



**NOCA ONLINE EVENT 2. NOVEMBER 2023**  
**DIGITALISERING AF HR I**  
**KIRKBI A/S**

# AGENDA PART 1

- VELKOMMEN – DAGENS GÆST
- HVEM ER KIRKBI A/S?
- KORT BESKRIVELSE AF PROJEKTET



# DAGENS GÆST



- Marie Juelshøj
- Bor i Horsens, gift, fire sammenbragte teenagebørn
- Head of HR Shared Service Center I KIRKBI A/S siden 2017
- Tidligere administrations- og projektchef i ISS A/S og administrationschef i HR-konsulentfirmaet People & Performance A/S
- Cand.IT i it, kommunikation og organisation fra ASB 2004
- HR, ledelse, digitalisering og processer, administrativ ekspert
- Opbygning af teams og shared service-funktioner
- LinkedIn: <https://www.linkedin.com/in/mariejuelshoej/>



**BUILDING A SUSTAINABLE FUTURE FOR THE  
FAMILY OWNERSHIP OF THE LEGO® BRAND  
THROUGH GENERATIONS**

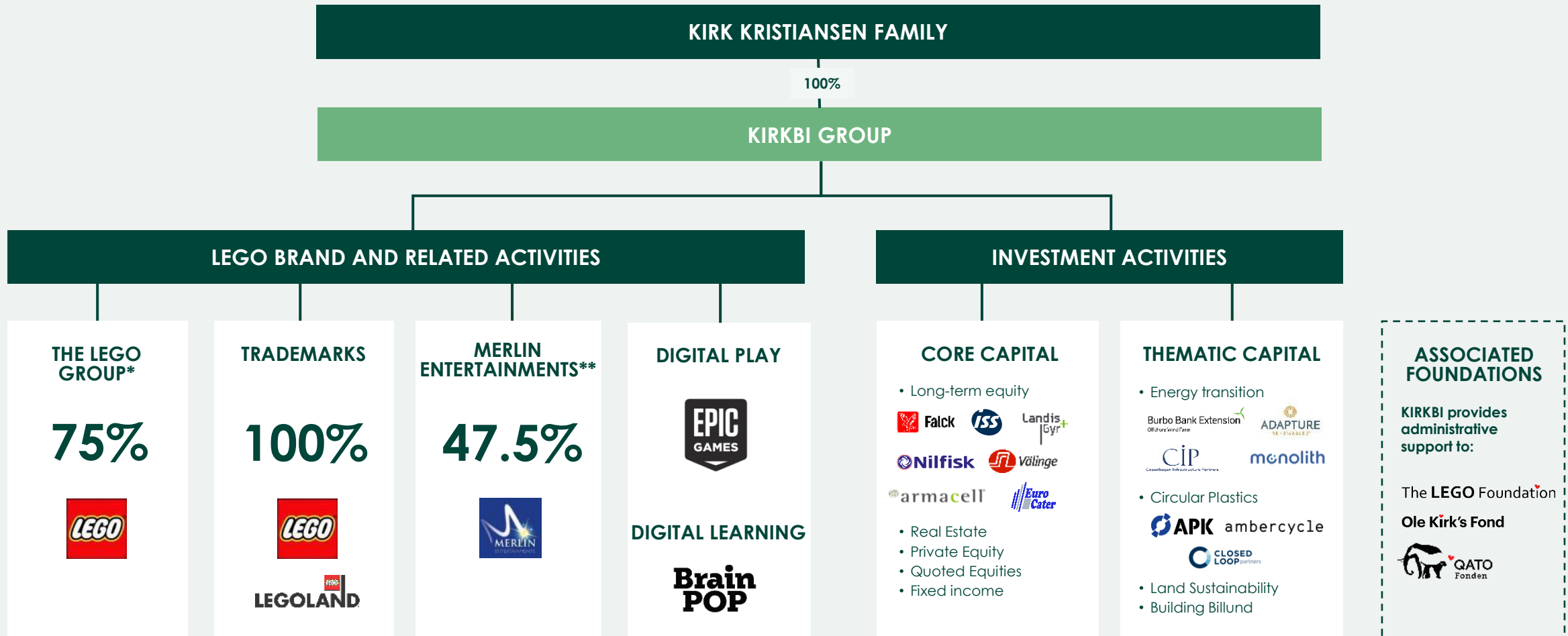


# KIRKBI FUNDAMENTALS – OUR COMPASS



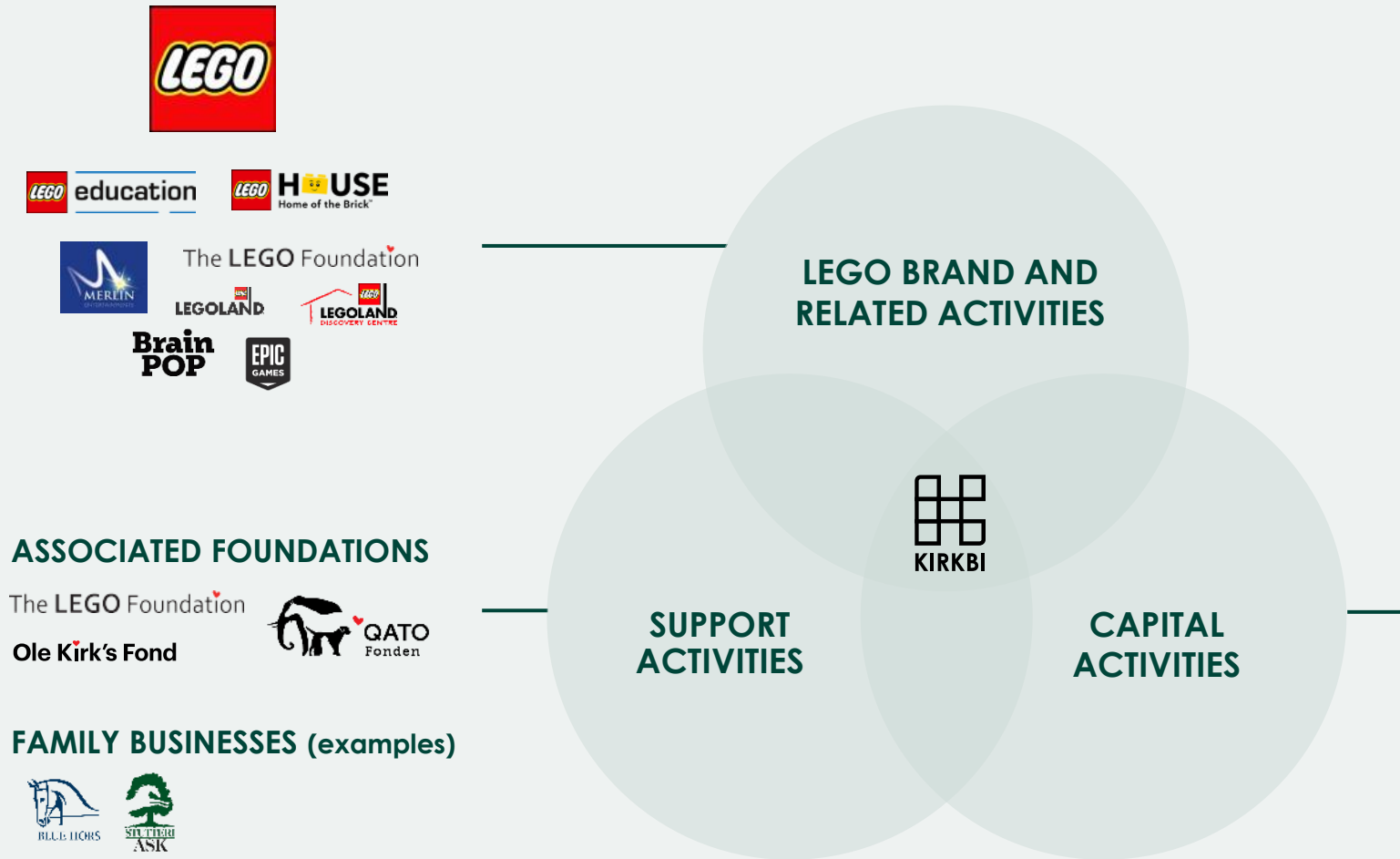
<b>MISSION</b>	Inspire and develop the builders of tomorrow			
<b>PURPOSE</b>	Building a sustainable future for the family ownership of the LEGO® brand through generations			
<b>FUNDAMENTAL OBJECTIVES</b>	We work to protect, develop and leverage the LEGO brand across all the LEGO branded entities	We are committed to a long-term and responsible investment strategy to ensure a sound financial foundation for the family's activities as well as contributing to a sustainable development in the world	We are dedicated to support the family members as they prepare for future generations to continue the active and engaged ownership as well as supporting their private activities, companies and philanthropic work	
<b>VALUES</b>	Imagination — Creativity — Fun — Learning — Caring — Quality			
<b>PROMISES</b>	<b>Play Promise</b> Play well	<b>People Promise</b> Succeed and grow together	<b>Partner Promise</b> Mutual value creation	<b>Planet Promise</b> Positive impact
<b>SPIRIT</b>	Only the best is good enough — always strive to do better			

