

» Kienbaum HR Digital Awareness Workshop  
for HR Managers



# » What is the Kienbaum HR Digital Awareness Workshop?

After years of sheer endless debates about the relevance and presence or the value contribution of the HR function, the tables have turned, as the megatrends of digitalization, demographic change, and diversity are challenging this essential organizational function.

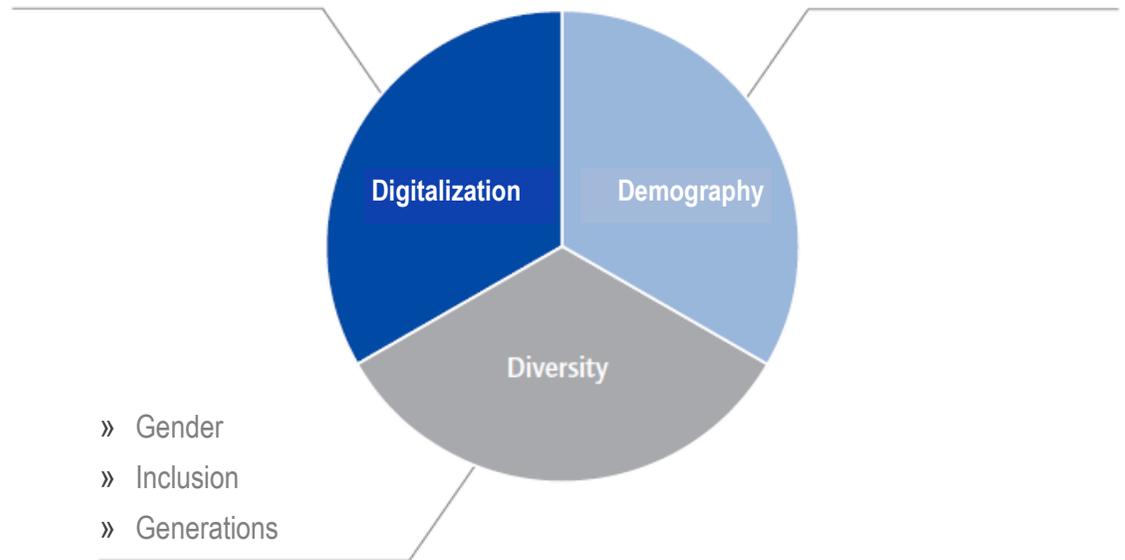
We want to make HR professionals experience and understand the new challenges for HR management in a digital world. The HR Digital Awareness Workshop spreads awareness of the many tasks facing human resources in the course of digital transformation. The Lab, organized to match your organization, or the BarCamp, open to everybody, empower their participants to define their status quo and find the right path for their HR to take towards sustainable transformation.

## **Digitalization is changing societies and economies...**

Terms like “digitalization” or “Industrie 4.0” try to capture the essence of the technological changes transforming economies and societies everywhere. Digital transformation affects the very foundations of modern enterprise. Strategies, structures, processes, and cultures are changing permanently. Business models, products, and services are being re-envisioned with the customer at their core. Digital transformation is an on-going disruptive process, not a one-off event. It is changing the world of work for everybody, with far-reaching implications for the labour market.

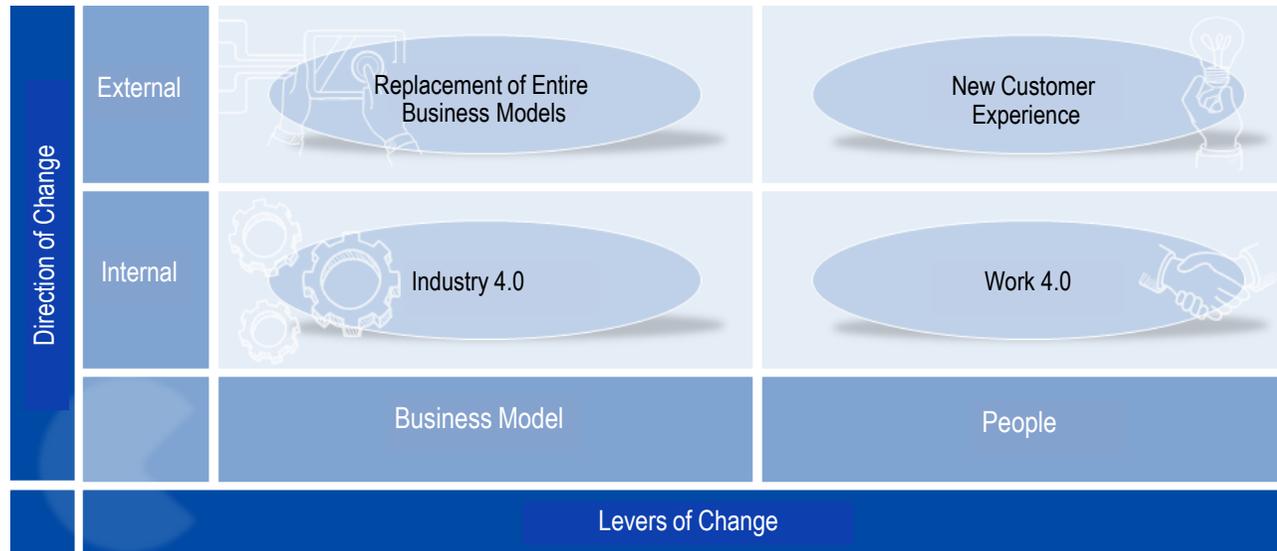
- » Business Model Transformation
- » Organizational Competences & Job Groups
- » Digital HR

- » Employer Attractiveness
- » Employability
- » Strategic Workforce Planning



III. 1: The 3 Ds of current challenges in HR

# » Digitalization and Its Impact on HR Management



Digital transformation is affecting companies in all their many building blocks: different business units and different processes. Digitalization is also affecting all business models – including that of HR management. This creates major new challenges for HR: The right people for the rapid digital changes need to be found, brought on board, developed, and retained, and a corporate culture of permanent change needs to be established, with the right leadership models to sustain it. At the same time, the HR function needs to rethink its own HR processes and instruments to ensure their right fit for the new world.

