NDCA HR Business Partner Day 2023

in collaboration with Nordea

Welcome to HR Business Partner Day

Navigating Complexity

Strategic Workforce Planning

Inclusive Transformation Leadership

Special Guest CPO

Change & Strategy Implementation

Panel: Business Partnering for the Future

96 member organizations 7.500 HR professionals

42 events in 2022 24 in English

4.182 participants



HR BP Memory Share

What is one of your good memories from working as or with an HR Business Partner?



Reflect individually and make a mental note...

NOCA

We invite you to turn to your neighbors and share a good HR BP Memory



Slido

What is the biggest challenge right now for you in the role of HR Business Partner? (in one word)



Slido for Q&A

- Go to Slido to answer our opening question + to ask questions to our speakers (Q&A)
- If NOT using the QR code, but instead accessing via Slido.com: #NOCA23
- Ask questions for the speakers in the Q&A tab via Slido
- Help prioritize the questions → like to vote for the questions you also wish to get answered.



Navigating Complexity

Helen Tracy Principal Learning Partner Harvard Business Publishing





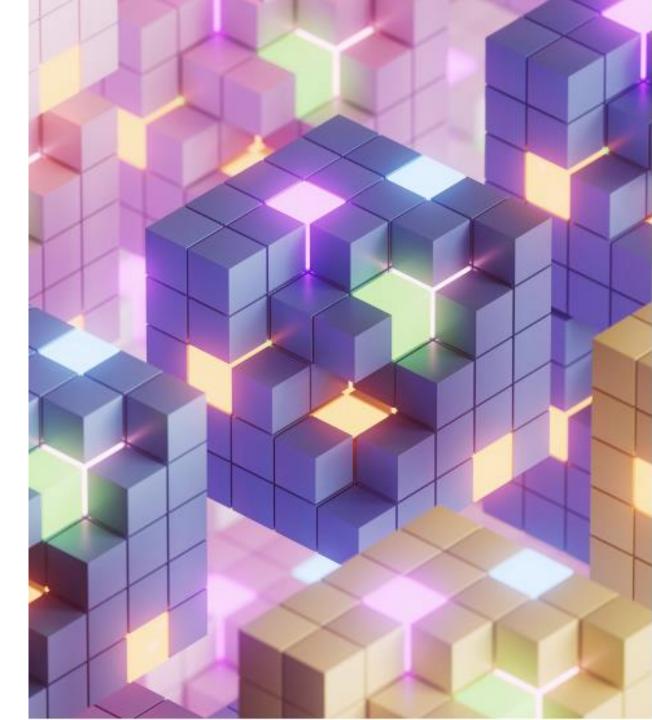
Navigating Complexity

PRESENTED BY

Helen Tracy

23rd November 2023

Confidential and for internal-use only.



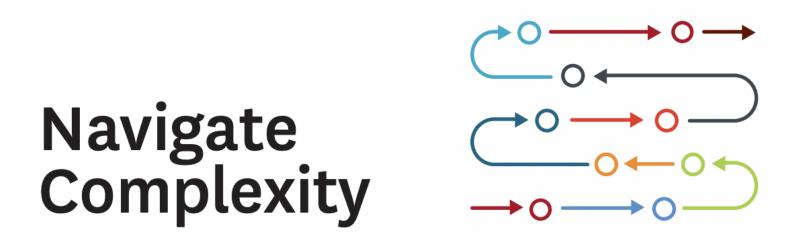
Harvard Business Publishing: Who We Are

Renowned business experts



Leadership development experts





Navigating complexity means grappling with pitfalls that can blindside even the most conscientious leaders and often means dealing with thorny situations in which desired goals seem mutually exclusive.



Study Methodology

2023 Global Leadership Development Study

1,274 surveys and interviews with senior L&D leaders (Jan-Mar 2023) from the following:



ROLE

1:1 Ratio of L&D / HR professionals to functional heads among all respondents



COMPANY SIZE

47%

work for companies that earn revenue of more than \$20 billion

63%

work for companies with a headcount of more than 20,000



SECTORS

34%

Financial Services and Energy & Utility

66%

spread out over an additional seven industries



REGIONS

73% America and APAC

27%

Key challenges in leadership development today







FOR ARTICLE REPRINTS CALL 800-988-0886 OR 617-783-7500, OR VISIT HBR.ORG







\$130 million in investment.

