



By Henry Aguda

INDUSTRY PERSPECTIVE: THE ROLE OF TALENT DEVELOPMENT IN BUSINESS TRANSFORMATION


The Philippines in the Digital Age





Digital Transformation

Why do companies need Business Transformation?

1. Competition
 2. Relevance
 3. Efficiency
- 

The Philippines in 2016

Employment Rate is up by  **2%**

at **39.2 million** Employed Filipinos

Unemployment Rate decreased  **6.6% to 5.8%**

The Digital Gap

90% of companies today lack digital skills

Out of the **39 million** Employed in PH,

10 million will be created around

Big Data.

Only **1/3** of these **10 million** IT Jobs will be filled.



Talent Development

Ensuring that talent development can keep up with the demands of Business during Digital Transformation is a top level responsibility.

Coaching and training at scale is the responsibility of leaders.

Talents also need to be self motivated in seeking knowledge from other resources in their own free time.



Driving Transformation

What market forces compel transformation?

3 Driving Factors:

1. Big Data Analytics
 2. Social Media
 3. Mobile Apps, Devices and Cloud
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Driving Transformation

1. Big Data Analytics



Driving Transformation

2. Social Media





Driving Transformation

3. Mobile apps, devices and cloud



Successful Transformation

Successful Transformations through
Talent Development



P&G



L'ORÉAL
PROFESSIONNEL
PARIS



Walmart




Digital Talent: Characteristics

- sense making
- novel and adaptive thinking
- social intelligence
- trans disciplinary
- new media literacy
- computational thinking
- cognitive load management
- design mindset
- cross cultural competency
- virtual collaboration



Procter and Gamble


Transformation by Collaboration

- Sought help from Google – one of the Top Internet companies in the world
 - Gained Fluency and Skills in Digital Marketing and Search Marketing to enable selling of their products online
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L'Oréal

Transformation by Sourcing

- Used competitive and “gamification” strategies
 - Developed brand ideation and talent acquisition from outside sources.
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Walmart


Transformation by Innovation

- Regularly conducted an annual event called "code@thon" by WalmartLabs
- They invite talents from Development, Service to Business and challenge them to hack, disrupt and 'break' Walmart's business.



General Electric

Transformation by Evolution


- General Electric, founded 1889, has never stopped evolving even in this Digital Age.
 - They adapt to change by constantly re-inventing themselves –from an Industrial Company to a Digital Company.
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Conclusion

Talent Development plays a crucial role in Business Transformation.

1. Hiring
 2. Integrating
 3. Nurturing
 4. Developing
- 



Estonia

Estonia, the most digitalized country in the world today, has leapfrogged other leading countries by leveraging on technology.

All Estonian schools are connected to the internet. They rank 2nd in world literacy at 99.8%

Innovative products like Skype, Hotmail and KaZaA was created here. They were also the first to offer foreigners digital citizenship.

THANK YOU.