

INNOVAZIONE DIGITALE DEI PROCESSI HR: COME VALORIZZARE LE COMPETENZE DIGITALI IN AZIENDA

Francesca Parviero
20/05/2019 - ore 15.00

PRIMA DI INIZIARE

Si ricorda che durante l'esposizione sarà possibile intervenire ponendo delle domande nella **chat condivisa**.

Al termine del webinar vi chiediamo gentilmente di compilare un brevissimo **questionario di gradimento** dove potete esprimere il vostro parere sul webinar.

Francesca Parviero – me

Francesca Parviero | Learning Experience Designer, Digital HR Senior Advisor

Esperta in progettazione di percorsi di apprendimento digitale, speaker, autrice di libri, è stata HR manager in aziende multinazionali e startup. Nel 2012 diventa la prima LinkedIn Talent Solution Partner italiana.

Conduce leadership team nella costruzione di solide competenze digitali con un focus sul Personal Branding come strumento di trasmissione del pensiero integrato, in un contesto socio economico in cui il reskilling verso le competenze digitali è un fattore chiave per il business a partire dai profili apicali. Accompagna le direzioni risorse umane nel processo di innovazione digitale dei processi HR, analizzando e co-progettando la people experience digitale. Insuperabile nei progetti di personal branding rivolti a donne executive, che vive con la consapevolezza di chi sa che sta contribuendo con il suo lavoro ad un cambiamento culturale e sociale.

Viene riconosciuta come una business networker eccezionale: connette persone e opportunità, promuovendo sempre una partecipazione autentica, etica e di valore alle reti sociali.

Digital Citizen Identity

Ability to build and manage a healthy identity online and offline with integrity

Privacy Management

Ability to handle with discretion all personal information shared online to protect one's and others' privacy

Screen Time Management

Ability to manage one's screen time, multitasking, and one's engagement in online

Cyberbullying Management

Ability to detect cyber-bullying situations and handle them wisely

Cyber Security Management

Ability to protect one's data by creating strong passwords and to manage various cyber attacks

Digital Empathy

Ability to be empathetic towards one's own and others' needs and feelings online

Critical Thinking

Ability to distinguish between true and false info, good and harmful content, and trustworthy and questionable contacts online

Digital Footprints

Ability to understand the nature of digital footprints and their real-life consequences and to manage them responsibly



<https://www.weforum.org/agenda/2016/09/8-digital-life-skills-all-children-need-and-a-plan-for-teaching-them>

Cosa significa essere organizzazioni digitali?

La digital transformation implica una veloce evoluzione e un adattamento continuo dell'Azienda in tre aree principali:

