

# Welcome to Talent Boost Summit 2019

PROGRAM (SUBJECT TO CHANGES): Talent Boost Summit November 12th, at Logomo Teatro, Turku

The program:

8.30 Registration & coffee

9.15 Opening words

9.30 Key note: Very Finnish Solutions by Joel Williams

10.00 Steps towards diversity in Ramboll Finland– Terhi Pietari, HR Director, Ramboll Finland

10.20 OECD Talent Attraction Indicators by Jonathan Chaloff

10.40 Fireside chat: It's all about growth and survival – Stories on SMEs' multicultural recruitment - Jarmo Tanskanen, CEO, Visuon Ltd. - 3 other SME's still to be confirmed

11.30 Lunch

12.45 Diversity Through Globalizing Local Employment by Johanna Kakkuri, HR Manager, Wärtsilä

13.05 Is the Finnish Labour Market Truly Ready for Internationals? – Panel discussion (Confederation of Finnish Industries, Finnish Business School graduates, Finnish Education Employers, Academic Engineers and Architects in Finland) by Taina Susiluoto, Jari Jokinen, Ted Apter and Heikki Holopainen.

13.35 Parallel sessions & coffee

Session 1: Changing Roles: From International Talents to Professionals –Ministry for Education and Culture Minna Martikainen, Hanken and Antti Lindqvist, Puunjalostusinsinöörit

Session 2: Talent Retention 2030 –Aalto university, city of Espoo, VTT

Session 3: Service Ecosystem Development in International Talent Attraction and Retention –City of Tampere and Turku Business Region

Session 4. Diversity-workshop –Business Finland

Session 5. Spouses Matter

14.45 Why Does Diversity and Inclusion Matter by Katja Toropainen, Founder, Inklusiiv

15.05 Art of Internationalisation

15.30 Music, mingling & drinks

17.00 End of the event





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# **7 very Finnish solutions to 7 very Finnish working life (And the stories behind them) challenges**

