



Solution Package

STRATEGY MOBILIZATION

Strategy mobilization ensures that the right employees work on the right, future-proof tasks, and that individual development and company development are aligned. This is the only way for resources to be implemented successfully and fruitfully.

Components	Description	Top Features
Marketplace	The Marketplace acts as the central communication interface between management and the workforce. Strategies and strategically relevant projects are published here, and the right employees are identified and suggested for the appropriate initiatives.	<ul style="list-style-type: none"> Projects Jobs Employee Recommender
Lobby	The Lobby displays individually relevant content to stay in frequent contact with each employee. Focusing on strategically relevant content and its social impact ensures high strategic buy-in from the staff.	<ul style="list-style-type: none"> Notification Center Dashboard Quickstart
Profile	Profile data is analyzed so that employee profiles are assigned to strategic projects and displayed to the owner as appropriate matches. Users are suggested for projects that fit their profile. Their skills are matched up and evaluated in context.	<ul style="list-style-type: none"> Skills Aspirations Personal Brand
Onboarding		
Contributions	Strategic initiatives can be viewed in the Contributions component, which allows personal contributions and targets to be linked directly to the company strategy.	<ul style="list-style-type: none"> Individual Contributions Team Contributions Contribution Navigator
Development	Relevant strategic initiatives that align with the employee's own personal development goals are proposed directly to the employee as paths for development.	<ul style="list-style-type: none"> Development Goals Development Talks Development Tracker
Feedback	Feedback is requested and provided through perspectives which are fully aligned with strategically relevant skills and core values.	<ul style="list-style-type: none"> 360 Feedback Instant Feedback Dynamic Feedback
Mentoring		
Learning	Digital learning content and activities are directly suggested to employees from a perspective of strategic initiatives and objectives. This means learning activities are directly related to company strategy.	<ul style="list-style-type: none"> Just-in-Time Learning Learning Nuggets Semantic Web
Teams		
Conference		
Relationship	In order to assign the right employee to a strategic initiative as quickly as possible, waiting for a time of acute need to develop a focused relationship with the appropriate employee is not enough. Instead, the best approach is to actively create and manage a pool of candidates. So that action can be taken quickly when the need arises.	<ul style="list-style-type: none"> Smart Sourcing Candidate Communication
Attraction	Company strategies often require skills and experience that are scarce inside the organization. Recruiting measures can be fully aligned with strategic requirements.	<ul style="list-style-type: none"> Career Site Social Recruiting Rich Job Posting CMS
Tracking	Searching for strategically relevant talent in the job market means facing tough competition. Only employers who purposefully track candidates and start a sustainable dialogue with them as quickly as possible can stay ahead of the game.	<ul style="list-style-type: none"> Hiring Manager Cockpit Recruiter Cockpit
Planning	Long-term personnel planning must go hand-in-hand with sustainable strategies. This is the only way to ensure the smooth implementation of corporate strategy in the long term.	<ul style="list-style-type: none"> Succession Planning Career Planning Company Needs Planning