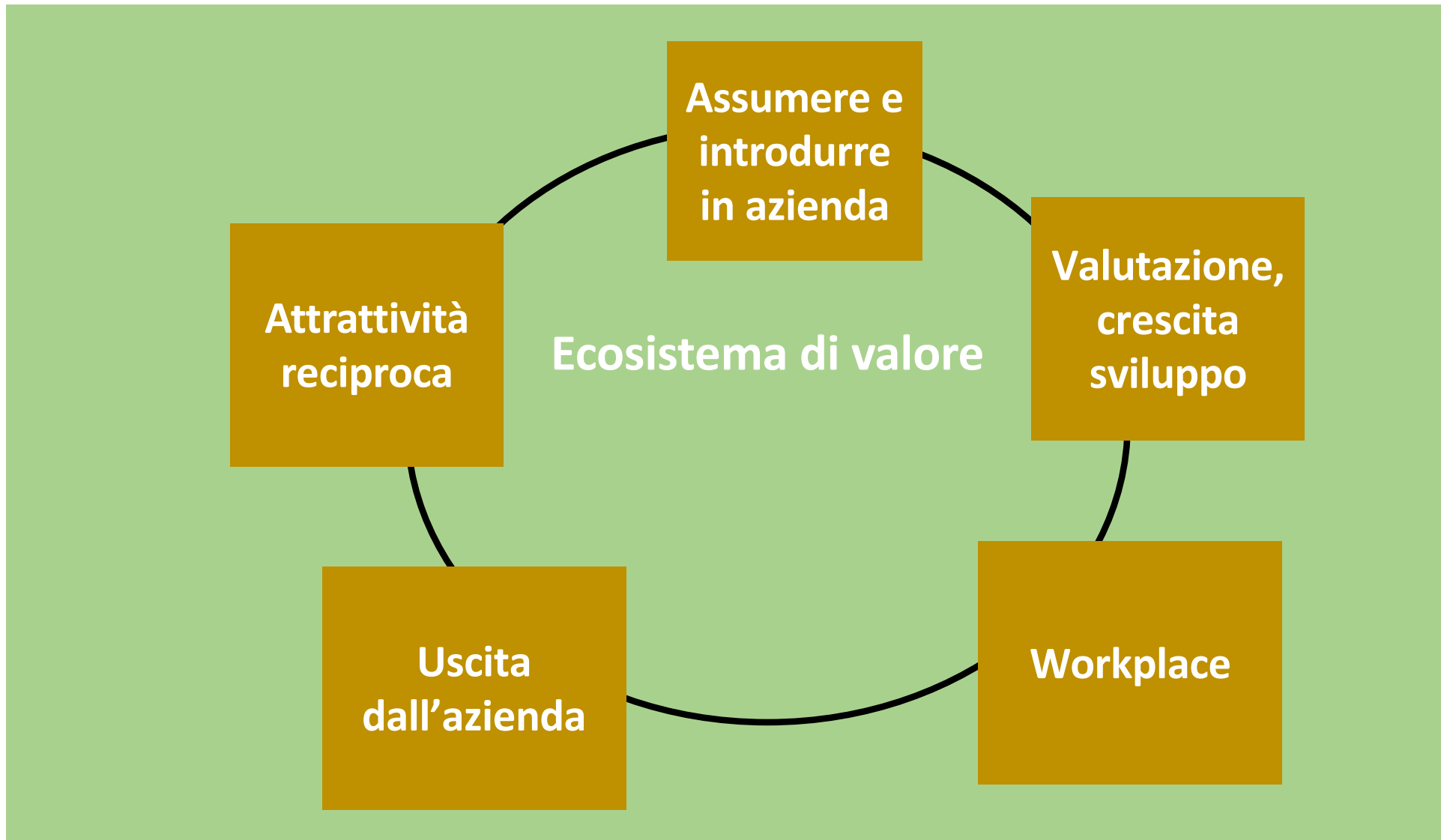
**MINDSET
DIGITALE**

**ORG &
PROCESSI**

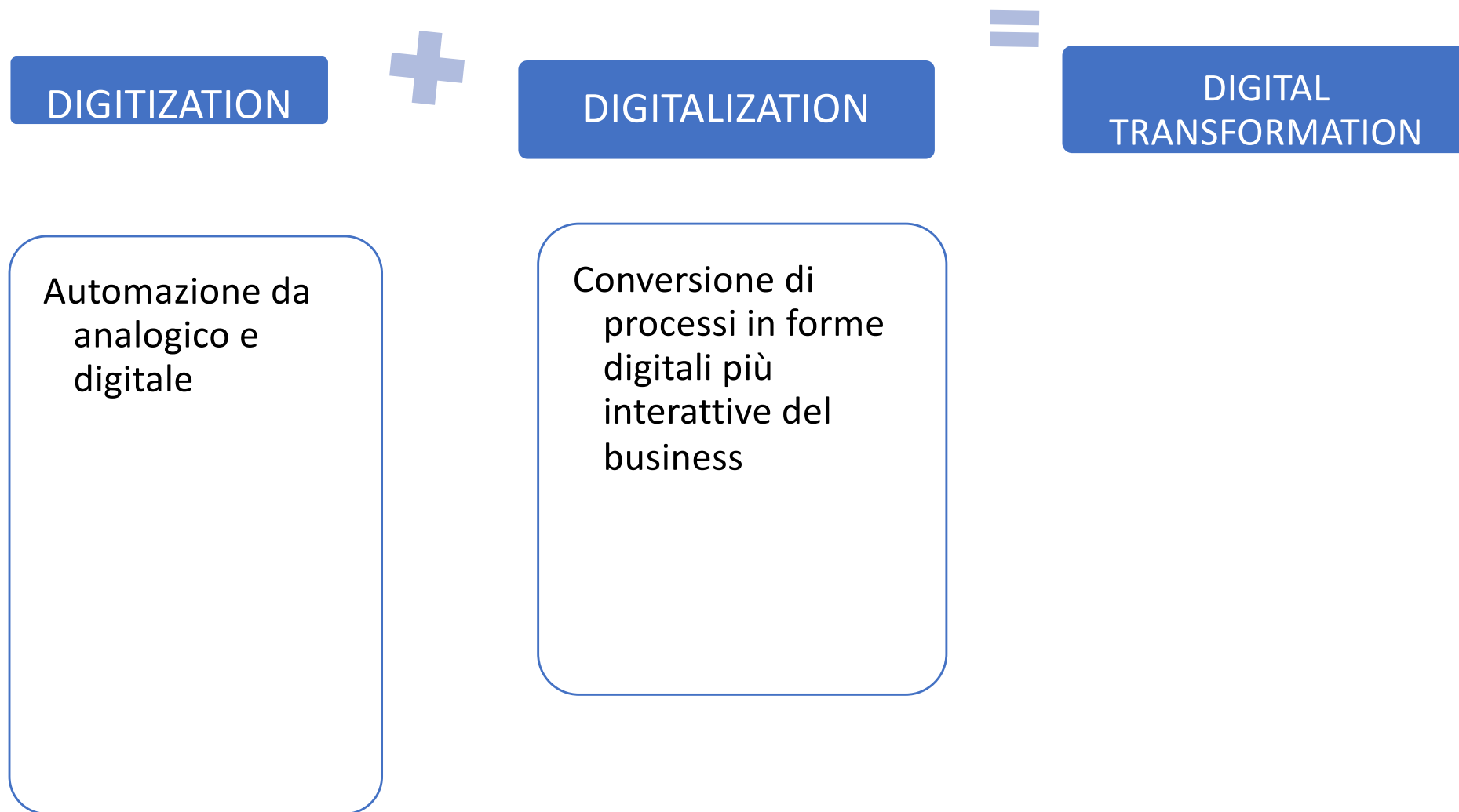
COMPETENZE

**STRATEGIA – TECNOLOGIE - CUSTOMER
EXPERIENCE – EMPLOYEE EXPERIENCE**

La People Experience



Digital – cosa significa?



Flexible Working

A career building & lifestyle pathway

Respondents' rationales for flexible working:



54%

actively choose to meet their needs & ambitions



29%

view it as an enabler of a flexible lifestyle



47%

use as a stepping stone to a full-time position



THE ADECCO GROUP

Flexible Working

Can Fuel the Future of Work

As more professionals embrace flexible working, the gig economy blooms and marks the end of the 9-5

[#FlexibleWorking](#)

A new normal for younger workers

89% of 18-26 year-olds see flexible working as a long-term career path

82%

of 18-26 year-olds aspire to be flexible workers



Positive development for workers, companies, and society

\$1.4 trillion

in freelance activity added to US economy in 2016



+2%

Potential gain in world GDP by 2025 as a result of digital labour platforms

Autonomy, steeper learning curve & faster career path

73%

of flexible worker profiles on LinkedIn have higher degree qualifications

9.1 vs 10.3

average years of experience of a freelancer versus a non-contractor at manager level



