

Redefining Talent

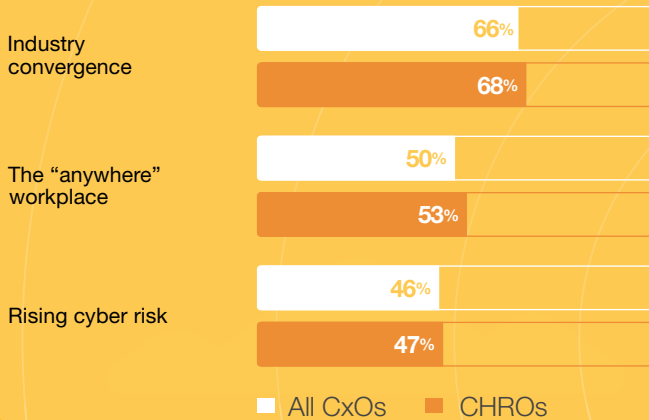
Insights from the Global C-suite Study – The CHRO perspective

IBM Institute for Business Value



Uncharted territory

Border disorder: CHRO's, like other CxOs, say the barriers between industries are dissolving



"This new era – in which people carry incredible computing power with them everywhere they go – is completely changing our lifestyles"

CHRO
Banking and Financial Markets, Turkey



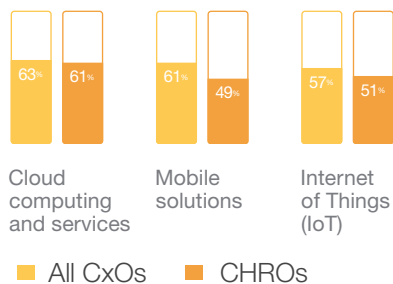
Look at talent through a marketing lens

Industry convergence and technological advances will directly affect how CHROs seek and manage talent in three ways.

- "Fish in new ponds" and review their recruitment practices
- Design employee experiences that attract individuals from diverse backgrounds
- Watch out for competitors encroaching on their territory

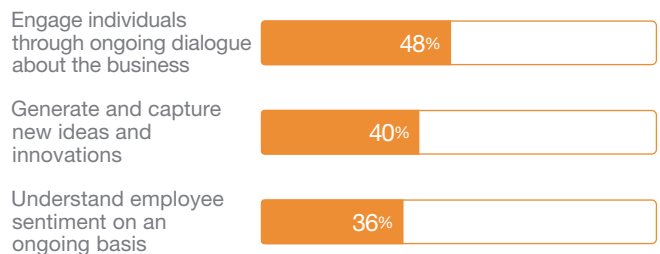
Exploit technology to enhance the employee experience

Triple play: CHROs, like other CxOs, see cloud, mobility and the IoT as revolutionary



Become flexible, analytical and social

Digital dialogue: Social tools can help CHROs capture key employee insights



Seize the torch

To maintain an edge as the talent landscape is redefined, CHROs must:



Redesign your talent acquisition model



Reimagine the employee experience



Rethink HR services for the cognitive age