



DIGITALNA (R)EVOLUCIJA

Talenti: poticanje, privlačenje i razvoj

doc.dr.sc. Mislav Balković,
HUP-Udruga poslodavaca u obrazovanju

"Someone who is exceptional in their role is not just a little better than someone who is pretty good. They are 100 times better."

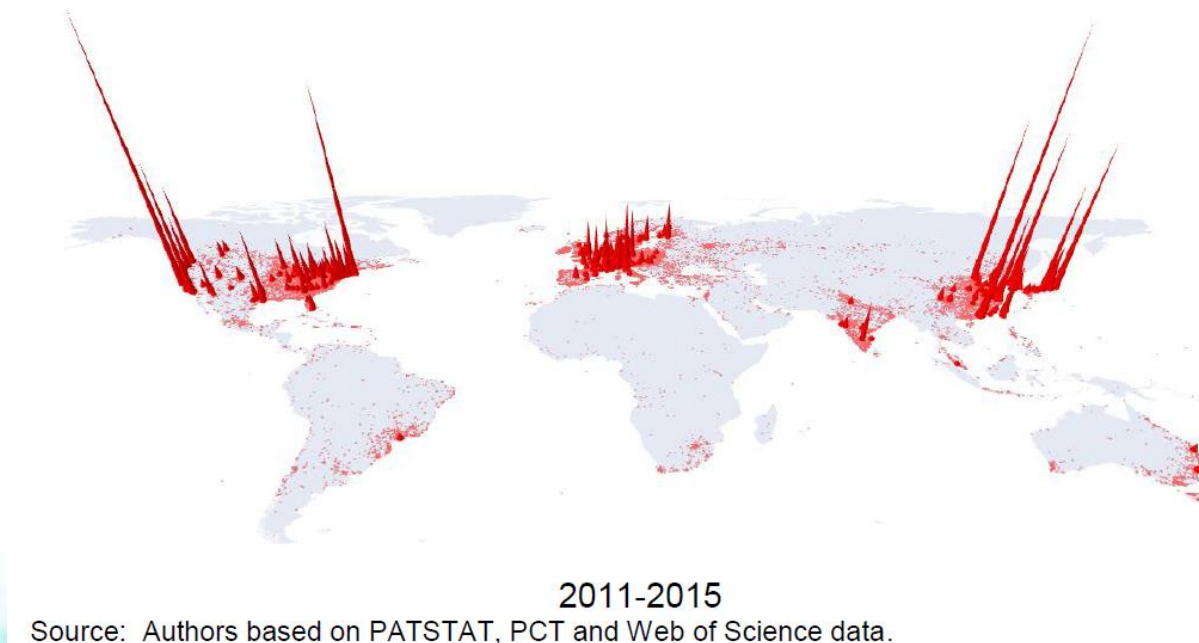
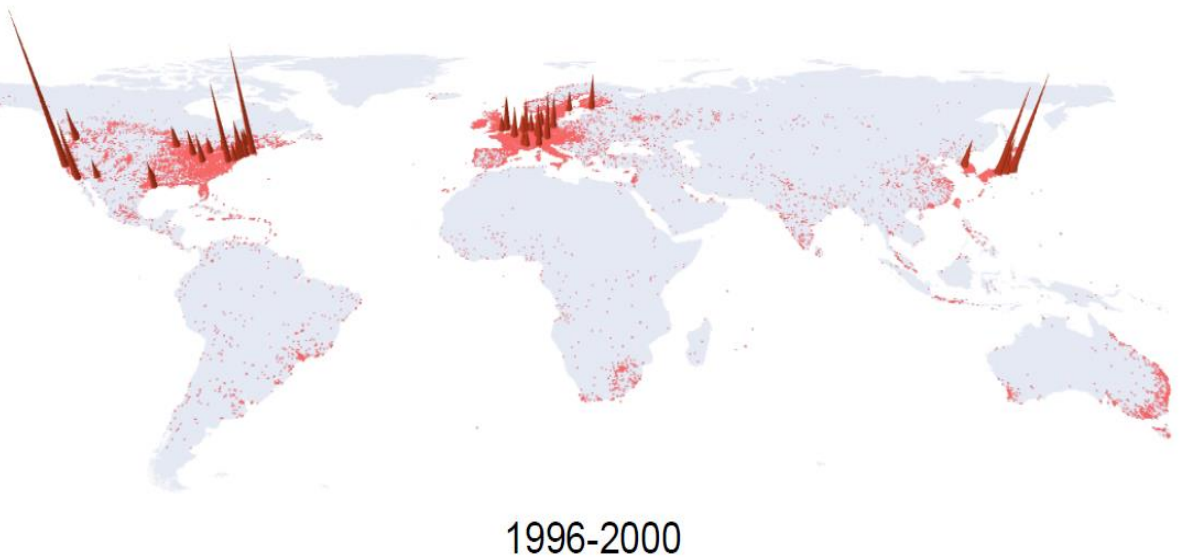
Mark Zuckerberg, CEO Facebook, 2011

