

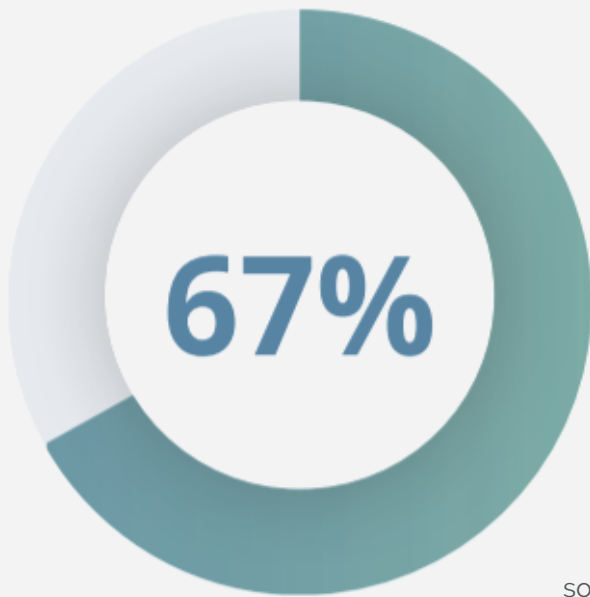


HR COOKBOOK FOR 2020

HOW TO WIN THE TALENT WAR?

By Minds&More





67% of recruiters say their biggest challenge in hiring is the lack of skilled and high quality candidates — followed by intense competition (**52%**) and lack of budget (**36%**).

source: <https://devskiller.com/human-resources-statistics-2019/>

**Are you ready to
win the 2020
talent war?**



WAR FOR TALENT

How to attract the right talent for your organization and evolve your recruitment in 2020?

“

With social, digital and technology trends changing faster than ever before, we can't assume we can continue to hire and engage with talent in the same way as before. We need to leverage emerging technology to do things differently.

Julie Chakraverty, Aberdeen Asset Management

”

DID YOU KNOW?

'War for talent' refers to fight to **attract qualified employee and keep them** within your business. In 2020 the HR professionals will need to fill **new roles** for their business that didn't exist a few years ago. In the area of marketing and sales here are some:

- Director of Growth Marketing
- Chief Experience Officer (CXOs)
- Machine Learning Managers and specialists in Artificial Intelligence
- Chief Marketing Technologists
- Marketing Data Scientists
- Social Media and Community Managers
- Sales Enablement Managers
- Tech Sales Engineers



WAR FOR TALENT

How to attract the right talent for your organization and evolve your recruitment in 2020?

TIPS FOR HR PROFESSIONALS



HOW TO RETAIN YOUR EMPLOYEES?

1

DEDICATE MORE EFFORTS TO EMPLOYEE ENGAGEMENT

Why? Because engaged employees among others, are more productive, have less absence days and generate higher profits.

2

GIVE EMPLOYEES FLEXIBILITY

A mobile workforce want to work from anywhere, at anytime. We see increasingly among the new generation. HR professionals need to be prepared to integrate technologically connected and virtual workers.

3

PROVIDE WORK-LIFE BALANCE AND EMPLOYEE WELL-BEING

More and more employees, both old and young, believe that their employers need to play an active role in helping reduce the amount of stress in their lives.

85%

of the global workforce is actively or passively looking for a new employer (Source: LinkedIn)



NEW WAYS OF WORKING

How to deal with the new working environment, expectations, mobile workforce?

99% of Human Resources professionals are taking actions to prepare for the future of work

FLEXIBLE WORKING

Flexible work is evolving rapidly, one could say it has gone 'viral'. Flexibility is the term used to describe any role that breaks the traditional norm of a rigid 9-to-5 work schedule or breaks the five-day a week schedule. It gives employees greater **freedom** over the 'when', 'where' or 'how' to fulfill their particular roles.

“

65% of employers said that flexible working has a positive effect on recruitment and retention

Family Friendly working

”

WHAT IS THE WORKPLACE OF THE FUTURE?



Gill Stewart, Managing Director of Capability Jane, a recruitment agency says: "I believe flexible working will just become normal. There will be a **home-working** space in every home. **Co-working**, which is already on the rise, will be the norm as big firms as well as small makes use of scalable spaces. This will not only benefit employees but also allow organizations to keep a cap on real-estate expenditure.



NEW WAYS OF WORKING

How to deal with the new working environment, expectations, mobile workforce,...

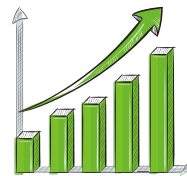
INTERIM MANAGEMENT

Filling a resource, expertise or skill gap in a business organization during a temporary time period. Today interim management has become widely accepted in Belgium. Interim management has become a positive and strategic decision for companies.

“

Over the past five years in Belgium, the demand for interim management has grown by **43%**.

”



Minds&More

“

83% of companies surveyed say that interim management is Value For Money

”



Minds&More



ARE YOU LOOKING FOR

- temporary resource(s)
- specific expertise
- support on a short-term project
- replacement



IN THE FOLLOWING AREAS:

Sales

Marketing

Digital





OVERVIEW OF MINDS&MORE

[HTTPS://MINDSANDMORE.BIZ/EN/ABOUT-US/](https://mindsandmore.biz/en/about-us/)

Minds&More is a unique professional services firm with pragmatic and deep expertise in **sales, marketing,** and **digital**. Our team of **100 experts** is the preferred partner for your business growth through flexible services (interim marketing, advisory services, training to build commercial performance).

