

21 Ways Crossing HR Borders

Innovatie websearch



1.21 tue

21 ways cross-industry inspiration



21 ways to strategise and innovate is a set of critical questions, checklists and examples from all over the world to help you innovate.

21 ways sets provide cross-industry inspiration for: product and service ideas, product development, process and service innovations, government innovations, business model innovation, new business development and defining strategic directions.

Based on a client's question, we extract important trends, successful innovations, principles or evolutions. The list of 21 principles changes per question. 21 ways sets are useful in individual or group brainstorming, in new business development and strategy sessions.

Combining the input with an interactive engaging presentation and/or workshop clearly helps to come up with new connections, great ideas and enriched concepts.

21 ways sets are created by Marc Heleven and presented by Ramon Vullings.

Smart uses for 21 ways sets

21 ways sets provides innovation inspiration for: *More effective marketing, sales increase, smart product placement, better customer retention, supply chain optimisation, smart cost reduction, generate more customer engagement, business planning, moving from products to solutions, better design, pricing models, smarter routing, employee motivation, ...*

Get your own 21 ways set

21 ways sets are custom made based on the question formulated by the client.

Starting with the research question, Marc Heleven comes up with a list of 21 principles for which 3 to 7 examples are matched from all over the world, from different sectors. This overview and the **copy-adapt-paste** method help organisations to innovate faster. 21 ways sets are a spring board for innovation.

Please contact us for a custom 21 ways set for your innovation challenge!

www.crossindustryinnovation.com/21ways

Principle 1

Turn it around

A green rectangular sign is placed in a field of green grass. The sign has white text in both Chinese and English. The Chinese text reads '小草休虐 请勿扛搅' and the English text reads 'DO NOT DISTURB TINY GRASS IS DREAMING'.

小草休虐 请勿扛搅

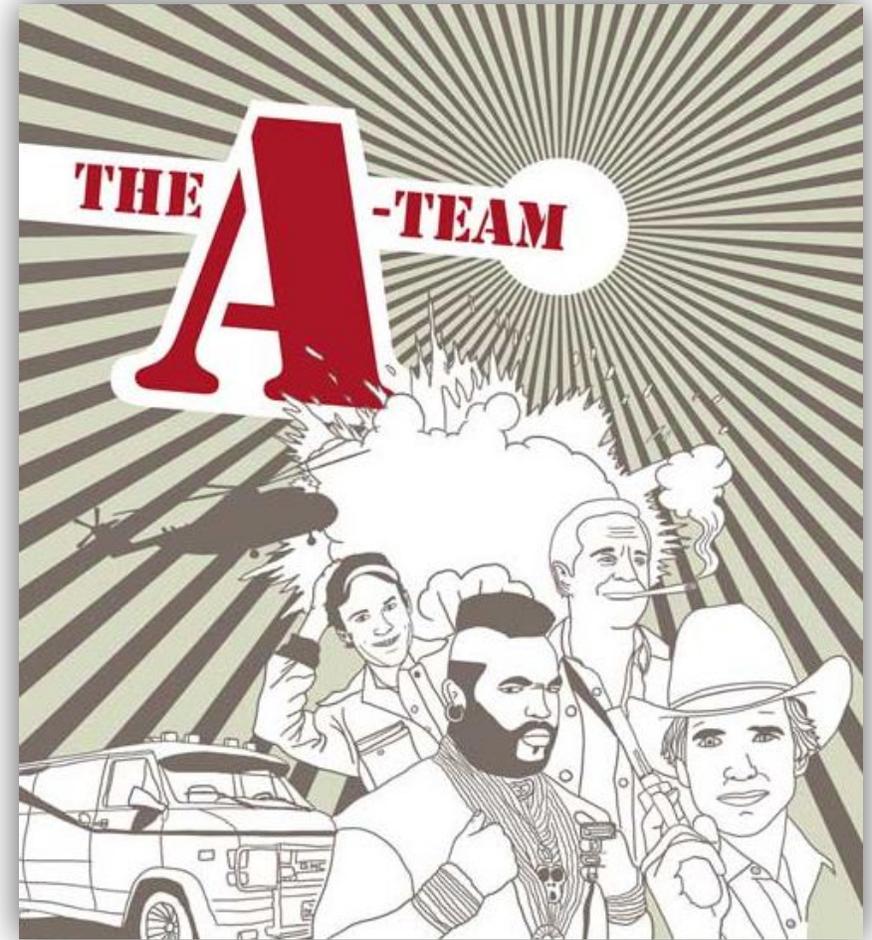
DO NOT DISTURB

TINY GRASS
IS DREAMING

Management team is looking for a company

It could well become a new trend: small groups of managers presenting themselves together at a company.

“They are usually people who have already worked together successfully in the past and can therefore immediately fit in as a team,” says Joël Stockmans of Umani Agency.



“Employers also need a CV”

Realism

VMC-Select has now set up a service that guides companies in preparing such a 'company CV'. “It is preceded by an in-depth analysis, examining all strategic and operational components,” explains Jo Frantzen. “Answers emerge about the vision, mission, customer base, unique sales arguments, and so on. We attach great importance to culture measurement. Existing employees and applicants are very sensitive to a realistic picture of the current company culture. We have developed a separate method to map this DNA.”

