



IBM LeadershipConnect

Driving Transformation for Greater Value

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

S.Pranatharthy Haran

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

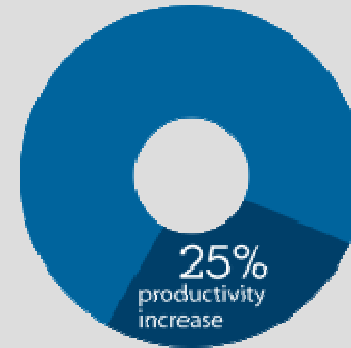
1 - Skills

2 – Younger Workforce

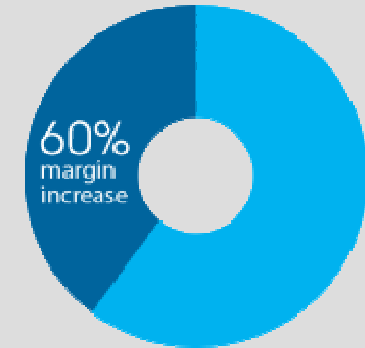
3 – Global Talent Imbalance

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:

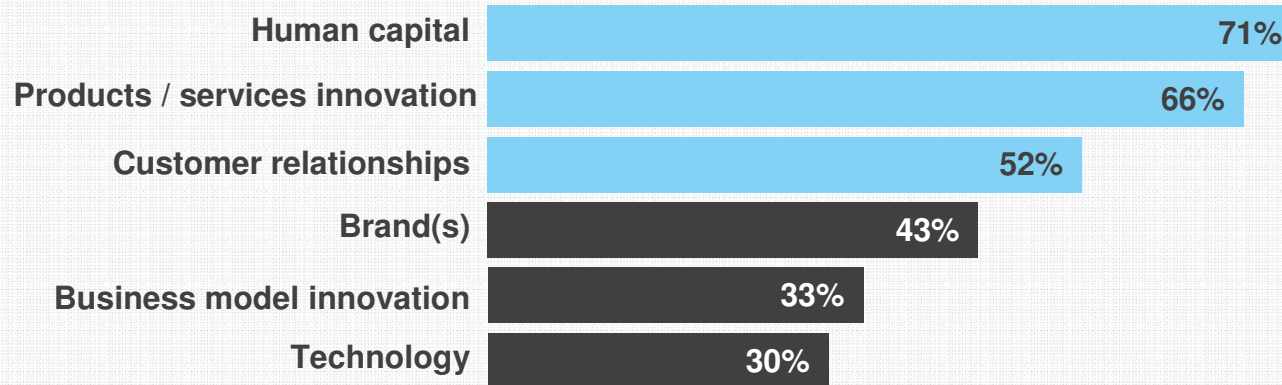
- Attract and retain the very best talent
- Drive productivity with the right tools and systems
- Motivate active engagement

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



Anything new?

Who knows what?

How to collaborate?

How to share?

When to contribute?

I am a knowledge worker

Where to find stuff?



Smarter Workforce

Delighting customers and creating a *smarter workforce*

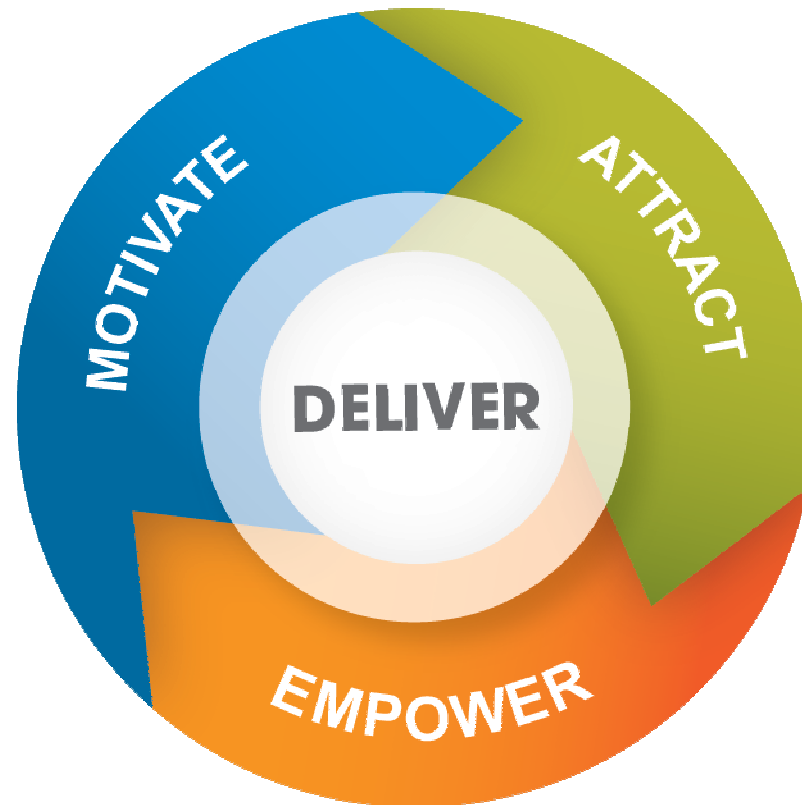
Activate the Business User
Improve productivity and unleash creativity



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

Like

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

About

Photos

Likes 199k

Create Page

Sponsored

Paradise in the Maldives
Sign up to access exclusive sale rates at this stunning resort in the Maldives!
2,858 people like ImpulseFlyer.

