #5 **Ted Amado**
Missions Done: 10
Level: Level 2
- #6 **Boyd Gossens**
Missions Done: 10
Level: Level 2
- #7 **Betty Heinz**
Missions Done: 9
Level: Level 2
- #8 **Helena Muzakis**
Missions Done: 9
Level: Level 2
- #9 **Herb Medway**
Missions Done: 9
Level: Level 2
- #10 **Marie-Elise Klensch**
Missions Done: 8
Level: Level 2

Report-to Chain

- Nancy Smith

Full Report-to Chain

Network

No network contacts are associated with this profile.

View All (0)

My Links

There are no links yet for this profile.

Add Link

Level Up

You're at Level 2!
11%

Your Next Mission

Judgmental Judy
You be the judge! Write a comment on a blog, file, wall or wiki page.
[View all missions](#)

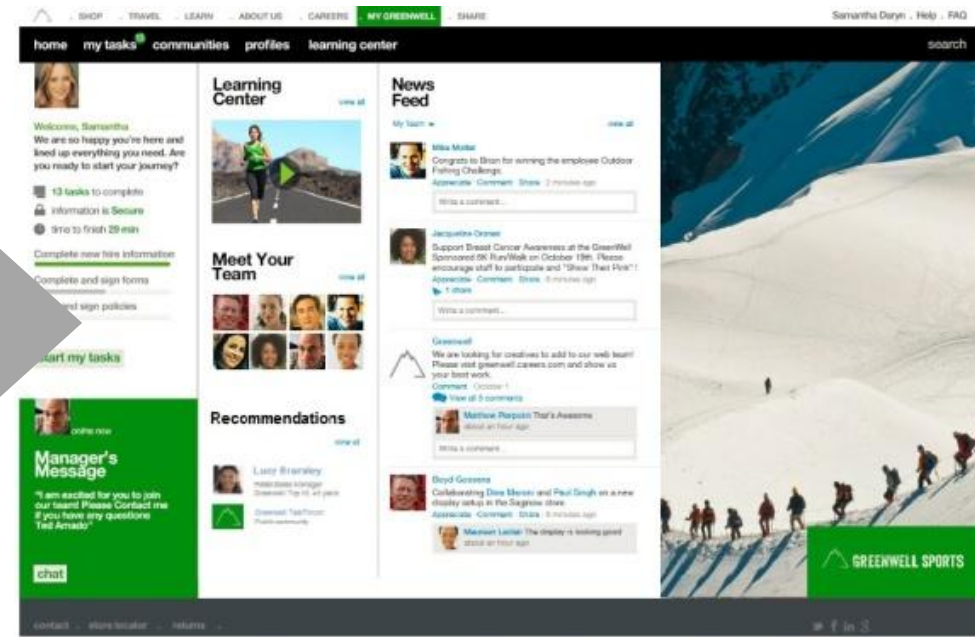
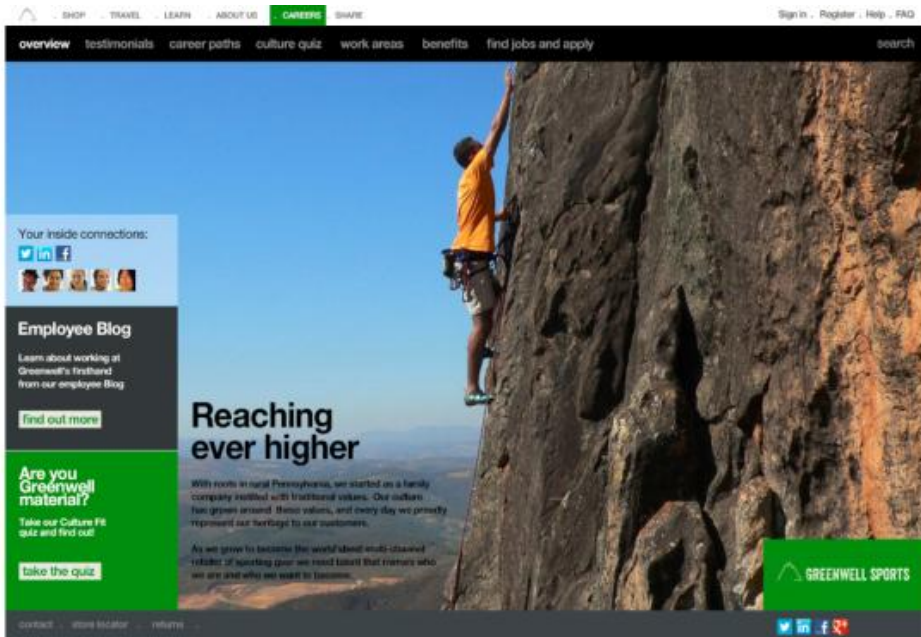
Tags

Add tag(s) to this profile

MOTIVATE: Recognizing in newer ways!
Metrics to leverage while your team is playing a game



Getting started: IBM can help you attract and recruit the right talent and cultivate a creative workforce



- Capitalize on collective intelligence
- Cultivating Innovation
- Multi-channel branding



Social

+



Mobile

+



Web Analytics



Attract the right talent with employment branding solutions

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- San Bruno, CA 153

MORE

Category:

- Accounting 20
- Administrative 7
- Advertising 5

MORE

Employment Type:

- Full Time 20
- Part Time 7
- Temporary 5

MORE

Date Posted:

- All
- After **JAN 2012**

MORE

🔍

jobs 1-20 of 1,516 Sort by: Date

Retail Associate
Saginaw, MI - 2 hours ago | Full Time | Oct 8 apply

Retail Associates assist customers in finding merchandise and making buying decisions. They also ensure the department and merchandise are organized and fully stocked.

send to a friend
save to cart
share

Retail Outfitter
Saginaw, MI - 2 hours ago | Full Time | Oct 8 apply

Assists customers in finding merchandise and making buying decisions. Restocks merchandise to ensure the department and merchandise displays are organized and fully stocked.