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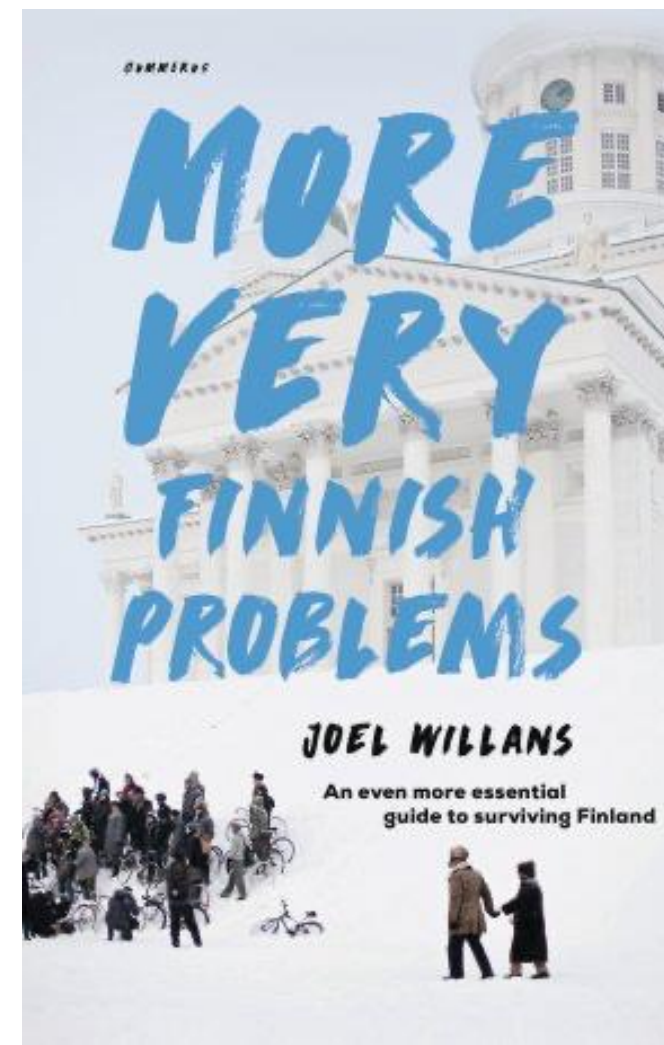
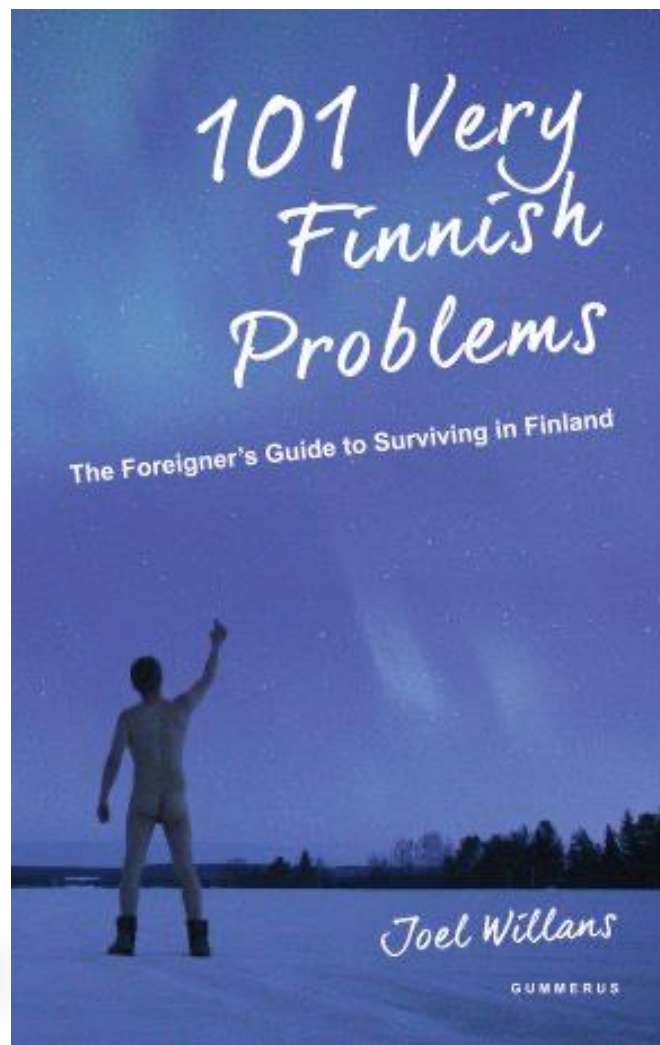
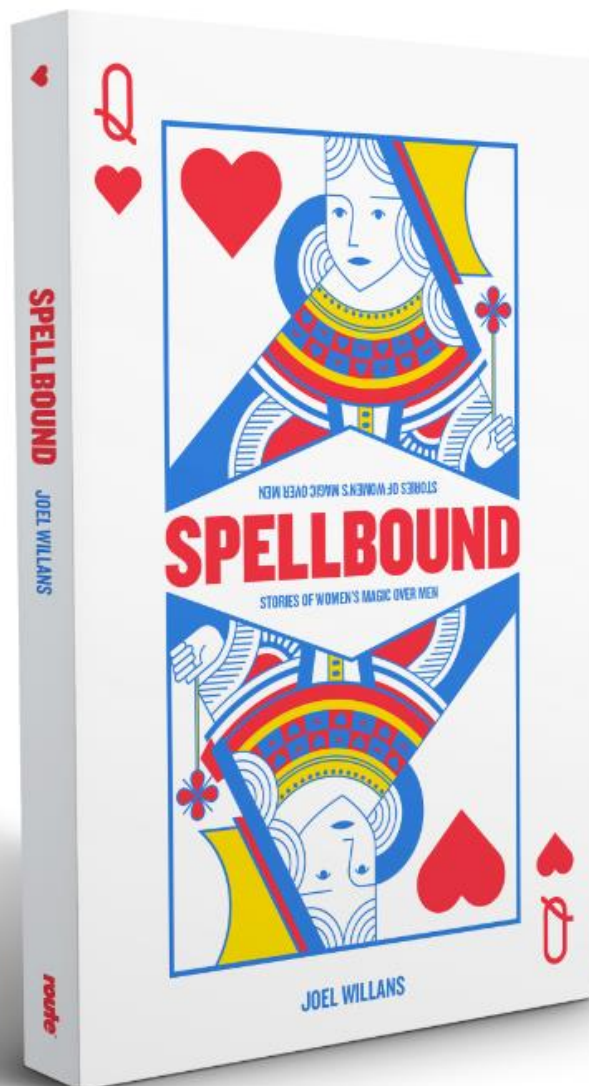
**BY JOEL WILLANS, INK TANK MEDIA**





I'm *Co-founder and Creative Director* of the digital marketing agency **Ink Tank Media**, a best-selling author and creator of **Very Finnish Problems** and **Very Brexit Problems**.