Keep it simple

VMC-Select then bundles all findings in a concise company CV, which is distributed internally and externally. “It makes no sense to write all this down in a voluminous report. The messages are much better understood in a concise, clear, simple and visually interesting overview,” says Jo Frantzen. “In this way, customers, suppliers, employees and applicants immediately know who they are dealing with and the foundation is laid for a long-term collaboration.”



Camouflage office for selection of higher profiles



People who already have a job, but want to explore other horizons, are not immediately inclined to apply at a large window with the neon advertising of an employment agency. That is why ASAP (Genk) wants to approach it differently.

They open their first 'camouflage office' in Antwerp. It is a discrete location for recruitment and selection, especially of higher profiles.

“We often screen people who are already working somewhere, and like to apply discreetly,” says Ruben Peumans, CEO of ASAP. “That's why we dress this office neutrally. Visibility is important for other activities, for example temporary work, and we spare no effort to stand out.”

Principle 2

Simplify people
management

Shortcuts



They are taking a smarter approach in Finnish cities. There people watch, for example, visitors to city parks, leaving their mark in the freshly fallen snow in winter. People make grateful use of that input for the design of new walkways.

Reflection question: Observe employees and procedures followed to discover shortcuts.

Fight bureaucracy



Reflection question: Organize a competition within your company to identify internal red tapes or redundant rules.

<https://en.creativebureaucracy.net/> https://en.wikipedia.org/wiki/Red_tape

TONY'S CHOCOLONELY EMPLOYMENT AGREEMENT

Tony's Chocolonely one-page employment contract

START

what's your name?

start date: indefinite period 00-00-'00 till date 00-00-'00

your role:

(check out your impact profile for all the details)

work location:

probation period: 0 0 0 0

month(s)

We both can break up at any time, in writing and with the statutory notice period in mind. Our collaboration stops automatically on the day you reach the State Pension Age (AOW in Dutch..)

ON A SERIOUS NOTE, PART 1

You agree that you will handle all confidential Tony's information eh... confidentially. All work results that you develop or create, solely or jointly with others, during your employment with us is owned by Tony's Chocolonely (called 'Intellectual Property rights'). When we split up, you will return all documents relating to our business and your work for us to us (like reports, manuals, drawings, correspondence and customer lists), obtained by you during your time with us, without keeping any copies.

OUCH!

...mind your step! you're off to those nerve-racking serious notes

gross salary: € 000.000.000,00

per month (on a fulltime basis) + 8% holiday allowance.

number of hours per week: 0 0 0 0

divided over 0 0 0 0

working days.

(but hey, results are more important than the number of hours you make)

Unlimited holidays, with a minimum of 28 days (based on a fulltime working week). You have to take these days off as a minimum to stay healthy and sane and to make sure you spend enough time with family, friends and to things you like to do.

STOP!

YOU ARE GOING TOO FAST!

--go to the serious stuff for a cool down!

ON A SERIOUS NOTE, PART 2

- You can't accept a provision or compensation from our relations or clients. Only if it's chocolate coins.
- Want to combine your job at Tony's with another fancy side job? Make sure you discuss it upfront.
- The Serious about People Guide, as it is or as it will be, is part of this agreement so read it well before you sign.
- This Agreement falls under Dutch law.

Other Tony's benefits:

- Expense allowance of € net per month for work related purchases.
- Profit-sharing bonus
- Pension
- Participation in Tony's Chocolonely's Stock Purchase Plan ("Golden Wrapper"), when you meet the rules and conditions of the plan.
- A monthly commuting allowance + Q-park subscription + NS business card for work related travels + a bright, shiny company car.

PS. We will take a lovely mugshot of you and put it on a eh... mug, among other things, like our website or annual FAIRreport. You might also be photographed on other moments, because we occasionally give a peek of working life at Tony's online or in other publications. Mhokay?

HOORAY

says.. yes no

Address Zipcode, Residence

you sign here →

Tony's Chocolonely
Parasistraat 1
1014 DB Amsterdam

sign here →

BACK TO START

Reflection question: Choose 5 important procedures in your organisation and create the one-page' version

<https://corporate-rebels.com/rethinking-the-employment-contract/>

Forget jargon and buzzwords

Active Sourcing	Employer Brand	Core-Competence	Innovativ	Bio-Break
Resilience	HR-Business Partner	Best-in-Class	Think outside the box	Cultural Fit
Candidate Experience	Micro-Management	JOKER	Fachkräftemangel	KPI
Outdoor Activity	War of Talents	Scalable	Mobile-Recruitment	Soft-Skills
BIG (fat) DATA	Diversity	High Potential	Generation Y	Best-Practise

<https://www.allesoverhr.nl/column/hr-jargon/>

<https://www.hrpraktijk.nl/topics/strategisch-hr/nieuws/weg-met-populair-hr-jargon>

Principle 3

Learn from 'special' forces



Young patients at Children's Hospital in Minneapolis got a surprise when they looked out the window.