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Saginaw, MI - 2 hours ago | Full Time | Oct 8 apply

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GREENWELL SPORTS

Attract and retain the right people using human insights

1.2%

increase in profit per
customer yields

millions in
net income



Empower new hires right from the start making it easy to get on board quickly with easy access to experts and enablement tools

home my tasks¹³ communities profiles learning center search

Samantha Daryn · Help · FAQ

Welcome, Samantha
We are so happy you're here and lined up everything you need. Are you ready to start your journey?

- 13 tasks to complete
- information is **Secure**
- time to finish **29 min**

Complete new hire information

Complete and sign forms

Read and sign policies

start my tasks

Learning Center [view all](#)

Meet Your Team [view all](#)

Recommendations [view all](#)

Manager's Message
"I am excited for you to join our team! Please Contact me if you have any questions Ted Amado"

News Feed

My Team

Mike Motler
Congrats to Brian for winning the e Fishing Challenge.
[Appreciate](#) - [Comment](#) - [Share](#) - 2 min

Jacqueline Oronez
Support Breast Cancer Awareness Sponsored 5K Run/Walk on Octob encourage staff to participate and
[Appreciate](#) - [Comment](#) - [Share](#) - 8 min
1 share

Greenwell
We are looking for creatives to add Please visit [greenwell.careers.com](#) your best work.
Comment · October 1
[View all 5 comments](#)

Matthew Pierpoint That's Av about an hour ago

Boyd Gossens
Collaborating [Dina Maroni](#) and [Paul Singh](#) on a new display setup in the Saginaw store.
[Appreciate](#) - [Comment](#) - [Share](#) - 8 minutes ago

Maureen Leclair The display is looking good about an hour ago

chat

Participants (2)

- Samantha Daryn
- Ted Amado

GREENWELL SPORTS

Empower people to perform, leveraging collective intelligence

40%

increase in sales for
new construction



Motivate your workforce by providing continual feedback and rewards and compensation that inspire people to achieve greatness

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culture quiz
work areas
benefits
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Top Contributors

Tags

Anchor Approach Ascend Ball

Bashie Bouldering Buttress Calm

Carabiner Climbing wall Crux

Deadpoint Deck Descender Dyno

Edging Elvis legs

Feeds

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[Feed for Blog Comments](#)

[Feed for this Entry's](#)

posted by Dmitri Yannatos in Rappeling Through Life

20 January 2013

Climbing to the top of the Mountain

Outstanding autumn conditions proved the key to success for Swiss climber Pirmin Bertle who recently made the first ascent of Le lézard communiste (8c/8c+) at Jansegg. This 40m wide, 15m high, slightly overhanging face located at 1800m opposite the famous Gastlosen ridge hosts calibre routes such as Trivial Pursuit (8b), Excellence (8c), Cryptocommunistes (8c) and Le roi lézard (8c+), and Bertle's latest creation is a logical leftwards finish to Le roi lézard.

15 attempts were needed to send these "crazy moves", and while the chosen exit offers a bouldery 7C+ crux, an even harder alternative holds an 8B/8B+ boulder which might well translate into a 9a+ sport climb. Next summer perhaps!

56

Share

1

Tweet

20

Like

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0 Comments

Discussion ▾ | Community |

Caitlin Garfield · 1 hour ago

Seriously . . . Pirmin is clearly a very talented and experienced climber, and he seems to be very good at perceiving the difficulty of routes. He is more willing than most to give his honest opinion on everything he tries. But he is just one person, and people need to stop taking his opinion as the be-all end-all gospel of climbing grades. Grades have never been an easy thing to define, and they never will be.

3 ▲ ▾ · Reply · Share ▶

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Motivate employees to make a difference

9.3%

higher sales per
labor hour among top
performers



Cabela's

WORLD'S FOREMOST OUTFITTER®

Hunting • Fishing • Outdoor Gear

Recognizing the benefit of a Smarter Workforce

\$2M

saved in recruiting costs

Increase product to
market time by

2/3

45%

reduction in training time

40%

lower turnover rate

Only IBM can provide the essential and unique foundation to build a Smarter Workforce



Industry leading **behavioral sciences and human insight** that empowers us to understand what makes people good at what they do

Powerful **data analytics** and application through social business to dissect data in a more robust way





IBM LeadershipConnect

Driving Transformation for Greater Value

Thank You!



S.Pranatharthy Haran

ASEAN Executive - Web Experience and

Social Collaboration

IBM Software Group

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