I've crafted content strategies and collaborated on digital marketing projects for companies as diverse as **Nokia, Moomin, Microsoft, Ericsson, Rovio, European Parliament, L'Oreal, F-Secure, Supercell, Reima, Fiskars, Kämp Hotels and Sports Tracker etc.**

During this time, I've created dozens of social media campaigns reaching tens of millions of people worldwide.

But it wasn't always like this.



# How my adventure began...

I first came to Finland  
in **1997**, after meeting  
a Finnish girl in  
London.









Rather than  
returning to the  
UK, we decided to  
move to Finland.

But... *I had no job,  
no prospects and  
very little money!*





# Challenge 1: Prejudice

**When you find it difficult to take  
your neighbours seriously**

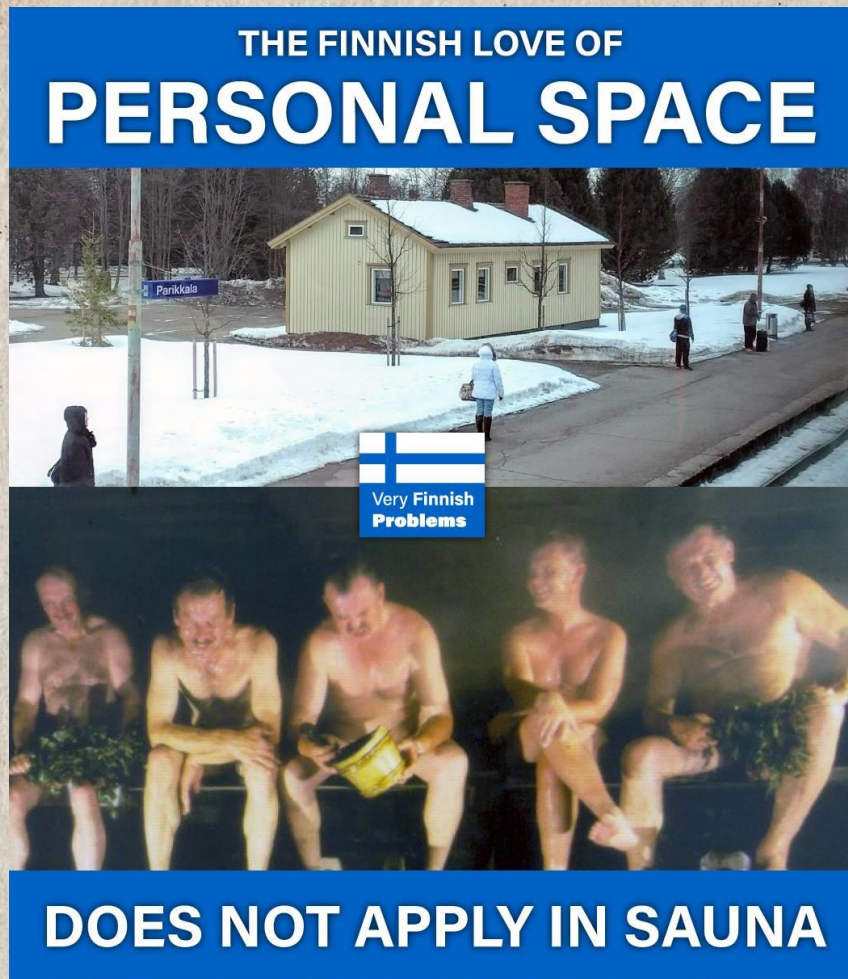


*"He does realise he  
can't claim benefits  
for 6 months?"*

KELA LADY



# Very Finnish Solution: Meet up



Prejudice is based on ignorance.

Meeting up with people can shatter preconceptions forever.



# Challenge 2: National Character



*— Why don't people talk to me at breakfast?*

*— It's not you. They don't talk to anyone."*

ME TO MY WIFE



# Very Finnish Solution: Forest



Take them to forest or summer cottage so they better understand the origins of the Finnish character.



# Challenge 3: Winter



*"I don't know how you can handle the winter in Finland. I get cold just thinking about it!"*

MY MUM



# Very Finnish Solution: Winter



Show the positive sides, the coziness, skiing, snow games and the lack of mosquitoes.