10 minuta pred nama

- rat za talente, rat eko sustava
- globalni trendovi: gig economy
- privlačenje talenata
- razvoj talenata
- zadržavanje talenata

Rat za talente, rat eko sustava

Patents per small administrative area



Rat za talente, rat eko sustava

29

Gradova u EU je u 2019 privuklo više od 100 milijuna \$ investicijskog kapitala za svoje tech. kompanije

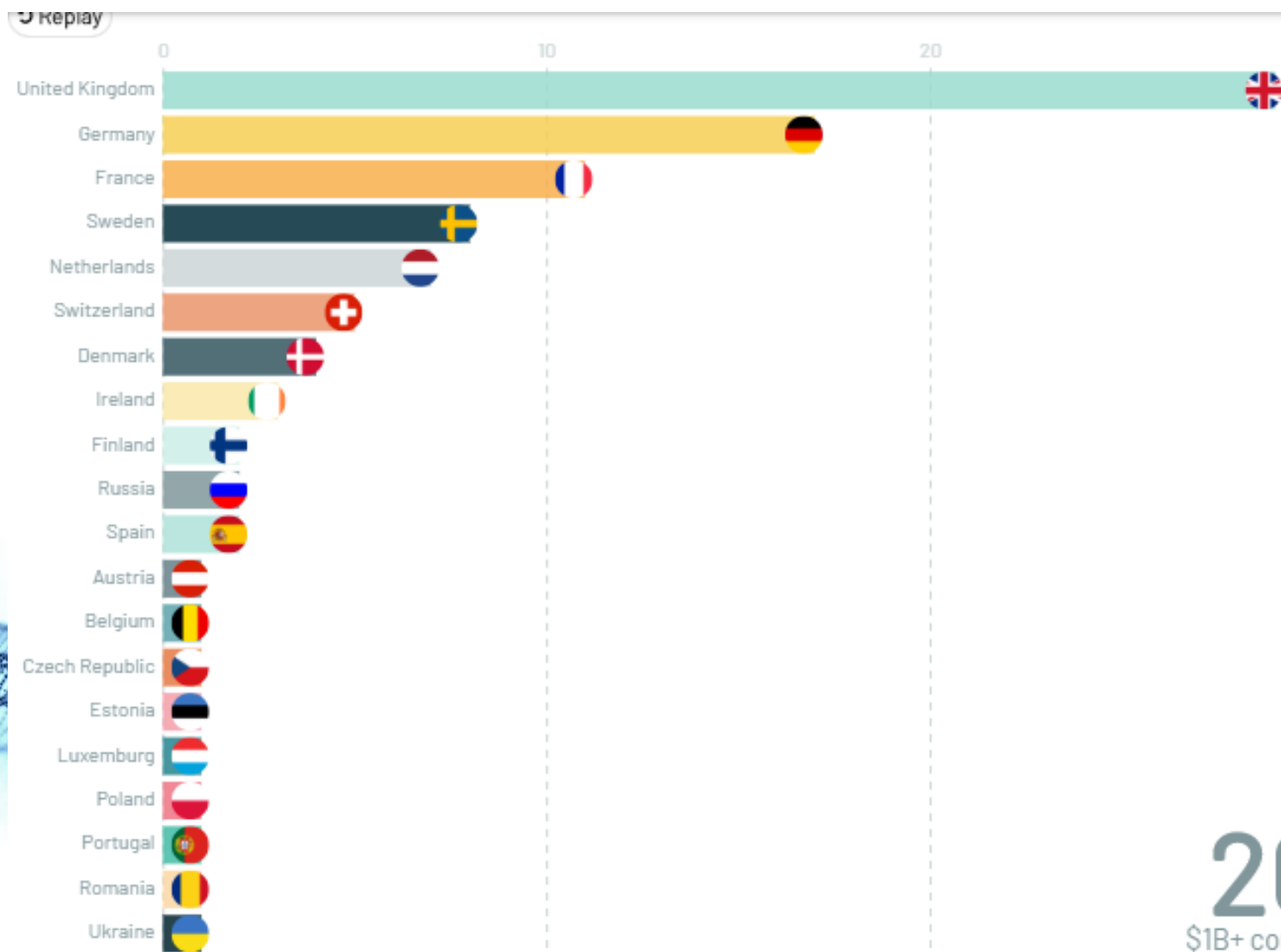


