

STRATEGIES TO QUESTING FOR TOP RESEARCHERS/SCIENTISTS IN THE NEXT DECADE

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The Big Shift

DELOITTE (2009)

- *“we are moving from a relatively stable business environment to one characterized by rapid rates of change with ever more disruptions generating increasing uncertainty and unpredictability.....*
- *.....This change is driven by the emergence and spread of digital technology infrastructure”*

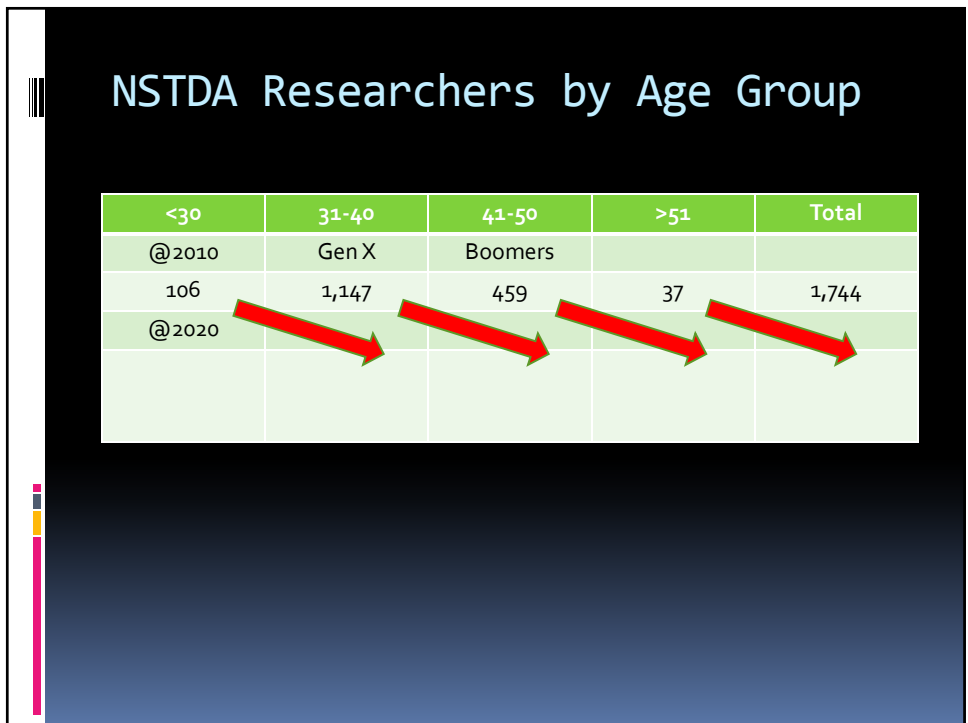
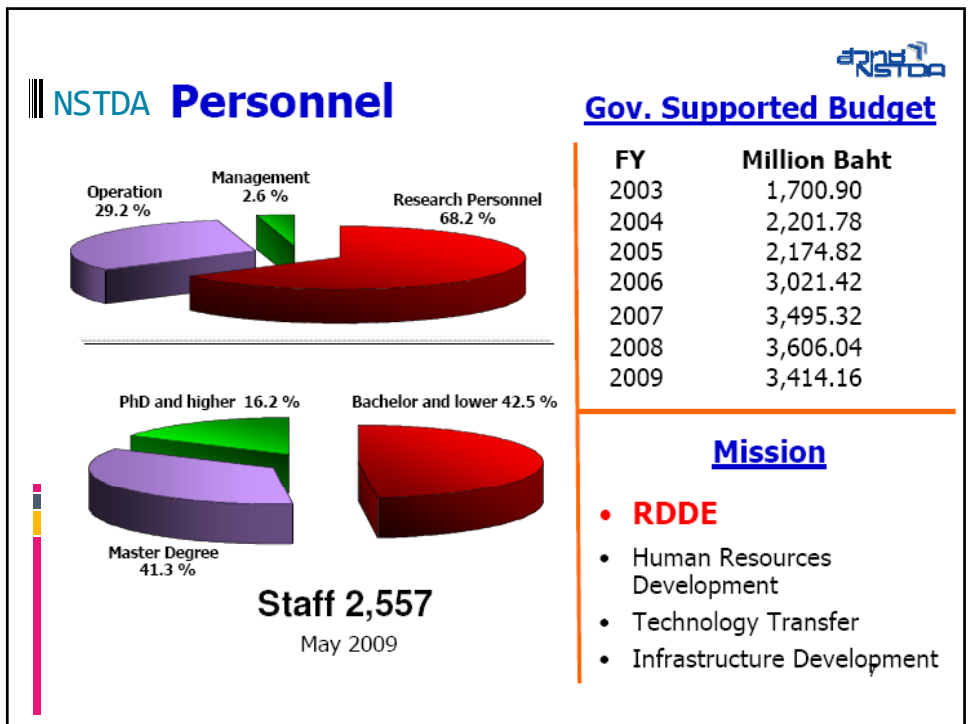
The Three Waves of Changes