Flexible Working - vantaggi

Risparmio

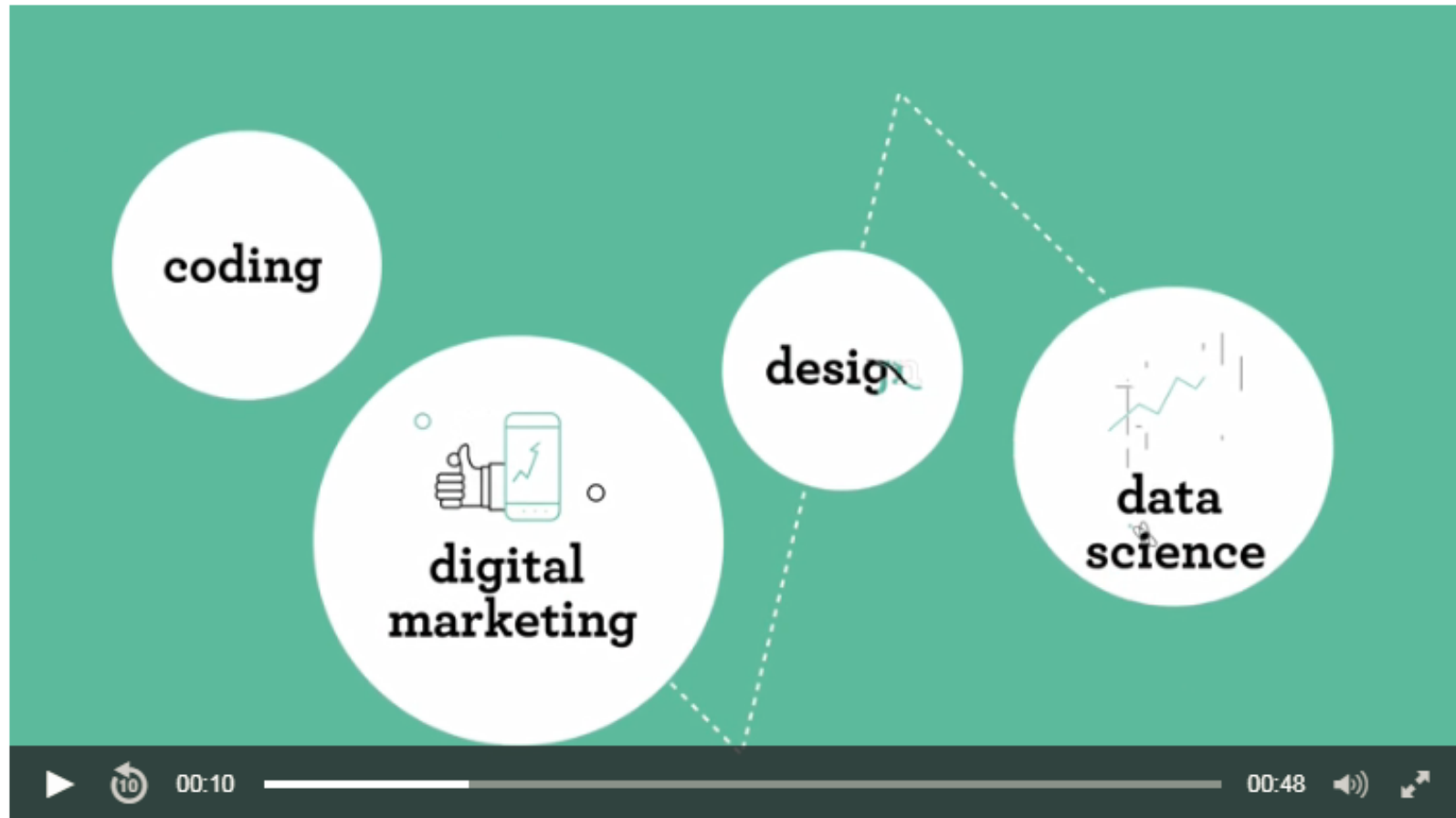
Riduzione
distrazioni

Collaboratori
interessati

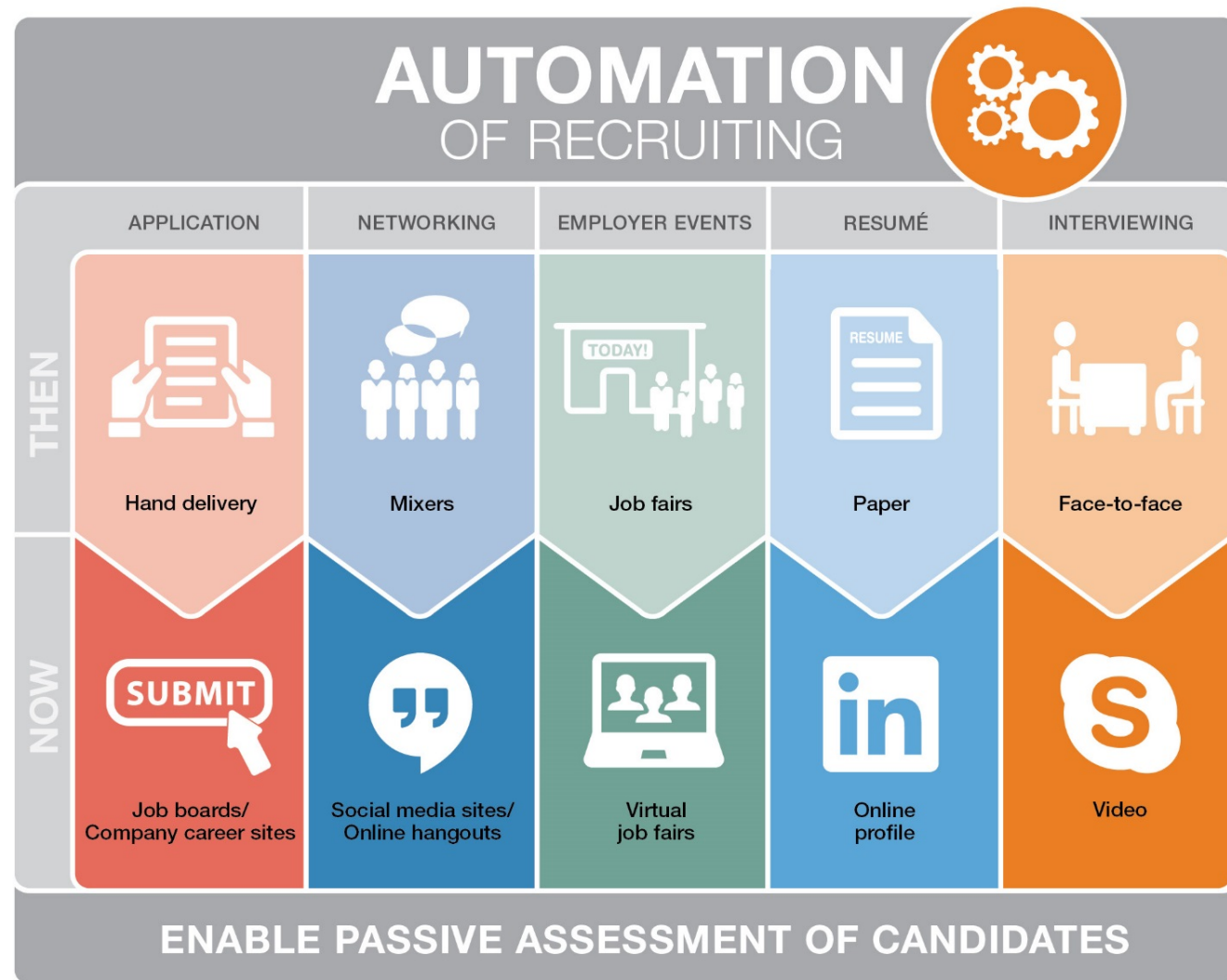
Work-life
balance

Indipendenza
e fiducia

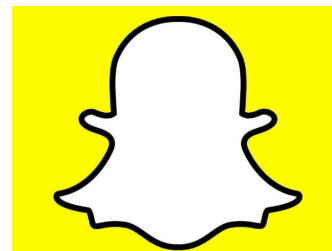
Lifelong learning, Upskilling e reskilling



Digital HR - Recruiting



Social Recruiting



Social Recruiting



YouTube

Search



Chef Brian
Executive Head Chef

Working at Dropbox

179,655 views

1.3K 30

Dropbox
Published on Sep 26, 2014



Instagram

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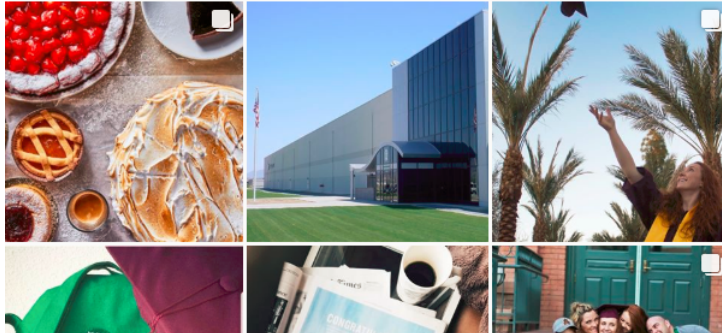
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starbucksjobs

Segui

Starbucks Jobs Connect to Something Bigger. Careers at Starbucks. linktr.ee/starbucksjobs

633 post 44.7mila follower 535 profili seguiti



Account Corporate



Tweet **11.800** Following **5.486** Follower **94.800** Mi piace **3.890** Liste **308**

Starbucks Jobs

@StarbucksJobs

Connect with Something Bigger. Careers at Starbucks. #tobeapartner.