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Ranjay Gulati sor. Harvard Business School

Gotham Greens clearly delivers Gotham Greens is a tremendous success social and environmental benefits, story. The company uses advanced making good on its mission of finding hydroponic farming techniques to new ways to produce local food, revigrow fresh, high-quality, pesticide-free talize communities, and innovate for produce, which it now sells in more a sustainable future. At the same time than 40 U.S. states. Since its launch, it's creating wealth for its employees in 2009, it has redeveloped 500,000 and investors. It's an example of what square feet of out-of-use city industrial my Harvard Business School colleague spaces and brownfield sites into modern Michael Porter and the FSG cofounder urban greenhouses—facilities that Mark Kramer have dubbed "shared use 95% less water and 97% less land value" and what Whole Foods Market's than conventional farms do. Profitable CEO, John Mackey, calls "conscious since its first year, it's been named one capitalism." of Business Insider's "50 Coolest New And yet not even Gotham Greens Businesses in America." By the close always realizes its ideals perfectly. If of 2020 the company had attracted you've bought its produce, you know

Photographs by VLADIMIR SPASSOV

Harvard Business Review March-April 2022

that the greens come in single-use



Reinventing Your Leadership **Team** Your organization's future depends on getting this PHOTOGRAPHER ALICE MANN AUTHORS

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LEADERSHIP

×7

Harvard Business Review January-February 2022

Harvard Business Publishing Corporate Learning



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Ranjay Gulati

Professor, Harvard Business School

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Gotham Greens clearly delivers AS PURPOSE-DRIVEN start-ups go, Gotham Greens is a tremendous success social and environmental benefits, story. The company uses advanced hydroponic farming techniques to grow fresh, high-quality, pesticide-free produce, which it now sells in more than 40 U.S. states. Since its launch, in 2009, it has redeveloped 500,000 square feet of out-of-use city industrial spaces and brownfield sites into modern urban greenhouses—facilities that use 95% less water and 97% less land than conventional farms do. Profitable since its first year, it's been named one of Business Insider's "50 Coolest New Businesses in America." By the close

of 2020 the company had attracted

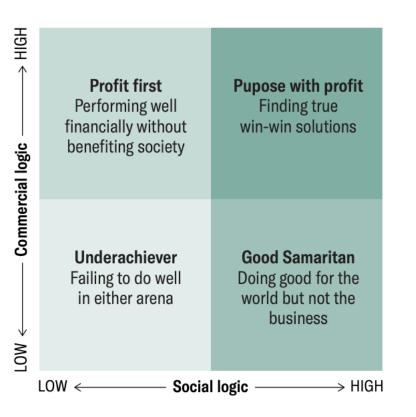
\$130 million in investment

Photographs by VLADIMIR SPASSOV

making good on its mission of finding new ways to produce local food, revitalize communities, and innovate for a sustainable future. At the same time it's creating wealth for its employees and investors. It's an example of what my Harvard Business School colleague Michael Porter and the FSG cofounder Mark Kramer have dubbed "shared value" and what Whole Foods Market's CEO, John Mackey, calls "conscious capitalism." And yet not even Gotham Greens

always realizes its ideals perfectly. If you've bought its produce, you know that the greens come in single-use

Harvard Business Review March-April 2022



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Six Paradoxical **Expectations of Leaders**

In a 2021 survey of 515 businesspeople from around the world, respondents placed high importance on leaders' ability to balance the paradoxical demands inherent in six key roles. At the same time, they had much less confidence that leaders could effectively manage the tensions involved.

% of respondents indicating that both elements of the paradox are important or critical to the company's future success

% of respondents indicating that top leaders in their organization are good or best in class at both elements of the paradox

42 to admit mistakes Globally minded localist Navigates a world that is increasingly both global and localized, looking for the places where scale truly matters 42 Traditioned innovator 71 Uses the past to help direct the company's success while also creating the place succes the place succes success while also creating the place suc	Strategic executor 96% 51%	Has bold, ambitious ideas as well as the practical capabilities needed to realize visions		
Wavigates the organizational dynamics to make things happen while remaining highly principled Humble hero 83 42 Has the confidence to act decisively in an uncertain world and the humilit to admit mistakes Globally minded localist Navigates a world that is increasingly both global and localized, looking for the places where scale truly matters Traditioned innovator Uses the past to help direct the company's success while also creatin a forward-focused culture that allows for innovation, failure, learning, and growth	90	generate future success while remembering that organizations are		
83 Has the confidence to act decisively in an uncertain world and the humilit to admit mistakes 42 Globally minded localist 72 Navigates a world that is increasingly both global and localized, looking for the places where scale truly matters Traditioned innovator Uses the past to help direct the company's success while also creatin a forward-focused culture that allows for innovation, failure, learning, and growth	84	dynamics to make things happen		
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36 71 Cost of the provide the company's success while also creating a forward-focused culture that allows for innovation, failure, learning, and growth	72	Navigates a world that is increasingly both global and localized, looking for the places where scale truly matters		
	71 36	company's success while also creating a forward-focused culture that allows for innovation, failure, learning, and		



Reinventing Your Leadership **Team** Your organization's future depends on getting this PHOTOGRAPHER ALICE MANN

AUTHORS

Mahadeva Matt Mani Blair Sheppard Global leade Pwcus of strategy and leadership for the PwC network