# THE KIRKBI GROUP

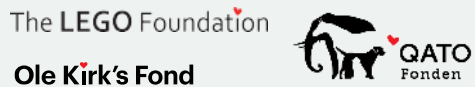


- \* 25% owned by The LEGO Foundation
- \*\* The remaining shares are predominantly owned by funds advised by Blackstone and CPP Investments

# KIRKBI'S MAIN ACTIVITIES



## ASSOCIATED FOUNDATIONS



## FAMILY BUSINESSES (examples)



## CORE CAPITAL

### LONG-TERM EQUITY



### REAL ESTATE



### PRIVATE EQUITY

### QUOTED EQUITIES

### FIXED INCOME

## THEMATIC CAPITAL

### ENERGY TRANSITION



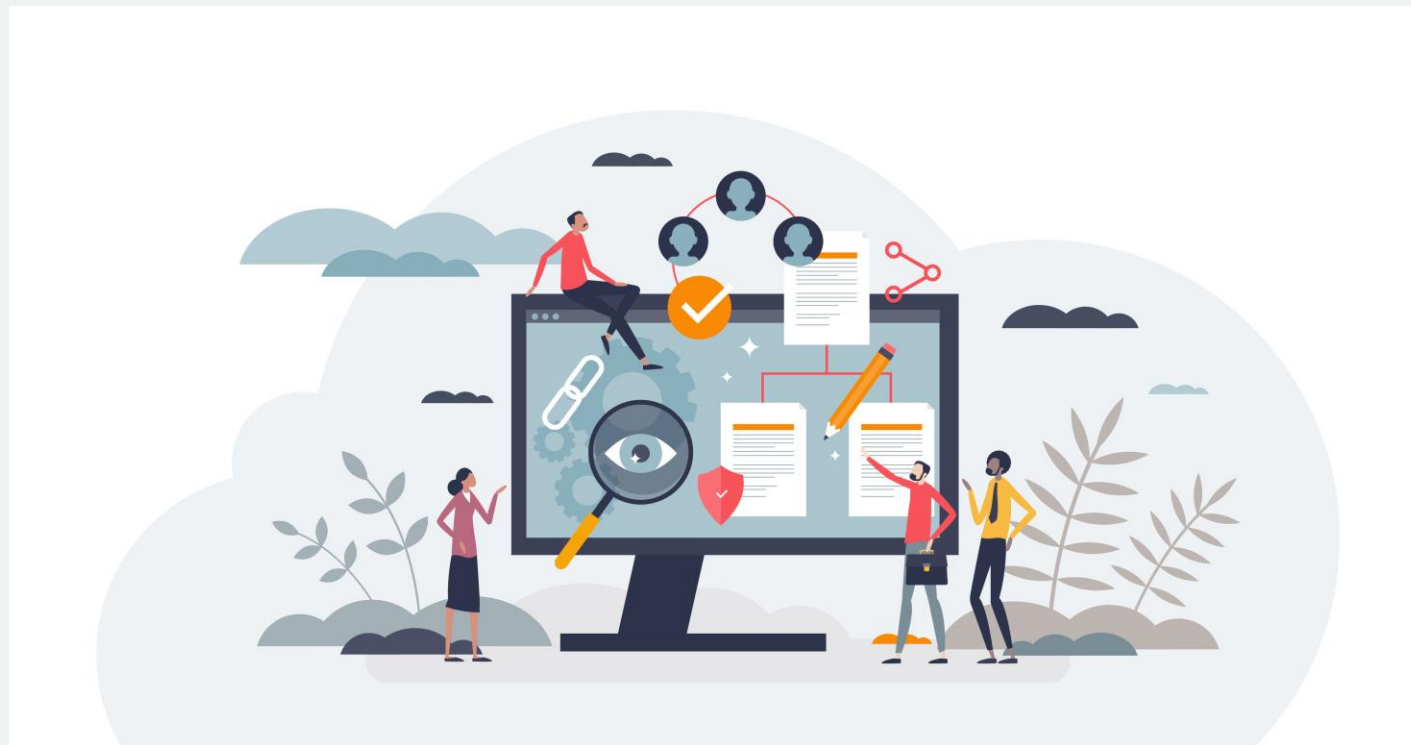
### CIRCULAR PLASTICS



### LAND SUSTAINABILITY

### BUILDING BILLUND

# DIGITALISERING I HR – HVORFOR? HVORFOR NU?





# PROJEKTETS FORMÅL



SIMPLE AND  
ENGAGING



AGILE AND  
SCALABLE



TRUSTWORTHY  
AND RELIABLE



INNOVATIVE AND  
FORWARD  
THINKING

- Projektets formål er at sikre compliance og tage kontrollen over data og processer i HR samt have et stærkt fokus på masterdata styring
- Automatisering og digitalisering skal mindske risiko for fejl og give ledere, medarbejdere og HR større glæde, tilfredshed og **FUN** ved at arbejde med HR stamdata og HR processer
- Formålet med projektet er ligeledes at sikre simplificering og effektivisering – IKKE øget kompleksitet eller mere avancerede processer



# PROJEKTETS SCOPE – OG AFGRÆNSNING



## Capabilities

Masterdata management

GDPR - kravoverholdelse

Workflow management til GDPR