III. 2:

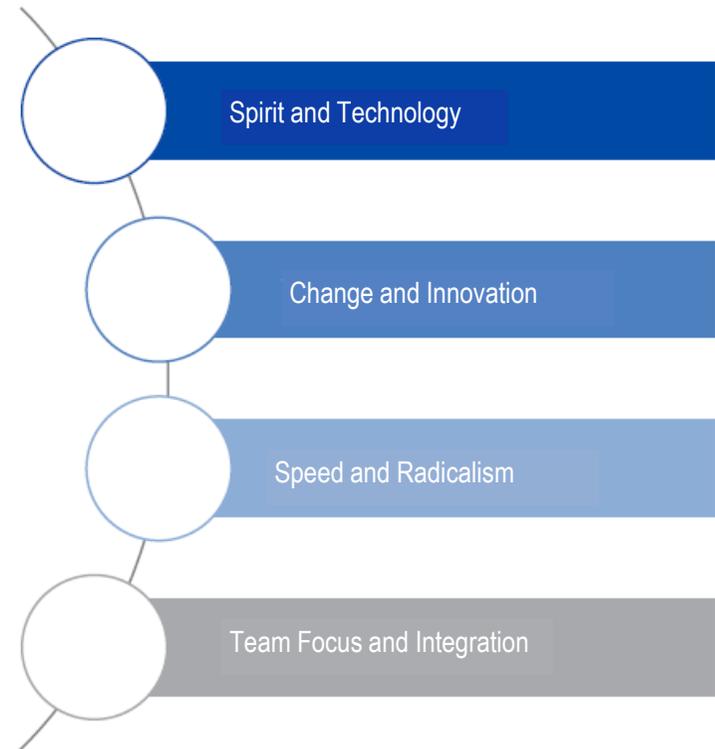
*Aligning necessary changes and trends in digitalization – with the Kienbaum Digital Compass*

This puts the HR function right at the forefront of the transformation – It can and has to shape essential issues like strategic workforce and competence planning, qualification or change management, transformational leadership, or the idea of ‘work 4.0’. This is not done with isolated ad-hoc solutions or the next generation of self-contained, inward-looking HR models and instruments. What is needed is an integrated and fast solution, developed in cooperation with IT, business development, and the line business. The old administrative mindset in HR has had its day, but even the current focus on recruitment and talent management will not suffice.

# » Our Customer-Centric Concept of HR Digital Awareness

It is impossible to predict whether no stone will indeed remain unturned in most sectors of industry, whether digital success factors will indeed best traditional analogue strengths, or whether intelligent hybrid solutions for enterprise innovation, production, customer management, or internal processes will win out in the end. Whatever the future holds in store, the higher echelons of management will definitely require:

- » Digital business transformation with pioneering IT technologies like data analytics, cloud solutions, artificial intelligence, social media, mobile apps, data security, new technologies (robotics, 3D printing), augmented reality, or bio-informatics.
- » The analysis and acquisition of the required digital competences in critical job groups like R&D, business development, IT, supply chain management, or marketing.
- » The activation of enormous digital potential for leaner and more connected processes, naturally including an HR function integrated on all fronts.
- » The internal and external integration of knowledge management, operational capacities, and corporate competences as well as strategic partnerships.
- » The development of a start-up culture with team spirit, agility, focus on projects, technological affinity, and determined entrepreneurship.



III. 3: The cultural changes powered by start-ups



The mission of the Kienbaum Digital Awareness Workshop is to prepare the participants for the challenges ahead of them. Get a first-hand experience of new technology trends, discover novel ways of cooperating, and discuss the digital HR products and processes of the future.



We are experimenting with radically customer-centric product development methods, defining the new digital requirements for your people, and instilling a start-up culture and the ways of leadership in digital companies. We can show you which competences you need for this transformation and which leadership models can take you into the future.



**Stop:** Step back from the busy life of HR practice and experience digitalization in action

**Think:** Get to know new methods for radically customer-centric product development

**Act:** Apply your new insights in new customer-oriented practice

**Connect:** Get connected for a head-start in the digital transformation



# » Organizing the HR Digital Awareness Workshop

You can either book a Digital Awareness Lab hosted internally at your organization, or you register your interest in taking part in an open-entry Digital Awareness BarCamp.

The HR Digital Awareness Lab custom designed for your company can be booked for one to ten participants from your HR function. The open Digital Awareness BarCamp has no limited group size; we will invite you immediately as soon as a minimum number of participants has registered.

Both formats are designed for one-day procedures and intended for HR decision makers as their target audience.

## You want to learn more about the HR Digital Awareness Workshop?

Come and speak to us:

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