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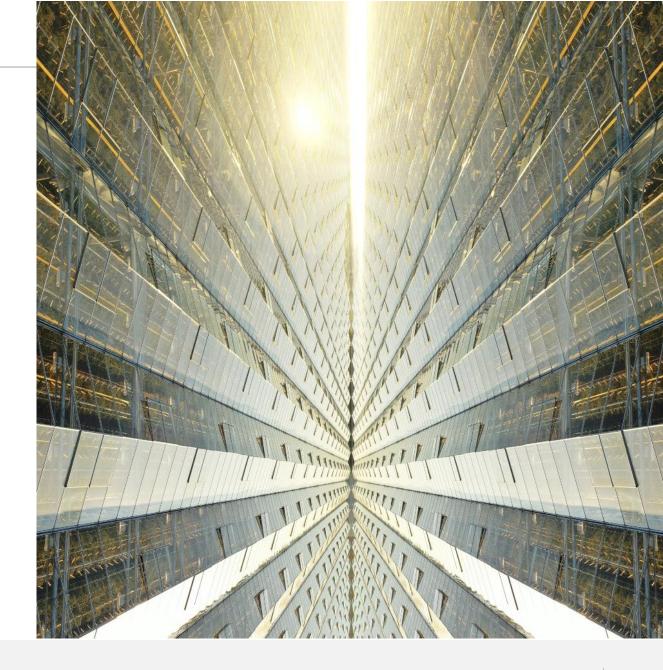
Harvard Business Review January-February 2022



Navigating Complexity in Leadership Development

A client story:

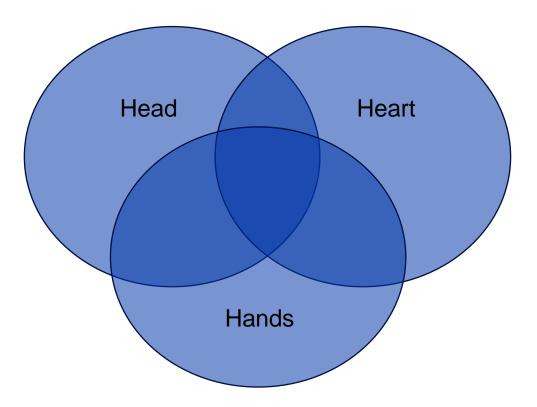
- Simplification
- Paradoxes
- Balance





Navigating Complexity in Leadership Development

Achieving balance:





"The only way to think like a leader is to first act: to plunge yourself into new projects and activities, interact with very different kinds of people, and experiment with unfamiliar ways of getting things done".

Act Like a Leader, Think Like a Leader Prof. Herminia Ibarra



NOCA

Strategic Workforce Planning

Henrik Kragh Møller Strategic Advisor Relations.dk



STRATEGIC WORKFORCE PLANNING (STRATEGISK KOMPETENCE PLANLÆGNING)

Nov 2023







Henrik Kragh Møller

- 2021 Management Consulting
- **2018 2021** Scandinavian Air Lines Systems, SAS Senior Vice President, Head of HR and Organizational Performance
- 2014 2018 ThermoFisher Scientific

GLOBAL VP HR, Allergy Division and Regional EMEA HR Lead

- 2011 2014 TetraPak Laval Group, Lund & Lausanne Vice President HR, R&D & TS
- 2008 2011 Dupont/Danisco A/S. Copenhagen Vice President HR, Enablers Division

1986 - 2006 Officer in The Danish Army

What we do in HR !

Organisational Service	Service description
Leadership Excellence	Leadership Elements, 360, Performance Mgmt consulting, Managing difficult performance issues, Coaching. Leadership team effectiveness
Talent Development	Critical roles, succession planning, bench driver, potential identification, development planning, career counselling, facilitate talent review, mobile employee business case, talent development program design, diversity
Capability Planning	Capability identification, Capability gap analysis, Capability root cause, create capability plans, drive capability actions
Strategic Workforce Planning	Future workforce needs identified, current workforce analysis, demographic trends, organisational modelling, operational workforce planning
Organisational Design	SWOT analysis, design principles, design options and linking mechanisms, impact analysis,
Pay and Benefits	Salary, bonus, time attendance, benefits, pension schemes
Employee Engagement	Engagement data analysis, facilitating focus groups, root cause analysis, action planning, turnover analysis
Change Management	Change Management model, change management toolkit, change management facilitation and project management
Competitive Reward	Competitive salary increase programs, competitive pay mix, pay for performance, benefit plan change, job evaluations, senior offers
Labour Relations	Dispute resolution, restructuring, contract negotiations and collective bargaining, wage negotiations, labour relations strategy,



An insight into why your company should work with Strategic Workforce Planning (SWP),

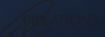
How you as an organization get started with the work,

and the importance of HR's role as a sparring partner.

WHY IS THIS SUPER IMPORTANT

• Let's start with an example of why resource planning is so important (SAS)







So.. your job in HR is clear !!



Identify the competencies necessary to implement the business strategy.