Batman, Superman, and Spiderman took a break from their normal super hero duties to wash the windows at the hospital on Wednesday.



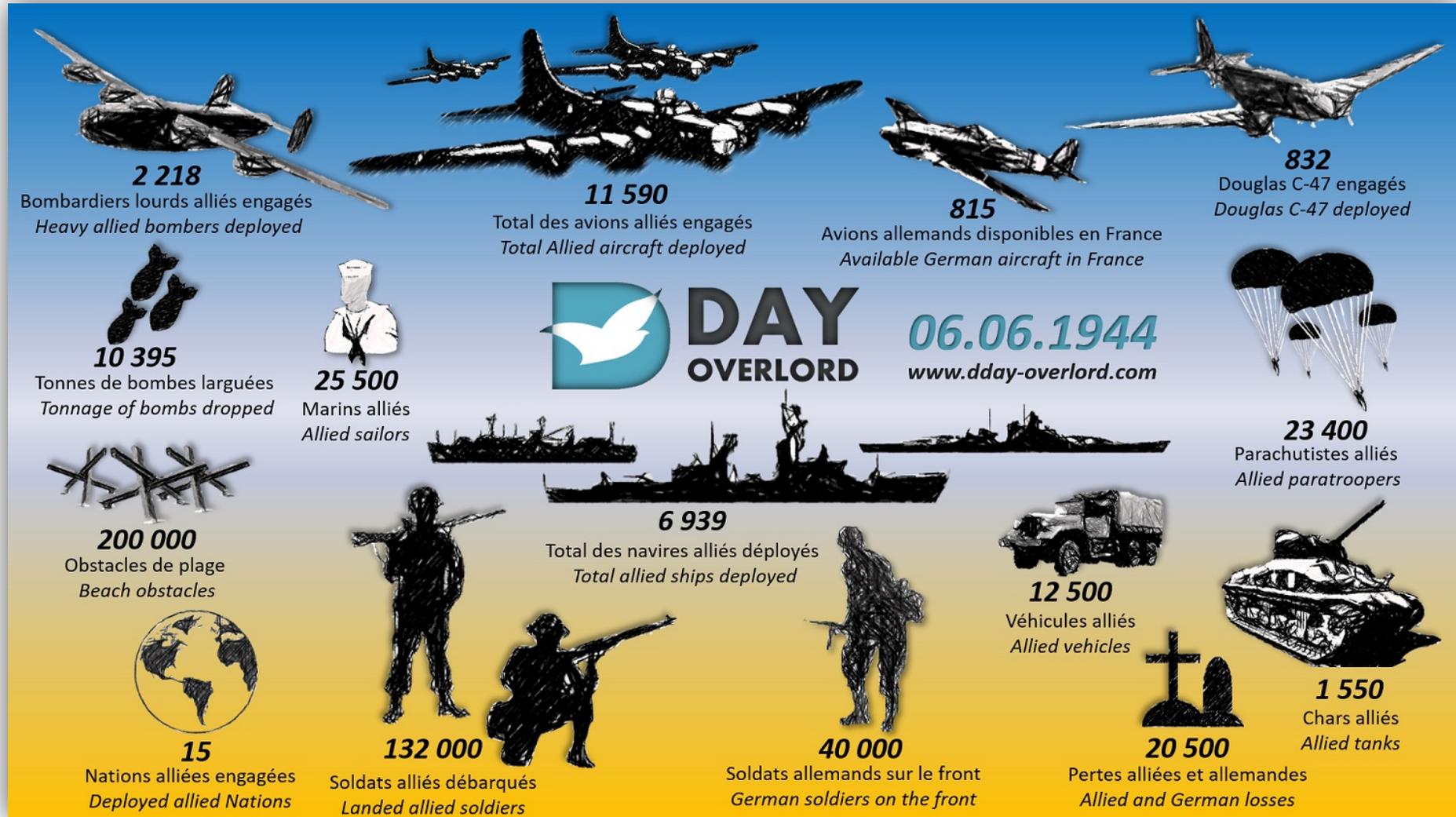
Submariners often rotate through the various roles over time



Submarine Marines are the most highly trained people in the navy. Every employee must know, be able to maintain and repair every system and component of the submarine. And that is not easy because these training courses are often very technical and the technology is constantly changing. This way, everyone has the right skills to respond adequately in case of emergencies.

Reflection question: How can you increase the multi-employability of employees?

The Normandy landings



Reflection question: What is the maximum employability in case of crisis?



<https://www.dday-overlord.com/en/d-day/figures>

Learn from intervention teams



Action: Which employees would be part of your intervention team in case of a crisis?

Learn from the US Department of Defense (DOD) for HR solutions

The US Department of Defense has more than 7 million employees (both active and reservists, and even retired people).

They have a record of each person's skills, qualifications and experience (both inside and outside the organisation).

This way, they can - despite the gigantic database - relatively easily put the right person (or the right team) in the right place.



Action: Do you have a good overview of your work force?