DELOITTE (2009)

- The first, the “Foundation” wave, involves changes to the fundamentals of our business landscape catalyzed by the emergence and spread of digital technology infrastructure
- The second, the “Flow” wave, it looks at the flows of knowledge, capital, and talent
- The third, the “Impact” wave, centers on the consequences of the first two waves

Less people within the Net Gen want to be scientists and engineers: Shortage of Scientists and Engineers is becoming critical

- By the year 2018 half of its science- and engineering – based workforce will be eligible to retire (Lockheed Martin)
- Only 7.5% of enrolled college graduates expressed an interest in engineering as a career – the lowest level since the 1970s (UCLA)



The Internet Community is Expanding The case of Thailand

Based on: Demographics data of NSO

Thai Population	@2010	@2020	@2030
Baby boomer (< 1964)	43.1%(28m)	35.1%(24.26m)	27.5%(20.4m)
Generation X ('65 – '76)	21.5%(14m)	19.7%(13.6m)	17.8%(13.1m)
Millennials ('77 – '97)	23.1%(15m)	21.0%(14.5m)	18.8%(13.8m)
Gen 2020 born after '97	12.3%(8m)	24.0%(16.6m)	35.7%(26.2m)

The Digital Tribe (Natives)

- According to IDC by year 2020 the hyperconnected professionals will make up more than 40% of the workforce
- These Net Gens have grown up using technology as part of everyday lives, and they expect employers to provide them with the same tools to collaborate, brainstorm, and network on the job

What the Net Gens want?

- Work for an organization that does something they believe in
- Be self-directed when it comes to their learning and personal development
- Work for organizations that are supportive, empowering, and inspiring
- Develop new skills and good career prospects with their employer

Source: Meister and Willyerd (2010)

Business Issue Rather Than a HR Issue

- The shortage of talent in the workplace will be addressed as a strategic business priority rather than as a human resources mandate
- There is a need for building a talent pool
 - Develop the needed talent locally
 - Develop programs to retrain existing talent
 - Develop tactic to attract new talent

Strategies to questing for Talents

- Social Network Presence
- Searching for candidates through social networks
- Employ marketing approach to reach human resources
- Using external specialization

Social Network Presence

- According to the published statistic more than 350 million are using Facebook; 2/3 of the entire global Internet population is a member of an online social network
- Net Gens prefer employer who is also active member of social network and closely connected with the online community
- Net Gens prefer working for enterprises who have strong brand and a reputation for CSR

Social Network Presence (2)

- The Net Gens expect employers to modernize themselves with:
 - Hyper-connection. Capability to use the social media to connect with the engaged employees
 - Social learning. Learning that is collaborative, immediate, and presented in the context of an individual's work environment

Searching for candidates through social networks

- Social recruiting. Sourcing of candidates on social networks. Leverages social networks to connect to, communicate with, engage, inform, and attract future talent
- By interacting through social networks, the employer and the candidate have an opportunity to make impression; the candidate place him/herself on employer's mind each day through the use of social network

Employ marketing approach to reach human resources

- Businesses use social network to reach customers.
 - Emphasis is placed on Information Symmetry, meaning to share relevant information with customers, it could enable customers to make better and more informed choices
- The same thinking can be used to reach candidates
 - Symmetric information about the organization could enable candidates to make better decision to join the organization

Using external specialization

- In the next ten years the Net Gens with specialization are working independently in small groups; companies and agencies with specialized human resource are sources of innovation
- These talented researchers are connected through social networks; they will be the important source of needed talent external to the organization

Using external specialization (2)

Today, resources (talent) are global. The focus should be on access and influence, not ownership and control. It is all about leveraging a global resource base (Prahalad, Krishnan 2008)

- Agencies must learn to work with external resources when the required specialization is not available within

Using external specialization (3)

- Outsourcing is traditionally aiming at cost saving, but outsourcing can not drive innovation; Crowdsourcing can be a better solution
- Crowdsourcing: Harnessing of the skills of individuals through an open call for participation. These individuals, due to their enthusiasm, contribute content, do research, and solve problems together (The 2020 Workplace, 2010)

Conclusion

To compete for talent in the next decade and beyond, agency must prepare to:

- Adopt a global mind-set
- Build a reputation as being socially responsible
- Become uber-connected
- Champion openness and transparency
- Emphasize learning agility

Thank you