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Rat za talente, rat eko sustava

99

Broj EU kompanija potaknutih rizičnim kapitalom koje su dosegule milijardu dolara kapitalizacije u 2019



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2019
\$1B+ companies: 99

Rat za talente, rat eko sustava

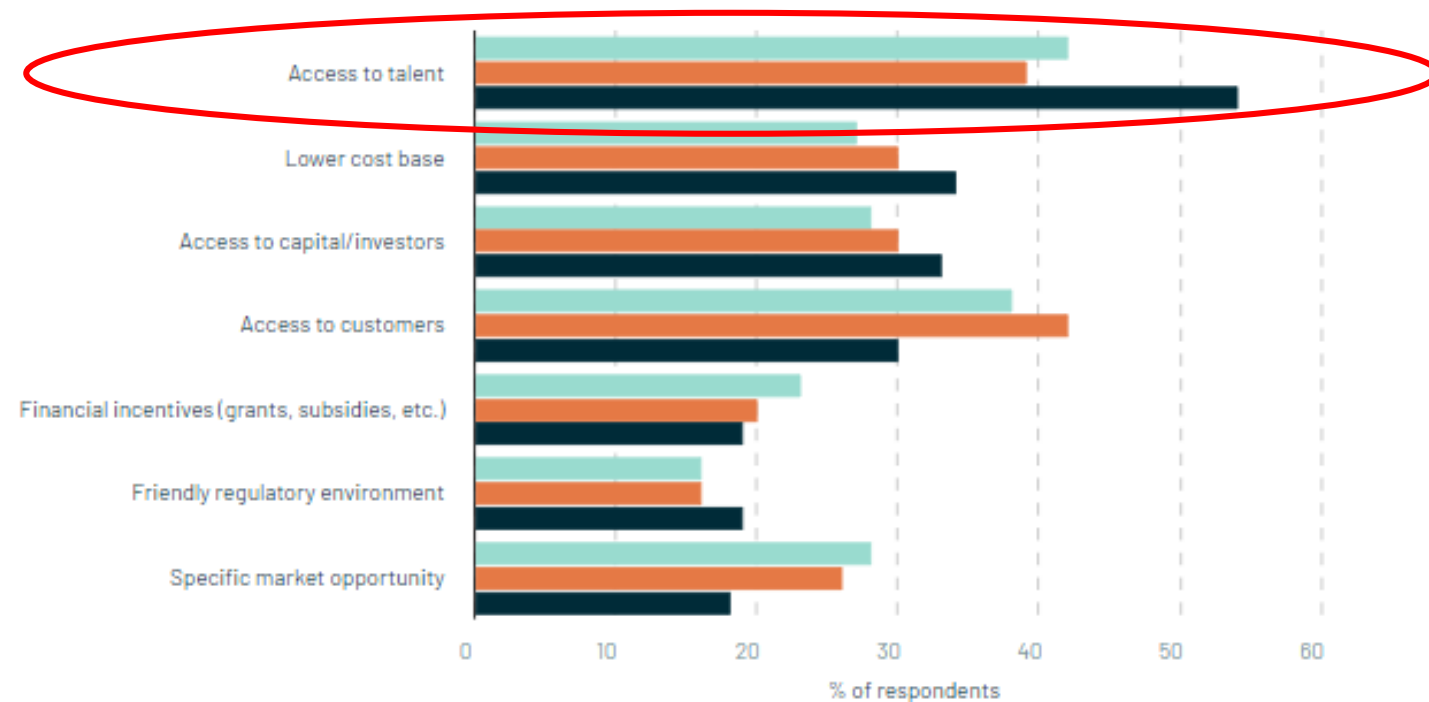
What were the most important practical business considerations for you when choosing where to locate your company when you founded it?