Seattle, WA

starbucks.com/careers

Iscritto a luglio 2009

902 foto e video

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Starbucks Jobs @StarbucksJobs · 16 mag

We're coming to #NewYork Join us for our next hiring event for the New York Princi Production Kitchen! May 23rd and May 24th We are looking for a passionate staff, obsessed with artisanal craft and the finest ingredients. RSVP for this event to join us sbux.co/2KvgUIE



Starbucks Jobs @StarbucksJobs · 27 apr

We have hired 15,000 Veteran + Military Spouse partners to date and we are hiring more each day. Bring your experience to our team. Serve with us. sbux.co/2g8q3qc



2 12 39



Starbucks Jobs @StarbucksJobs · 26 apr

We are serving up careers shaken AND stirred... did you know we are now hiring bartenders, baristas, commessas and even bakers. Bring your passion + connect to something far bigger than coffee sbux.co/18qn67b



1 2 17

Il Fondo Sociale Europeo in Friuli Venezia Giulia
Programma Operativo Regionale 2014-2020



UN INVESTIMENTO PER IL TUO FUTURO

Account Corporate



Tweet **15.400** Following **1.738** Follower **81.900** Mi piace **7.518** Liste **1**

Microsoft Life ✓

@MicrosoftJobs

It's more than a career. Here, we're living our #MicrosoftLife and making a better world. Follow along for our most memorable moments.

Redmond, WA

MicrosoftLife.com

Iscritto a aprile 2008


2.058 foto e video

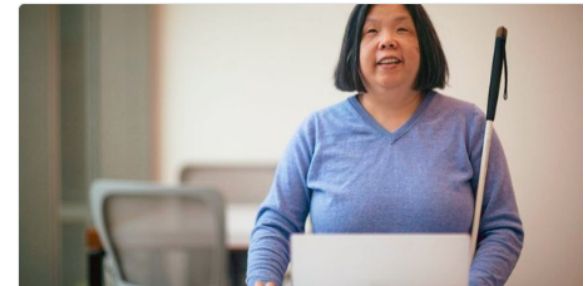
Tweet Tweet e risposte Contenuti

Tweet fissato

 **Microsoft Life** @MicrosoftJobs · 27 nov 2017
This is #MicrosoftLife.



 **Microsoft Life** @MicrosoftJobs · 16 mag
Striving to make products and services accessible for all, see how teams at Microsoft are using #AI to empower people with disabilities. msft.social/oQ1oNQ #AIforAccessibility



Using AI to empower people with disabilities - Microsoft on the Issues
At Microsoft, we believe advancements in technology can be a force multiplier in unlocking solutions for some of the biggest challenges facing...
blogs.microsoft.com

18 34

Microsoft Life ha ritwittato
 **Melissa Sassi** @mentorafrika · 18 mag
This month marks my 4 year anniversary with .@Microsoft. I have never felt so connected to a job and an employer before. Here is to working at a place that makes you proud and stands on the right side of history!
#MicrosoftLife ❤️🌱🍀



Account Personali, unici e riconoscibili

Profile photo

Bio

Cover image

City

Link



Tweets 9,433 Following 1,239 Followers 4,698 Likes 2,722 Lists 8

Silvia Zanella
@SilviaZanella_

Mi piace immaginare il futuro del lavoro. Autrice di #SocialRecruiter. Global Digital Communications @AdeccoGroup

