



E U R I A N S

CONSULTING THROUGH BOUNDARIES

BEYOND BEST PRACTICE

**EURIANS HR Experience Tour
11th and 12th of March 2010**

Background

Globalization is a hot issue these days. There is discussion about the impact it has on business and HR in general. Is it a danger which threatens our values, our way of working and living? Or is it an opportunity and challenge for new generations and careers? It has already changed our views on borders and markets. Reports on globalization emphasize the major changes that companies expect concerning talent management, leadership, organizational climate, organizational development and innovation.

Good to know, but how do companies cope with these challenges?

Learning and experiencing within, from and between companies

Talking to clients throughout Europe has made it clear to us that they don't want to participate in just another conference. They don't want to attend another Powerpoint presentation without the actual experience of what has been accomplished; instead they want to be handed some touchable and practical tools.

EURIANS HR experience tour

Thus, the idea of a benchmark tour to the best-in-class companies in the Netherlands and Germany was born! Experiencing and exchanging best practices in a group of professionals whilst visiting two companies in two days. Not only will we benchmark against the organizations we visit, but

against each other as well. During our journey we will have the comfort of a luxurious touring car which enables us to discuss, show and invent all sorts of problems and solutions regarding the main themes of the tour. The travelling time will be used to prepare ourselves for the next visit to the next company with visual materials. Zap-sessions will take place regarding the newest tools and the latest research on leadership, talent management and innovation will be shared. Of course you have the freedom to participate in the different sessions of your own choice. Your need must be leading!

Main Themes:

- talent management
- leadership and organizational climate
- organizational development and innovation

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Program:

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On the **first day** we'll meet in the Netherlands and after getting to know each other in the group we'll attend a presentation and interactive meeting at Heineken. The theme will be 'Leadership and Climate'. Heineken experts will join the meeting to work with you on these topics.

In Heineken, Leadership and Organisational Climate are influencing each other and must be totally integrated in the design of people development programs. The Heineken University has learned from the past that this is essential for successful Leadership Development. Their own research on organizational climate and leadership shows the interrelation and the opportunities to set KPI's on climate, which appear to be objective measurements for Leadership Development. Experts and line managers from Heineken invite you to share thoughts about this topic and they will be happy to benchmark your experience against theirs. Of course you will get an insight into the design of the Heineken Leadership Competencies Model and the design and execution of Organisational Climate surveys. Heineken gives you the opportunity to get into their organization and experience their brand and its inspiring environment. You can see how Heineken's HR policies are based on its core values:

1. Passion for Quality
2. Respect for our environment
3. Bring enjoyment to lives of individuals

For more information about Heineken: www.heineken.com

After the meeting we'll travel to a nice hotel where we will have dinner and stay the night in inspiring surroundings.

The **second day**, after breakfast, we will travel to the main office of Melitta in Minden, Germany.

In 2005, when a new CEO for Melitta Household Products was appointed, he was faced with a highly competitive market with constant product innovation. The organization was not as flexible and cost effective as he wanted it to be in order to create highly innovative products and to explore new sales channels. The problem seemed to be a static organizational structure with a low level of empowerment.

Consequently, a comprehensive restructuring program was launched in 2006, starting with a classical analysis and alignment of business processes followed by an analysis of the corporate culture throughout Europe, including the development of a vision and new company strategy. Both were implemented through various projects throughout 2007, including management meetings with top decision makers in Germany as well as in all European subsidiaries. The wave of motivation and innovation following this first project brought the necessary success in innovation as well as in maintaining a leading market position. Many internal projects to further implement a new leadership culture followed. Following the motto of "Working for our Future!" the restructuring process was reinforced in 2008, including the establishment of Change Agents to further drive the change ahead.

Melitta gives you the opportunity to experience a successful change process to push innovation and secure economic success. You will have the chance to get an insight in the tools and steps of this change process.

For more information about Melitta: www.melitta.com

After our visit at Melitta we will have a concluding session, after which everyone travels home. During the bus drive we will show and experience the best practices of all participants. In just two days you will be able to benchmark your organization on the main themes with a variety of organisations from other European countries.





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