LATIONS

Capability planning

Is a must have - in every Business Plan

- A business strategy relies on people to execute it. That is why we must always ask the question.
- " Do we have the ressources to execute"
 - A Great business strategy

A Great business strategy

+ The right people capability

- The right people capability

= SUCCESS



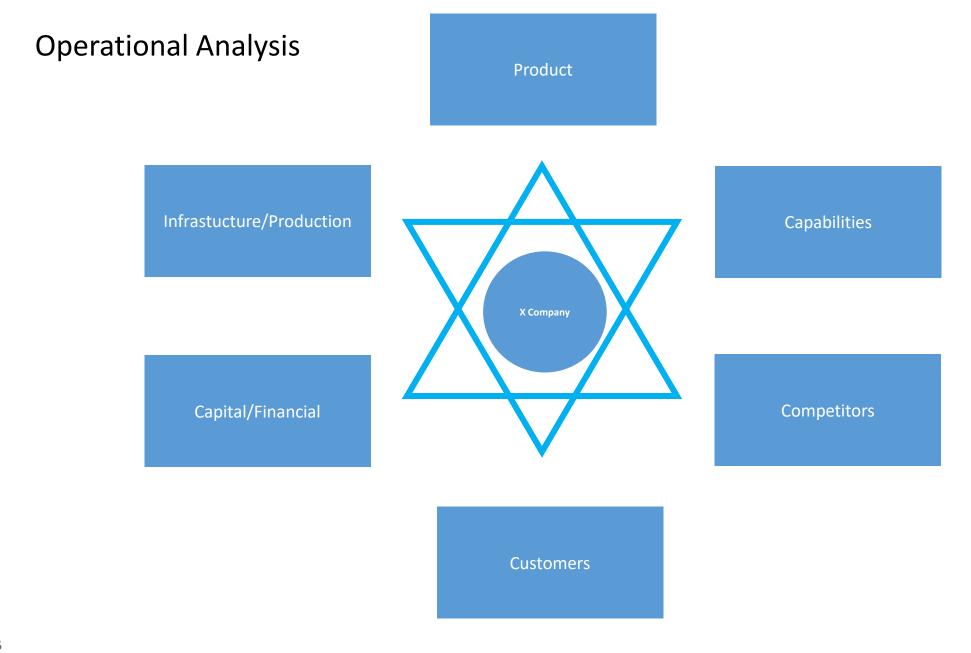


How do I link the HR initiatives to the business plan? — A 3 step approach.



- Operation analysis
- Building Opportunities (M1-M4)
- Doing the Process





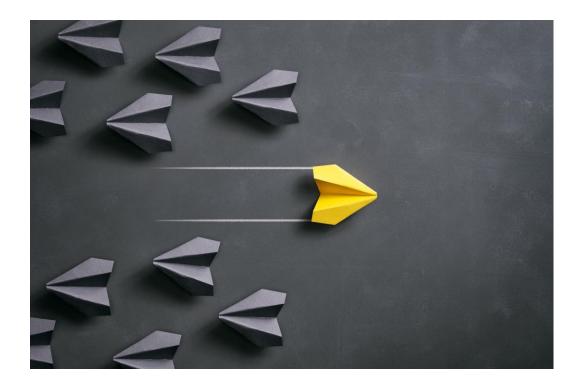
IRELATIONS

Next step – Building opportunities, Is <u>ensuring</u> available competences(6B)

В	Buy	Acquire new talent by recruiting individuals from outside the organization.
B	Build	Develop talent through training, education, formal job training, job rotation, special assignments, and action learning.
В	Boost	Move the right people through the organization and into higher positions.
B	Borrow	Partner with consultants, vendors, customers, and suppliers outside the organization in arrangements that transfer skill and knowledge, or recruit individuals from other departments or divisions within the organization.
В	Bounce	Remove low-performing or under-performing individuals.
В	Bind	Retain employees with high growth potential and valued talent.



The model allow us to decide what we have to do





What does a process for SWP include ?