LEGEND

- First-time founder
- ◐ Repeat founder with limited experience in scaling company
- ◑ Repeat founder with significant experience in scaling company

NOTE:

Founder respondents only. Numbers do not add to 100 as respondents could choose multiple responses.



SOURCE: The State of European Tech Survey

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The State of European Tech

Globalni trendovi: gig economy

33% Europskih organizacija ekstenzivno koriste alternativne načine suradnje u **IT-u**.

25% Europskih organizacija ekstenzivno koriste alternativne načine suradnje u **operacijama**.

15% Europskih organizacija ekstenzivno koriste alternativne načine suradnje u **marketingu i istraživanju i razvoju**.

Globalni trendovi: gig economy

1 in 6 workers in traditional jobs



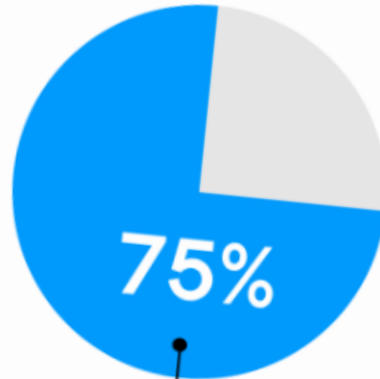
wants to become a primary independent earner.

Source: McKinsey

76%

Source: PYMNTS

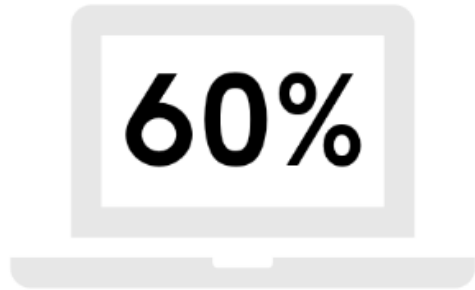
of workers **would not** quit their gigs for a full-time job.



Source: SAP Fieldglass

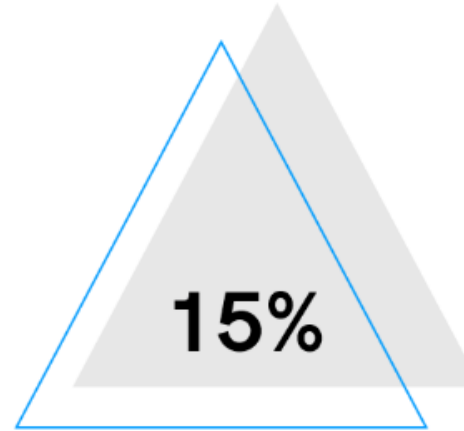
of executives cite the importance of gig workers in sourcing hard-to-find skills.

Globalni trendovi: gig economy



of gig workers use **digital marketplaces** to find new opportunities.

Source: PYMNTS



of independent workers have used a digital platform to earn.