Workflow management generelt

Rapportering og dashboards til ledere og HR

Self service HR til medarbejdere (PMP, IDP, Ferie, stamdata etc.)

Self service til HR for entiteter (hvor det giver mening)

## Processer

Merit

Absense

MASTERDATA MGT

Recruitment

MASTERDATA MGT

PMP

IDP

MASTERDATA MGT

## Områder

KIRKBI

KIRKBI Invest

LEGO House

LEGO Foundation

Stamdata for alle entiteter

Måske: udvalgte processer for andre entiteter

# HR FUN ...



**Emmet Joseph Brickowski**  
K20800  
Long Term Equity Investment

- Kontoindstillinger >
- Personlige data >
- Pårørende >
- Organisatorisk tilknytning >
- Ansættelsesvilkår >
- Løn og fordele >
- Dokumenter >
- Attester >

**PERSONLIGE DATA**



Navn  
Emmet Joseph Brickowski

Fornavn\*  
Emmet Joseph

Køn  
Mand



# AGENDA PART 2

- “OPSKRIFT” PÅ SUCCES
- HVOR BLEV DET SVÆRT?
- EFTER PROJEKTAFLUTNING – FORTSAT DIGITALISERING



# “OPSKRIFT” PÅ SUCCES – HVAD LYKKEDES VI MED?



## Ingredienser



Scope og forventningsafstemning



Samarbejde med IT



Tidsstyring



Ressourcestyring og projektgruppen



Stakeholder management og interessentgrupper



Spørg din kunde

# HVOR BLEV DET SVÆRT?

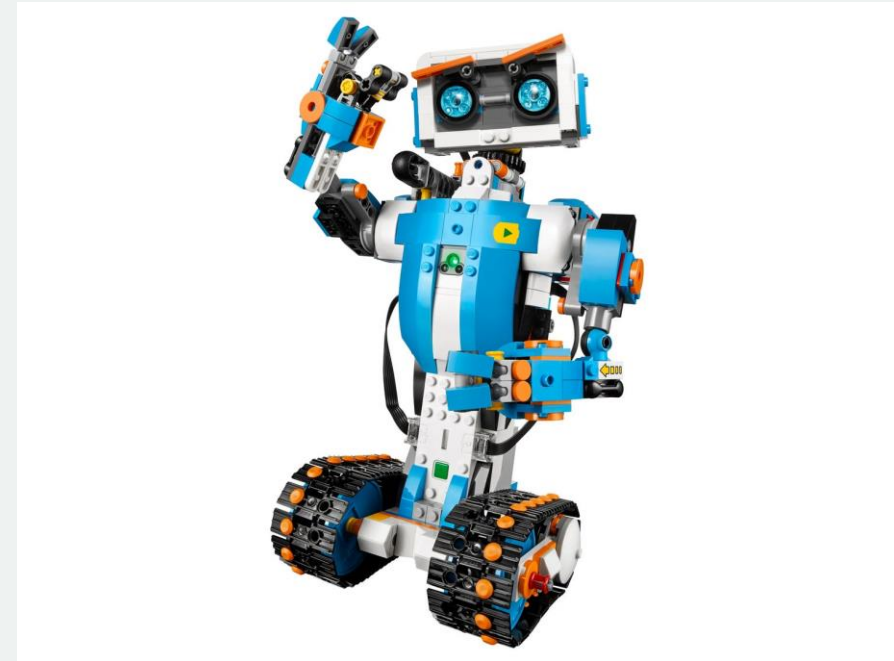


# EFTER PROJEKTAFLUTNING – FORTSAT DIGITALISERING

## DE&I



## AI og ChatGBT





**KIRKBI**

**THANK YOU FOR  
YOUR ATTENTION**