1. A methodological **review**

2. A summary - of the emerging options (M1-M5)

3. A priority- of the choices that have been made

4. Focus area -of the strategy

5. Implementation plan - with clear ownership 6. Time and communication schedule

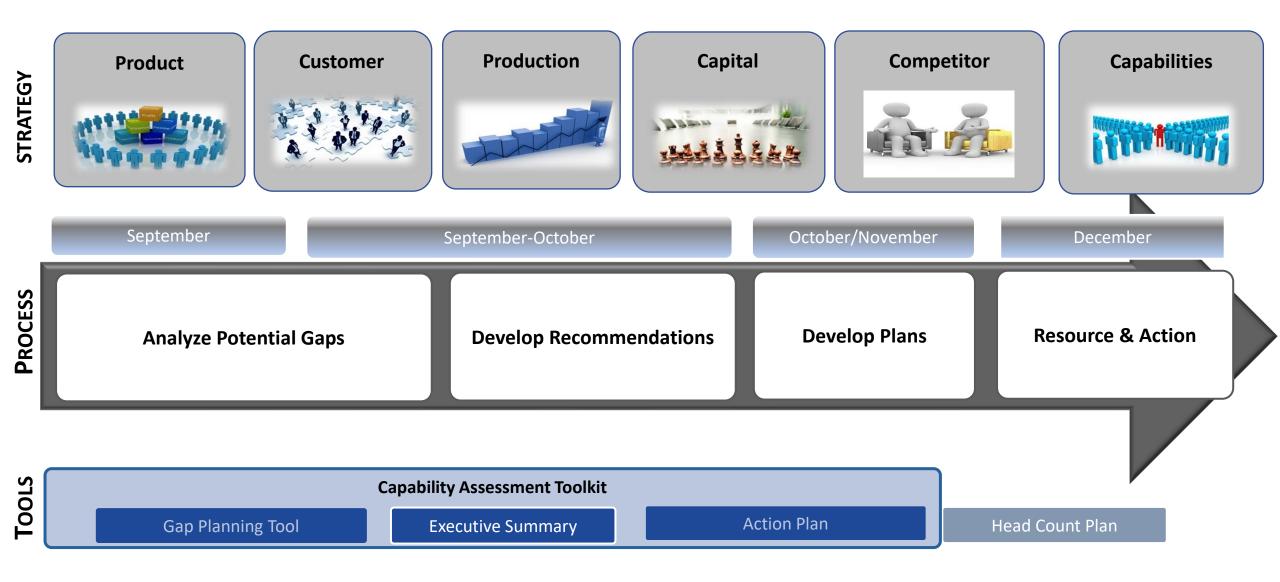
7. Target **follow-up** & corrective actions



SWP Toolkit

IRELATIONS

SWP = strategy + competences







Capability Assessment Toolkit

Toolkit

Gap Planning Tool

Tool that provides step-by-step guidance on how to have the conversation with leaders to translate strategic priorities into org capabilities.

Executive Summary

Tool to assess the capabilities of the organization to execute on each strategic priority in terms of:

meet this strategic priority?

Structure:

2

Peo



People: Knowledge and Skills
 Does the organization have the required quality and quantity of talent (knowledge and skills) to execute on this strategic priority?

Is the organization structured optimally to

Processes:



 How effective are the business processes and cross-functional processes and linkages that support this strategic priority?

Assessment should be <u>across all functions</u> of the business



Action Plan

Based on key strengths and gaps/opportunities identified across organization, develop a summary of recommended actions to meet strategic priorities:

- Recommended actions may address more than one strategic priority
- Recommended actions should be prioritized (i.e., put in priority order)

This feeds into the FMH Headcount Planning.



Gap Planning Tool

A detailed analysis (by function) of the ability to successful execute against each strategic priority.

Capability Assessment: Gap Planning Tool (Optional)

Purpose: Use this tool to analyze the current ability of your Division or Business Unit by function and region, to successfully execute against each strategic priority.

Overall Capability indicates your combined assessment of:

Structure - Is the organization structured optimally to meet this strategic priority? (e.g., reporting relationships, roles and responsibilities, alignment with other functions, etc.)

People - Does the organization have the required quality and quantity of talent to execute? (e.g., knowledge and skill-sets, leadership skills, etc.)

Processes - Are business and cross-functional processes and linkages able to support this strategic priority? (i.e., are processes optimized to maximize organizational effectiveness?)

Using the Gap Planning Tool

Rate the capability and readiness of the leadership and functions within your organization to execute on each strategic priority, relative to Structure, People and Process.

- If there are gaps in capability, select "NOT READY" and indicate if the gaps are related to Structure, People, and/or Process. Add notes as needed.
- Consider any regional nuances or implications, and list any potential issues.

Use the questions below when considering the capability rating, and to help inform follow-up conversations:

- What capabilities do we currently have that will directly support the execution of this strategic priority? (consider all functional areas)
- Where are the perceived capability gaps in the organization (consider all functional areas) and are these gaps specific to a particular BU or region?
- Structure How would you evaluate the current structure? What is working? What is not working? Are there areas where roles and responsibilities are confusing or unclear?
- 4. People Does the number and aggregate skill set of the team match the requirements to execute this strategic initiative?
- Processes Are there processes that need to be developed or refined to maximize efficiencies to deliver on this strategic priority?
- 6. What else might impede the organization's ability to execute?

Next Steps:

After completing one tool for each strategic priority, translate findings to Capability Assessment: Executive Summary.