Milan - Zurich

silviazanella.com

Joined August 2009

Tweet to Message

Tweets Tweets & replies Media

Pinned Tweet

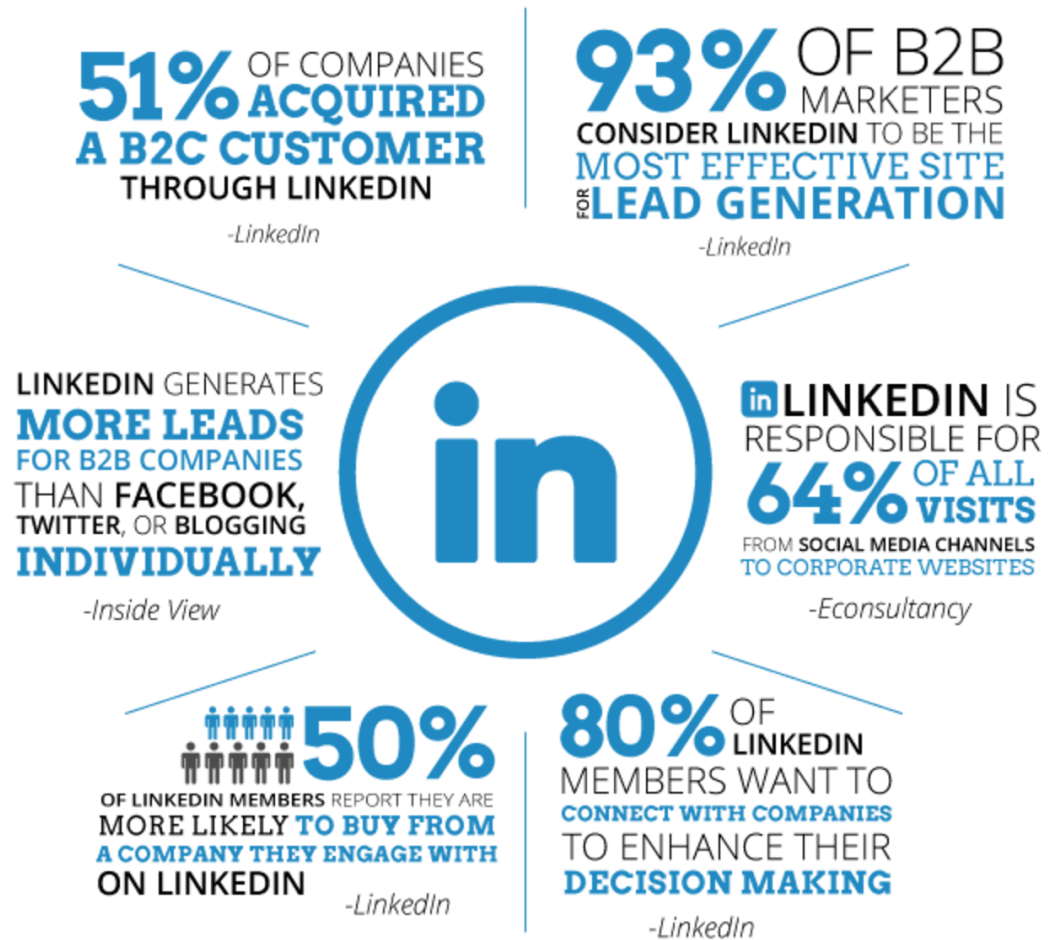
Silvia Zanella @SilviaZanella_ · 21h
Lavori che gli italiani non vogliono più fare: il social HR intern
silviazanella.com/2018/05/14/lav...

Translate Tweet

LinkedIn

Why?

- Candidati e business partners
- Generare leads
- Brand awareness
- Positioning
- Networking
- Reputation