Indians in SINGAPORE?
wisewealthbuilder.com

Quick and reliable way to invest. Learn to spot daily opportunities. FREE training!

Now
February
January



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

The screenshot shows a YouTube search results page for the query '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', and 'Gaming', along with a 'CHANNELS FOR YOU' section listing '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. Description: 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. Description: 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. Description: 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. Description: 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. Description: 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?

LinkedIn Account Type: Basic | Upgrade 2 S.Pranatharthi Haran, PMP ▼ Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More


[Executive Jobs in SG - Advance your career in Singapore. 100K+ Jobs for 100K+ Talent.](#)



IBM


970,049 followers

[Home](#) [Careers](#) [Products & Services](#) [Insights](#)



RECENT UPDATES

IBM



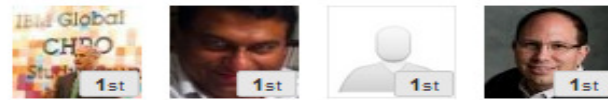
IBM Meets With Analysts
video.cnbc.com • IBM is meeting with analysts today to discuss innovation and growth for the company. CNBC's Jon Fortt speaks to John Kelly, SVP of IBM Research about the year ahead. Crawford Del Prete, IDC analyst, provides perspective.

Like (19) • Comment • Share • 1 hour ago

shantanu porwal, Chris Deng, and 17 others like this

Add a comment...


HOW YOU'RE CONNECTED



88 first-degree connections
8,552 second-degree connections
337,196 Employees on LinkedIn

[See all](#)


CAREERS



Interested in IBM?
Learn about our company and culture.
1,096 jobs posted

[Learn more](#)

PRODUCTS AND SERVICES



IBM Training
IBM offers a comprehensive portfolio of technical training and education...

ATTRACT: What is your social catalyst?

socialmention* [Advanced Search Preferences](#)

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

24% strength

13:1 sentiment

34% passion

58% reach

1 hours avg. per mention

last mention 3 minutes ago

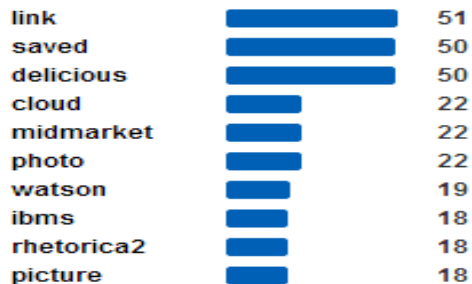
174 unique authors

3 retweets

Sentiment



Top Keywords



Top Users



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/EmrsnNPDataCntr/statuses/307664127696973824
4 minutes ago - by @EmrsnNPDataCntr on [twitter](#)

EMPOWER: A Seamless User Experience

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 IBM LeadershipConnect interface for user Nancy Smith. The page is structured as follows:

