

FORTH Project Details

Sector: Telecommunications

User: European Market Leader

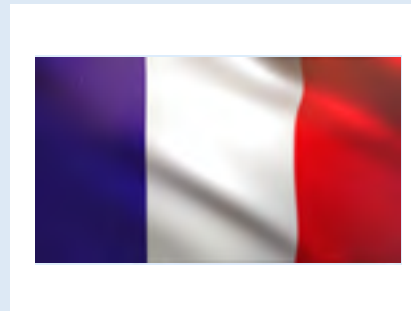
Country: France

Year: 2018

Online

Offline

Facilitator(s): Corina Ghiatau



Innovation Assignment:

The group's European HR team wanted to engage all the local teams in co-creating a solution for career development in the European region. The organization is complicated, with communication channels unclear how people can develop within the group, this is despite the rich opportunities for growth and mobility offered.

Highlights of the process:

A multi-country core team of 11 HR and business representatives and an extended team of 7 HR Directors and 4 Corporate Europe Division leaders gathered in Paris. This started the project in the Full steam ahead chapter of the FORTH journey. The Observe & Learn stage, consisted of identifying employees frictions in all 7 countries, visiting companies and researching was completed online. During a Raise Ideas stage, 296 ideas were generated and with 7 concepts tested during the Test Ideas 2-day workshop in Bucharest. From this, 3 mini-business cases were then developed online. The mini business cases were presented in a hybrid online and offline event to the extended European team from 7 countries.

Main results:

This is one of the first experiments of applying the innovation process in a hybrid online and offline format, with an international remote team. The 3 mini business cases were proposed by the innovation team as a complete ecosystem of career engagement and 3 countries expressed their commitment on the spot to start testing and applying it locally.