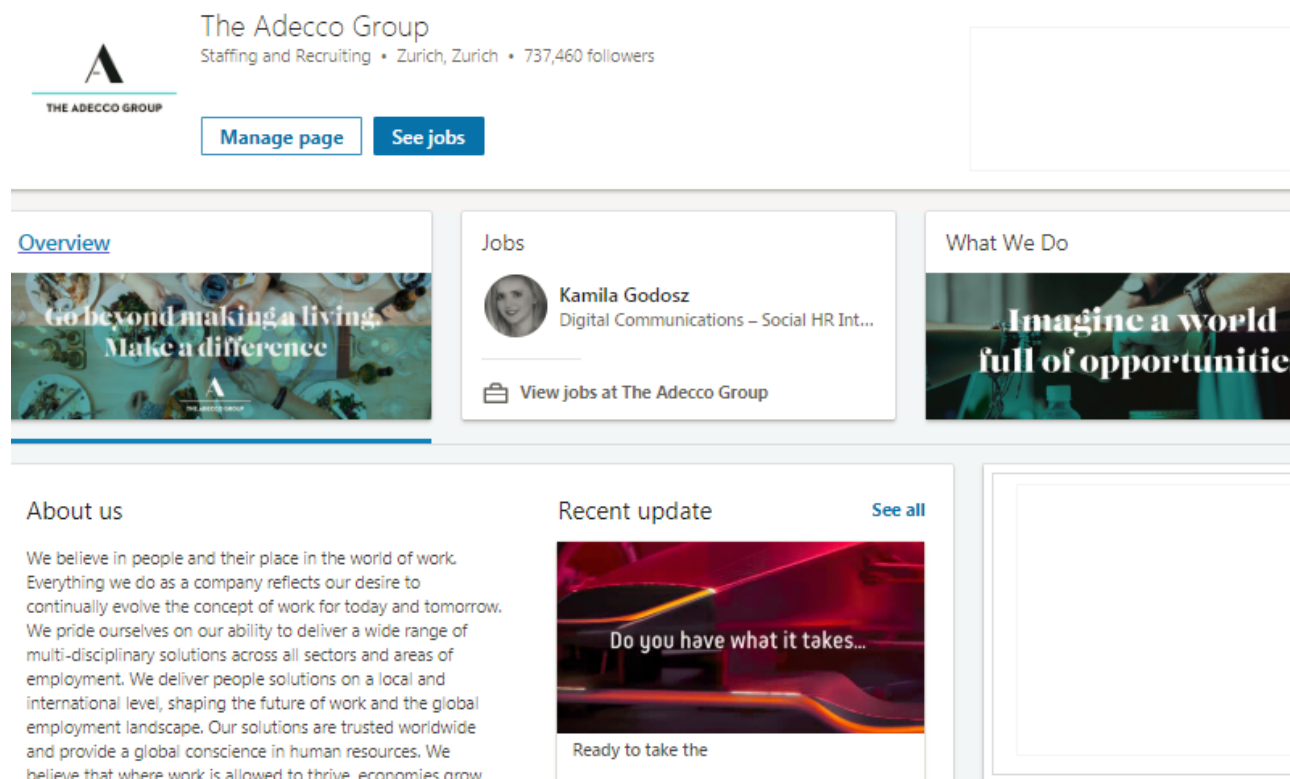


LinkedIn strumenti



Corporate Career Pages

- Condividere una storia unica
- Attrarre i migliori talenti
- Creare profili target per l'azienda



The screenshot shows the LinkedIn profile of The Adecco Group. At the top, the company name "The Adecco Group" is displayed with the tagline "Staffing and Recruiting" and location "Zurich, Zurich" and "737,460 followers". Below this are buttons for "Manage page" and "See jobs". The main content area is divided into several sections: "Overview" with a banner that says "Go beyond making a living. Make a difference"; "Jobs" featuring a profile for Kamila Godosz, Digital Communications – Social HR Int..., with a "View jobs at The Adecco Group" button; "What We Do" with a banner that says "Imagine a world full of opportunities"; "About us" with a paragraph of text: "We believe in people and their place in the world of work. Everything we do as a company reflects our desire to continually evolve the concept of work for today and tomorrow. We pride ourselves on our ability to deliver a wide range of multi-disciplinary solutions across all sectors and areas of employment. We deliver people solutions on a local and international level, shaping the future of work and the global employment landscape. Our solutions are trusted worldwide and provide a global conscience in human resources. We believe that where work is allowed to thrive, economies grow,"; and "Recent update" with a banner that says "Do you have what it takes..." and "Ready to take the".

Domande? 😊



[@fparviero](https://twitter.com/fparviero)



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it.linkedin.com/in/francescaparviero/



www.francescaparviero.com



bit.ly/FParvieroNews

Newsletter

GRAZIE PER AVER PARTECIPATO

Prima di scollegarvi dal vostro PC vi chiediamo gentilmente di compilare un brevissimo questionario di gradimento dove potete esprimere il vostro parere su ...