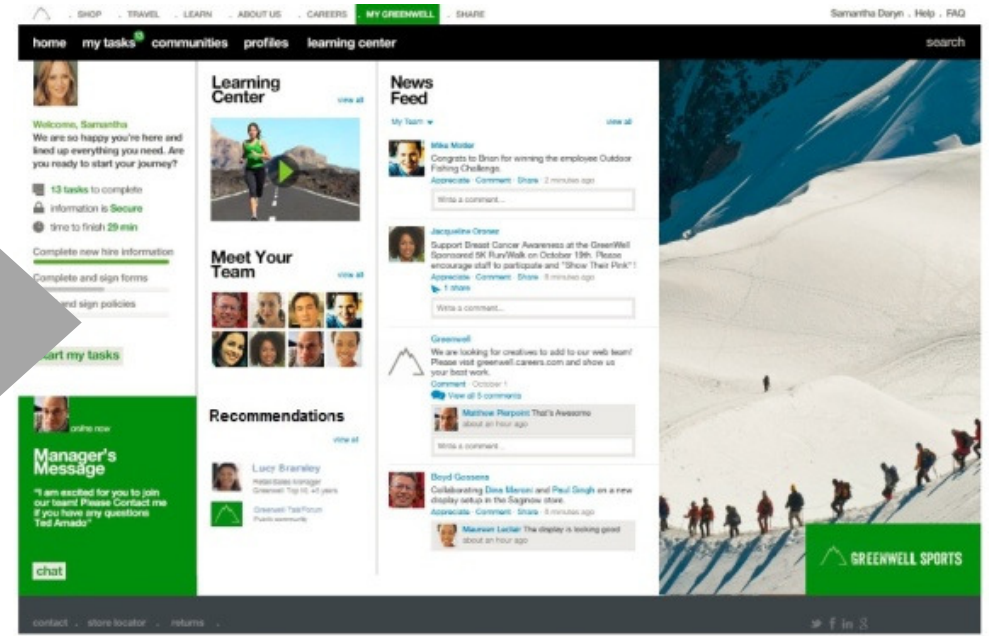
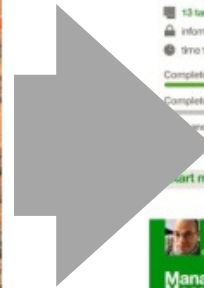
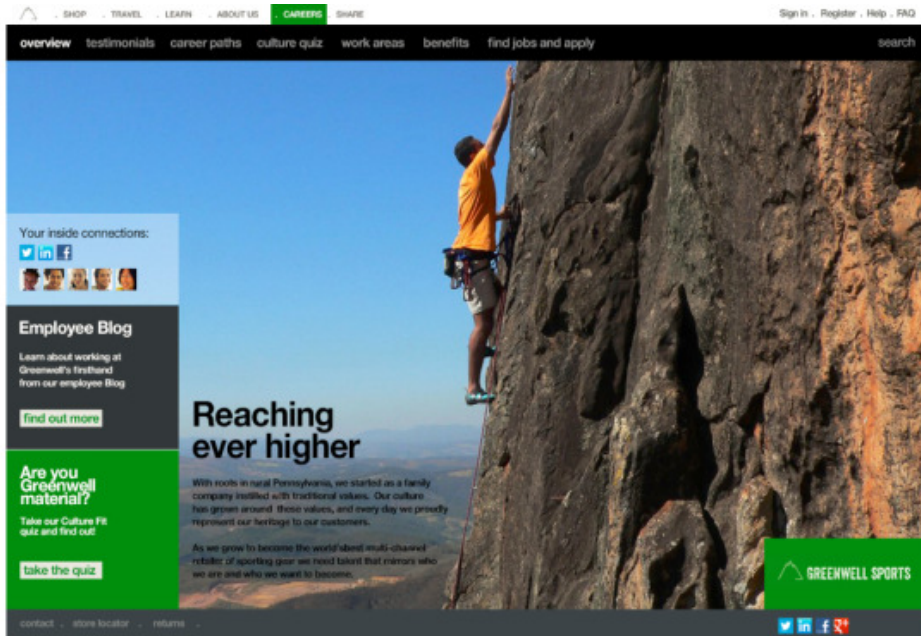
- Navigation Bar:** Includes 'IBM Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. A search bar is located on the right.
- Profile Header:** Shows Nancy Smith's name, email (nsmith@innovations.com), and local time (5:17 AM). Buttons for 'Send Email' and 'Download vCard' are present.
- Profile Tabs:** 'The Board', 'Contact Information', 'Background', 'Recent Posts', and 'Level Up Missions'.
- My Missions Section:**
 - Progress: 11% (8 missions remaining to unlock Level 3 missions!)
 - Level 1:** Completed.
 - Level 2:** In progress (11% complete).
 - Level 3:** Incomplete.
 - Level 4:** Incomplete.
- Mission 4) Scout:** Description: 'Everything is more fun with other people around. Find and invite someone to your network.' Status: Complete.
- Mission 5) For Bookmarks:** Description: '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.' Status: Incomplete.
- Leaders List:**
 - #4 Jared 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)
- Right Sidebar:**
 - 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)
- Left Sidebar:**
 - Profile picture and 'Edit My Profile' button.
 - Status: (no status set)
 - 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.)
 - 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

SHOP TRAVEL LEARN ABOUT US CAREERS SHARE

Sign in Register Help FAQ

our culture testimonials career paths culture quiz work areas benefits find jobs and apply search

Find Jobs

Location

- Saginaw, MI 485
- Louisville, KY 209
- 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](#)

Search jobs at Greenwell

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.

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.

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.

Page [1](#) [2](#) [3](#) [4](#) [5](#) [Next >](#)

GREENWELL SPORTS

Attract and retain the right people using human insights

1.2%

increase in profit per
customer yields

millions in
net income



AMC
THEATRES

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

IBM LeadershipConnect interface showing a user profile for Samantha Daryn, navigation menu, Learning Center, News Feed, Meet Your Team, Recommendations, Manager's Message, and a chat window.

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

[SHOP](#)
[TRAVEL](#)
[LEARN](#)
[ABOUT US](#)
[CAREERS](#)
[SHARE](#)

[Sign in](#)
[Register](#)
[Help](#)
[FAQ](#)

[our culture](#)
[testimonials](#)
[career paths](#)
[culture quiz](#)
[work areas](#)
[benefits](#)
[find jobs and apply](#)

Top Contributors

Tags

Anchor Approach [Ascend](#) Bail
 Bashie [Bouldering](#) Buttress [Calm](#)
 Carabiner Climbing wall [Crux](#)
 Deadpoint Deck [Descender](#) [Dyno](#)
 Edging [Elvis legs](#)

Feeds

[Feed for Blog Entries](#)
[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

Tags: [Add a Comment](#) | [Recommend this Entry](#) | [More Actions](#)

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

GREENWELL SPORTS

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

Tel +65 9068 4551

haran@sg.ibm.com