- For capability areas rated as "READY," list top 2-3 key strengths
- For capability areas rated as "NOT READY," list key gaps to be addressed in action plan to build
 organizational capability

Capability Assessment:

Gap Planning Tool (Optional)

Name the strategic priority you are assessing (you will complete one tool for each strategic priority):

Strategic Priority:

Function	Overall Capability: ✓ Select "READY" if prepared to execute; "NOT READY" if gaps	If you selected NOT READY: ✓ Check all Capabilities impacted ✓ Note the specific gaps below	Regional Implications? ✓ Specify region and list potential issues
Leadership	-select-	Structure People Processes	
Product Management	-select-	Gaps: People Processes	
Market Development (Incudes web, e-commerce)	-select-	Structure People Processes	
Commercial (Incudes direct sales, specialty sales, distributors)	-select-	Structure People Processes	
Service and Support	-select-	Structure People Processes	
R&D	-select-	Structure People Processes	
Operations (Includes supply chain, manufacturing)	select	Structure People Processes Gaps:	
Program Management	-select-	Structure People Processes	
Finance	-select-	Structure People Processes Gaps:	
іт	-select-	Structure People Processes	
Human Resources	-select-	Structure People Processes Gaps:	
Legal	-select-	Structure People Processes	
Other:	-select-	Structure People Processes	
	-select-	Structure People Processes	
	-select-	Structure People Processes	

IRELATIONS

Revised: June 2016

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Strategic Priority 1-5: xxx

Key initiatives	Capability Areas: Check all that apply.		apply.	Additional Notes/Comments
	Structure	People	Processes	
Key outcomes	Structure	People	Processes	Additional Notes/Comments
Note: Complete a separate Assessment for each Strategic Priority.				

IBELATIONS

3. Action Plan

Strategic Priority 1-5:

Recommended Actions to Build Organizational Capability	2023 BP Impact?*	Active	Planning	In Exploration
	Yes / No			
	Yes / No			
	Yes / No			
	Yes / No			
	Yes / No			
	Yes / No			



Headcount Plan: Specific functional hiring plan for 20XX. Represents what has been approved in Headcount costs per function

Fu	Functional name:																	
														AOP	AOP	AOP	AOP	AOP
	Job Title	•	Location	Oganizati 📌 🕇	HR Lead	EE Type	-	Cost Center	•	Notes	•	Status	Req # / New Hir Name	Jan-17 💌	Feb-17	Mar-17	Apr-17	May-17 💌
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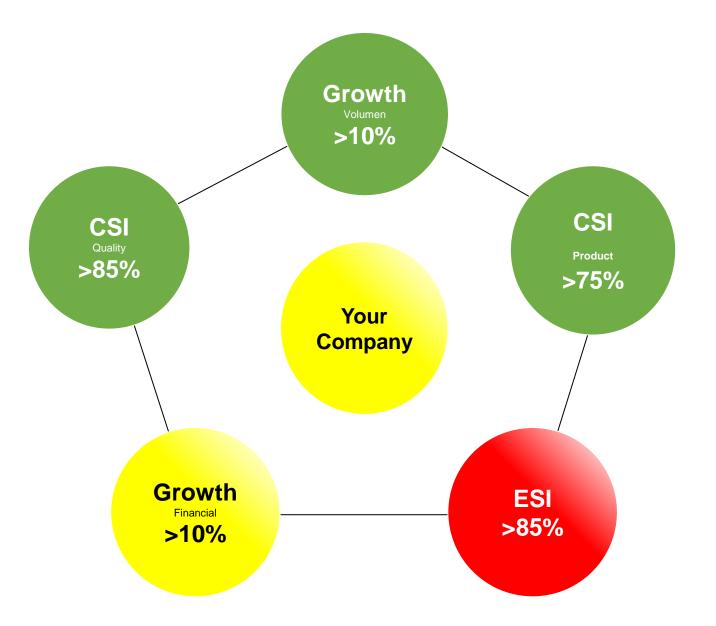