Minds&More understands the challenges of Human Resources professionals such as the need to **fill a gap**, find specific profiles and do so quickly!

Minds&More has helped companies over past **10 years** and provide interim solutions when companies face temporary leaves, gaps in organization or special projects.

"INTERIM MANAGEMENT IS AN IDEAL SOLUTION"

We provide carefully selected experts across many **marketing specialties** to strengthen your team in the short-term. Interim marketing assignments in Marketing & Communication, Product Marketing, Digital marketing, branding, Project Management, and more. Let us know your needs and the kind of profile you are looking for. We will carefully present you selected experts from our network to strengthen your team !

Know more ►



SAMPLE OF OUR PROFILES

IN DIGITAL MARKETING

https://mindsandmore.biz/en/interim_digital_marketing/



Coralie

"Always keep marketing goals in mind"

Expertise

- Social Media
- Emailing
- Marketing automation
- Campaign management



Thomas

"Customer Centricity is key in everything I do"

Expertise

- Online marketing campaign
- Content marketing
- Event management
- Lead generation



Sander

"Believer of growth mindset"

Expertise

- SEO and SEA
- E-Commerce
- User experience
- Analytics & Reporting



Inge

"Be creative and have fun"

Expertise

- Event Marketing
- Copywriting
- Graphic design
- Project coordination

See other digital expertise



SAMPLE OF OUR PROFILES

IN MARCOM, PROJECT MANAGEMENT, BRAND MANAGEMENT,
DATA MANAGEMENT, CUSTOMER EXPERIENCE,...

<https://mindsandmore.biz/en/interim-management/>



Christian

"Customer Centricity is a must in order to have impact in the market place"



Annick

"I am results-oriented in everything I do"

Expertise

- Customer Centricity
- Project management
- Sales funnel management
- Brand management & positioning

Expertise

- Go-to-market strategy
- Market intelligence
- Program management
- Channel marketing



Marika

"Eager to transform for the best"



Luc

"Quality is the best business plan"

Expertise

- People management
- Sales executive
- Team coaching
- Customer experience

Expertise

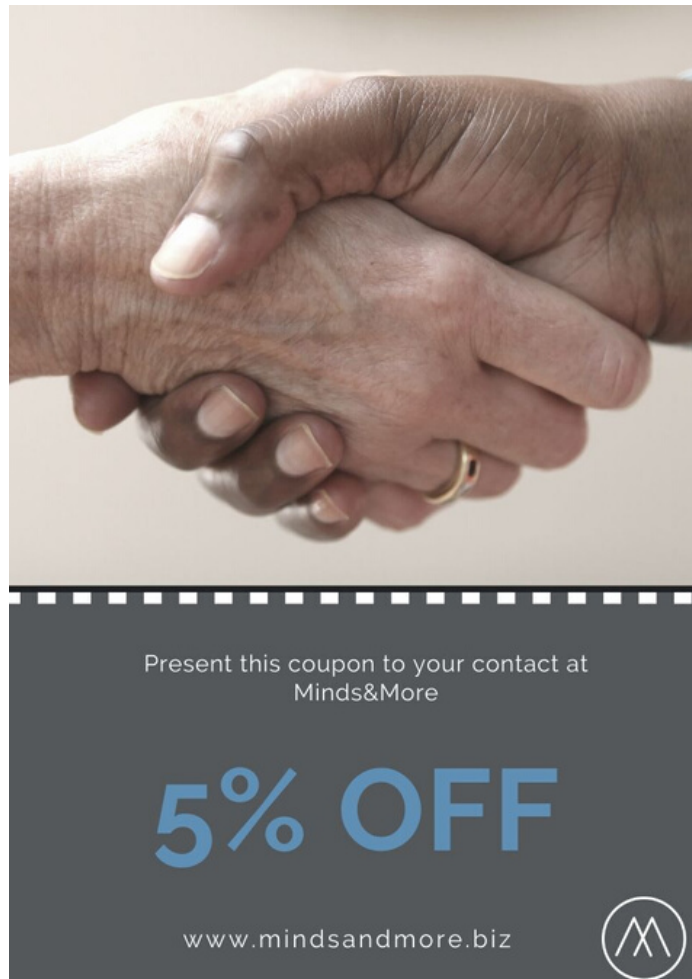
- Data management
- CRM
- Customer intelligence
- Campaign management

See interim client cases



GET YOUR COUPON

YOU CAN USE THIS COUPON FOR ANY SERVICES OF MINDS&MORE: INTERIM MANAGEMENT, CONSULTANCY OR TRAINING*



*on your first project
**Valid in 2020

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MINDS&MORE

MARKETING • SALES • TRANSFORMATION

INTERIM MARKETING MANAGEMENT - DIGITAL MARKETING
CONSULTING - TRAINING

DO SOMETHING TODAY THAT YOUR FUTURE SELF WILL THANK YOU FOR.

Our actions and decisions today will shape
the way we will be living in the future.

TALK TO US

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