Source: McKinsey

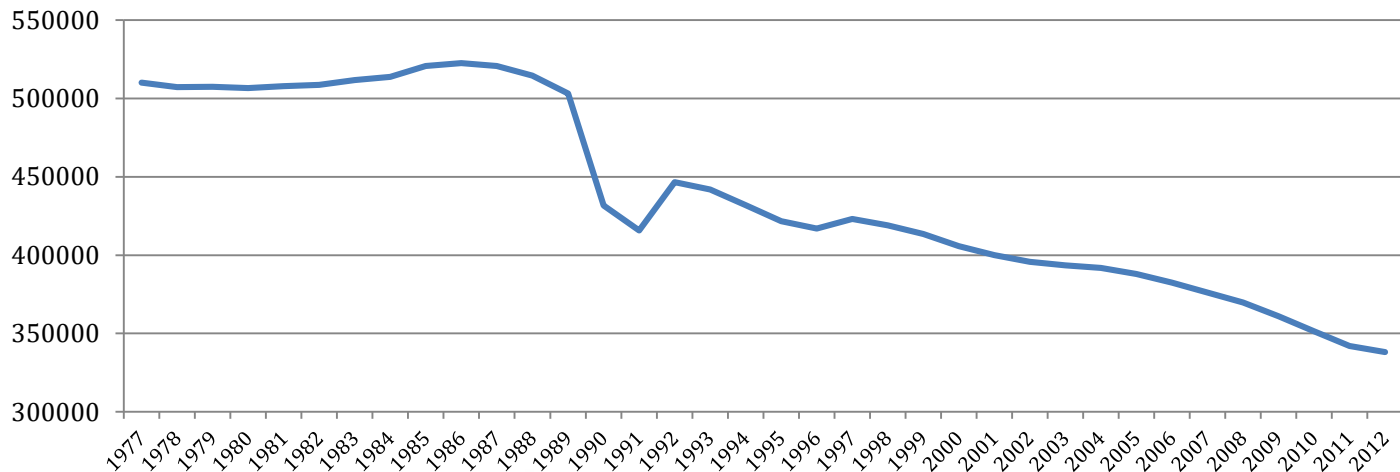
„Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource.”

John F. Kennedy, Feb. 20, 1961



Privlačenje talenata

Broj učenika u osnovnim školama od početka šk. godine 1977/1978. do početka šk. godine 2012/2013.



The extent to which a country taps into the overseas talent pool

Rank 2019	Country	One Year Change	Score 2019
60	Ukraine	+ 1	31.72
61	Croatia	- 1	30.94
62	Venezuela	+ 1	29.96
63	Mongolia	- 1	14.08