How to measure our success

Company Succes index

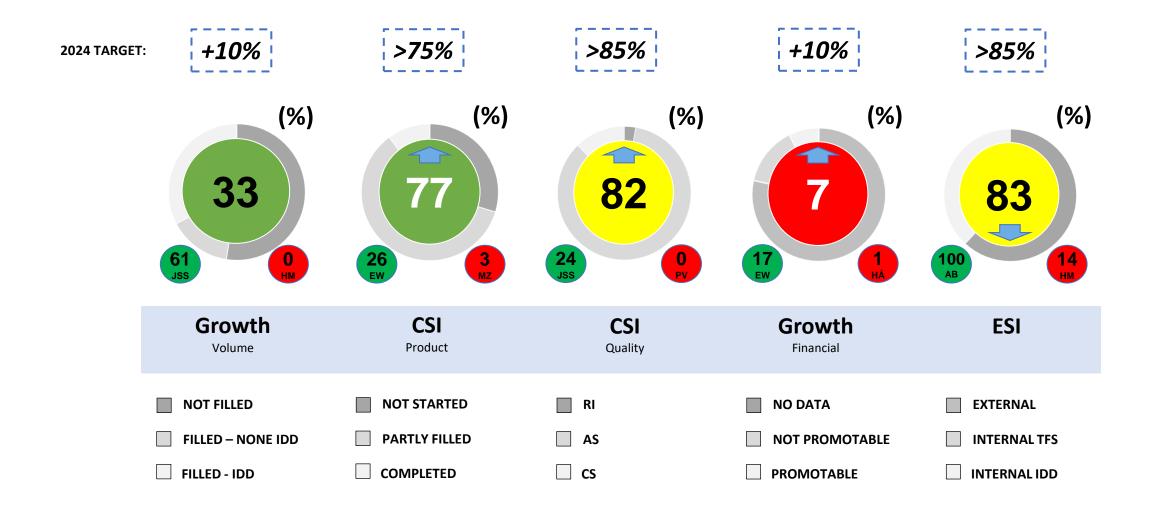


COMPANY DASHBOARD – INTERNAL REPORTING





COMPANY DASHBOARD – 2024





What to look up for in SWP !!

Where can it go wrong

- SWP is a Top Down exercise
- Planning is essential
- A tool kit is needed

How to create value

- One function at a time
- HR Partnerns are process leads
- Career planning
- Involve Unions , TA, Universities etc.

What competences needed

- HR specialists (TA, Admin)
- Appoint a HR Master
- Training of all in system

2 advises

- Take the lead in HR
- Practise. First year is hard, but continue the journey



Thank you...

Henrik Kragh Møller <u>kragh@relations.dk</u> Tlf.: 6131 0100

RELATIONS

Back-up

2025 STRAP Implementation Progress

		Operational lead	Status	Comment
	P1 China market expansion	M. Spangfort		CRO study failure
	P2 Allergy: Portfolio life cycle management	A. Sylvan	Ŏ	On track with Portfolio optimization
Product	Autoimmunity: Portfolio life cycle management	M. Haass		Continued disease area + innovation focus
i i oddot	P4 Instrument: Portfolio life cycle management	M. Danielson		Strategic options for Phadia 2.0
	P5 Quality & regulatory compliance	A. Berg		Solid track record
	S1 Capacity build-up (expansion)	M. Kjellsson		On track with volume growth projections
Production	S2 Sourcing	H. Åsbrink		Mitigate risk through dual sourcing partner
	S3 Productivity (cost per test)	H. Åsbrink		Drive 3% cost reduction year on year
	C1 IDD Value proposition	H. C. Müller		On track with Value prop roll out
	C2 Market development to drive utilization	H. C. Müller		Marketing organization and capabilities
Customer	C3 Pricing	T. Hein		On track to deliver IDD pricing strategy
	C4 Service model	F. Uggeldahl		Differentiated value-based service
Capabilities	Org Capabilities Assessment	H. Møller		Organization assessment on track
Proces/structure	Operating Model	A. Berg		Strengthened PLM and Operating model
STRAP (Program)	M1 STRAP PMO: process, tracking & comms	E. Tizioni		Established Strategy Council Model
	On track with execution during STRAP period	Moderate execution rist during STRAP period	k 🧲	High execution risk during STRAP period

IRELATIONS

HR GOAL TREE

CULTURE

 Focus on Building up the Global HR team, Diversity and Employer's Branding

KPI:

Q2 : Digital event through Yammer to increase overall understanding of our business through the functions

Q4 : Employer Branding event via a Discussion forum for Women's leadership in an organization



Individual Development Plans for our Talents

> KPI : 100% for High Potentials > 70% overall

□ Assessment centre

EDUCATION

FOL extended to all functions across Global IDD

> KPI : 100 % functions included in the nominations process

□ Career in Motion : Support Managers to grow their team

KPI :

1 session organized in Q1 to complete 100% managers trained Continue with the Employees sessions

What do you take with you from today so far?



Grab a new neighbor for experience sharing and take turns sharing a piece of insight from this morning or your best HR BP trick

NOCA

...you can also choose to reflect for a bit instead.



Lunch until 12:15



Inclusive Transformation Leadership

Rebecca Harvey Senior Consultant and Partner Workz A/S





INCLUSIVE TRANSFORMATION LEADERSHIP

Rebecca Harvey WORKZ



GET INVOLVED TODAY



INVOLVEMENT





DIVERSITY





CHANGE LEADERSHIP







THANK YOU

Rebecca Harvey WORKZ

rh@workchange.com



Special Guest CPO

Christina Gadeberg Chief People Officer Nordea

Christina Gadeberg Chief People Officer







Change & Strategy Implementation

Lotte Schiffer Head of People for Group Functions Nordea





People Business Partner in Nordea

Lotte Schiffer, Head of People for Group Functions and Denmark 23 November 2023, Denmark



Transition from transactional HR to driving the Big People Picture

From the "HR generalist"...

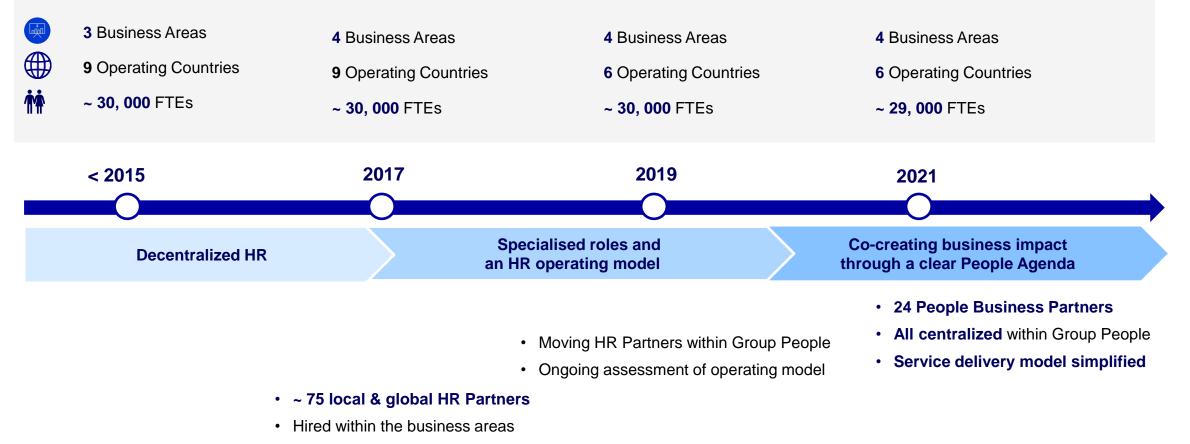
- That does all people related tasks and requests (e.g. recruitments, development/training activities)
- Has a non-standardized approach on WHAT & HOW to deliver towards business on people matters
- With **no common Nordea People Priorities** to build and support the sense of One Nordea.

To the impactful **Strategic People Business Partner...**

- **Embedded** in the development and execution of the business strategy in our areas
- **Partnering up with leaders** and driving the people agenda and workforce overall planning and strategy
- Bridging the business needs to the People Organisation and facilitating the Common People Priorities



Our journey is a constant evolution



- ~ 130 local & global HR Partners
- Hired within the business areas

We have learned and gained significant experience along the way

Strategic Benefits



- Common infrastructure with increased automatisation of processes
- More tiered service model: operational, tactical, strategical
- Quality on deliveries and service improved significantly with visible impact on the yearly employee lifecycle
- Strategic knowledge improved skills & capabilities
- Cost & time efficiencies for both Group People but also leaders across the organisation

Look for the right time to implement big changes (e.g. organisation/management appetite, existing skills)

Lessons learned

- Make sure you have the right person at the right time for the right job (business need vs. resource skills)
- There will be trade-offs to accept and mitigate (e.g. 1:1 HR counterpart, higher expectation of self-service for leaders)
- Clear need for one point of contact for all HR questions for the leaders, regardless of level
- Be clear on when it requires strategic thinking vs. operational

63

Where do we go from here?



Digitalisation & Automatisation



Increasing regulatory environment



Fragile macro-economic environment





Afternoon break until the panel 14:30

Panel

HR Business Partnering for the Future

Helen Tracy Principal Learning Partner, Harvard Business Publishing

Lotte Schiffer Head of People for Group Functions, Nordea

Rebecca Harvey Senior Consultant and Partner, Workz A/S

Henrik Kragh Møller Strategic Advisor, Relations.dk



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HR BP Takeaways via Slido

Inspired by today, what actions will you take to develop your practice as an HR Business Partner?

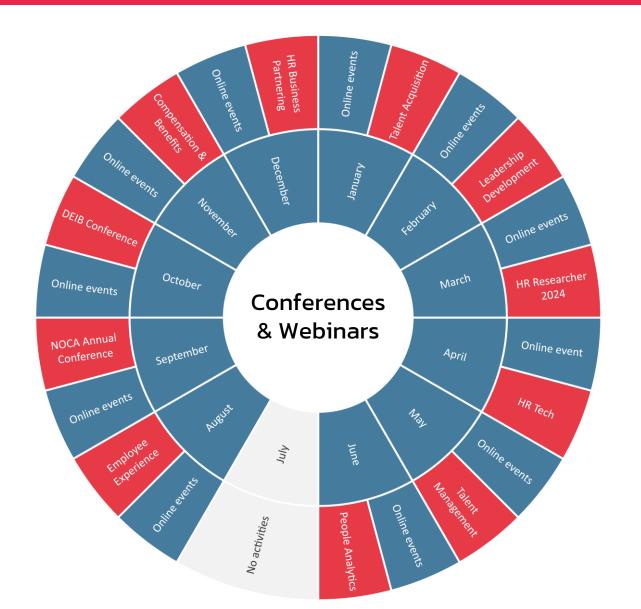
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Thank you! Networking until 16:00

Activities & events in NOCA



33 Online meetings HR relevant topics and lectures

NOCA

11 Conferences Designed by NOCA or in collaboration with partners

Learning expedition To international People Management Conference

5 Advisory Boards Network for heads of functions within HR