Razvoj talenata

Chief Learning Officer

Jack Welch, CEO GE, 1990

„Kompetencije budućnosti“

Program razvoja leadership i tech vještina Erste banka 2019

Projektni pristup obrazovanju



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Income Shared Agreements

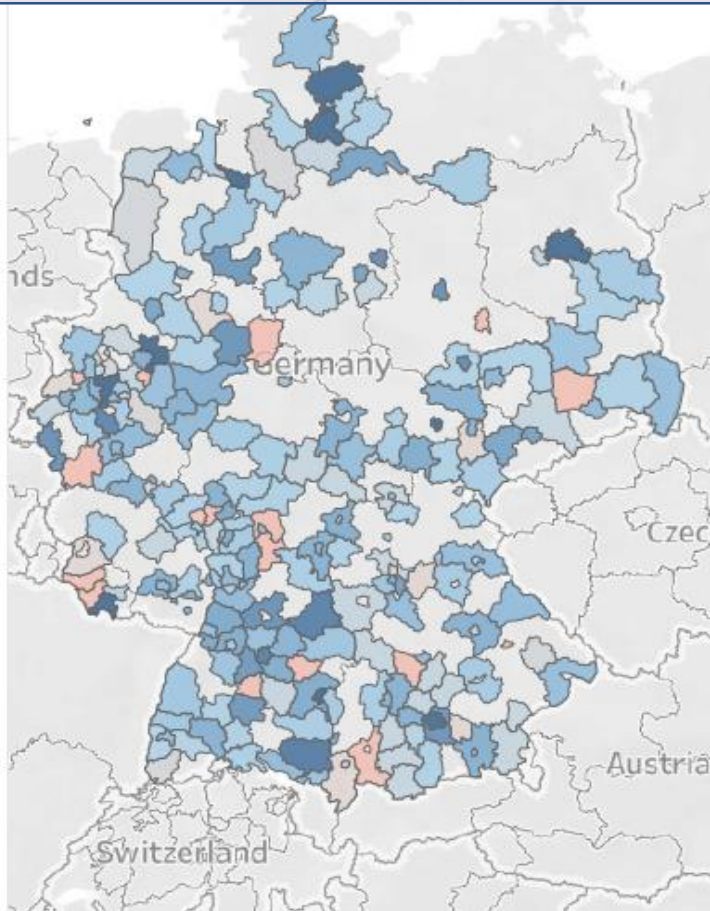


Razvoj talenata

2014

2015

2016



2014

Skill: Python
Geolokacija: DE



Zadržavanje talenata

25%

Je povećana vjerojatnost ostanka u poslovanju za employee stock ownership plan (ESOP) kompanije.

Founders' and employees' views on stock options being used effectively to incentivise employees in my company

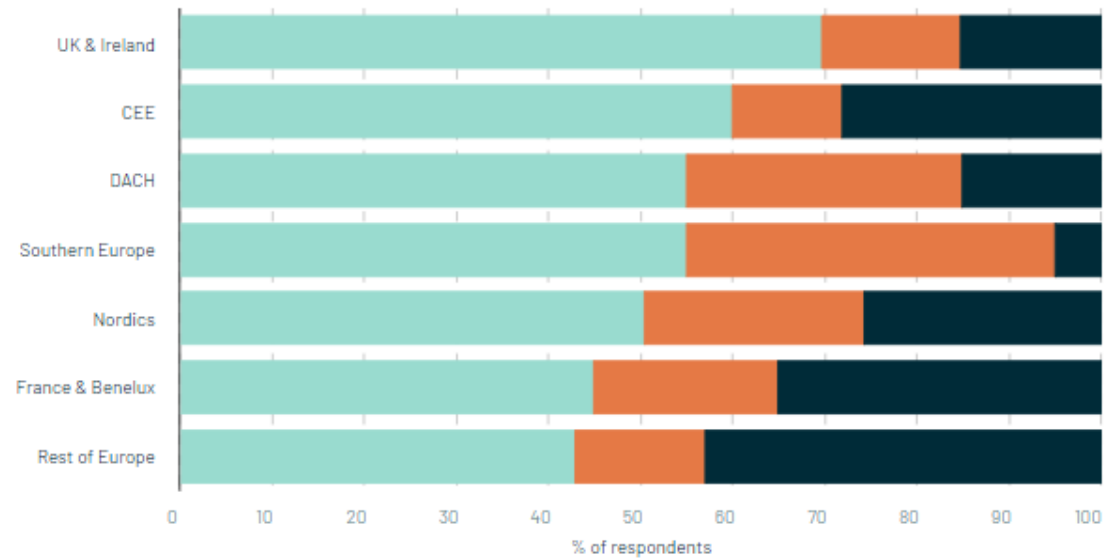
LEGEND

- Agree
- Disagree
- Neither agree nor disagree

NOTE:

Founder and tech start-up and scale-up employee respondents from companies with more than 11 employees only. Numbers may not add to 100 due to rounding.

DATASET Founder



SOURCE: The State of European Tech Survey

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Ključne poruke

- Pomozite u Hrvatskoj izgraditi inovacijsko poduzetnički eko sustav
- Osvijestite nove trendove na tržištu rada koji će mijenjati i Vaše poslovanje
- Uključite se i pomozite privlačenju talenata iz svijeta
- Koristite stipendije, Income Shared Agreements, stručne prakse i projekte u nastavi da biste privukli talente u svoju organizaciju
- Ulažite u razvoj kompetencija zaposlenih na svim razinama kompanije
- Razmislite o radničkom dioničarstvu (ESOP) kao elementu zadržavanja talenata