# Challenge 4: Language

**When your bar is named  
after the place with the  
longest name in Finland**



*"Finnish makes  
my head hurt!"*

WELSH DIGITAL  
PRODUCER



# Very Finnish Solution: Have Fun

- KOKOO KOKO KOKKO KOKOON.
- KOKO KOKKOKO?
- KOKO KOKKO."

...is a full conversation in Finnish.

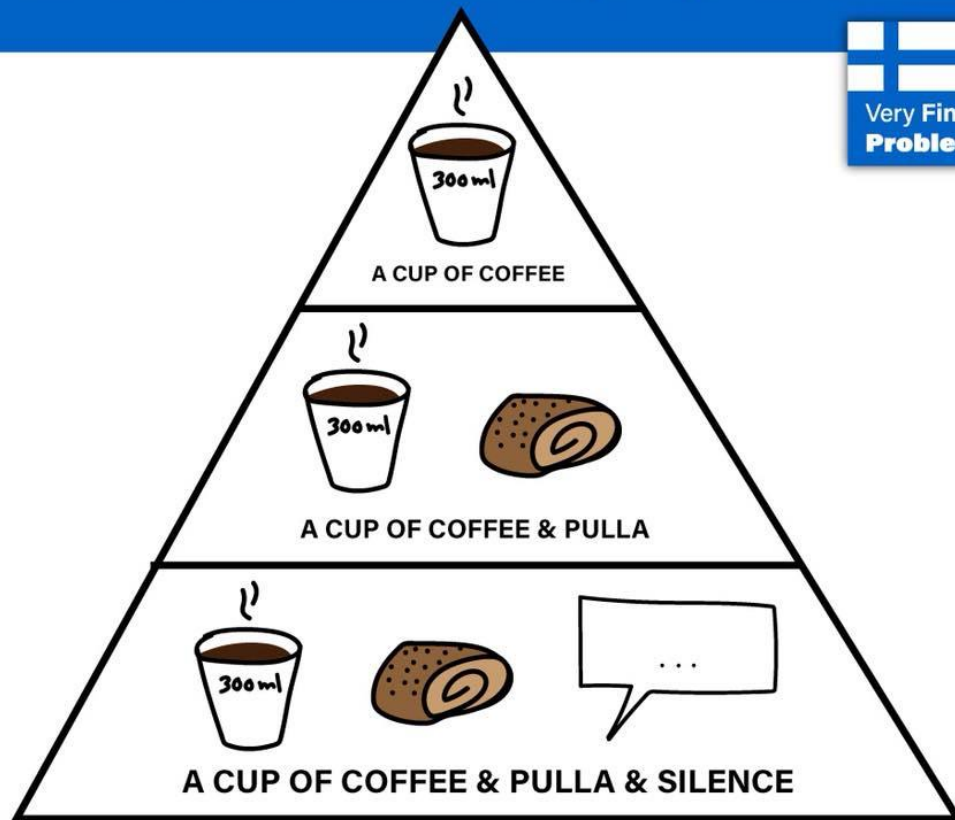


Make it more fun and less stress. Don't worry if people can't speak it. They'll manage. Just try to make sure they're not excluded.



# Challenge 5: Work Culture

## Finnish Hierarchy of Needs:



*Drawn by Michaela Istok*

*"People drink so much coffee here. How do they sleep?"*

VIETNAMESE  
FILMMAKER



# Very Finnish Solution: Celebrate it



Explain the reasons.  
Celebrate the good  
things. Embrace the  
difference.



# Challenge 6: Culture Shock



*"When I first saw  
mämmi, I thought  
my boss was playing  
a joke"*

AMERICAN  
COPYWRITER



# Very Finnish Solution: Events

*Vappu.* The ultimate test of Finnish sisu.



Culture becomes less shocking when you're invited to be part of it

(Or when you read about it from best-selling books!)



# Challenge 7: Family Life



*"I'd love to see my  
dad ice swimming!"*

SLOVAKIAN  
ART DIRECTOR



# Very Finnish Solution: Invite Them

How people ignored each other before smartphones



Finland is a great place to visit (in the summer) and a great place for families. Help them see for themselves. Otherwise try and act as their family here.





# Kiitos paljon!





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# Retaining International Talent in a Brainport (Dutch) way



Yvonne van Hest,  
Program Director People @ Brainport Development



# About Brainport Eindhoven



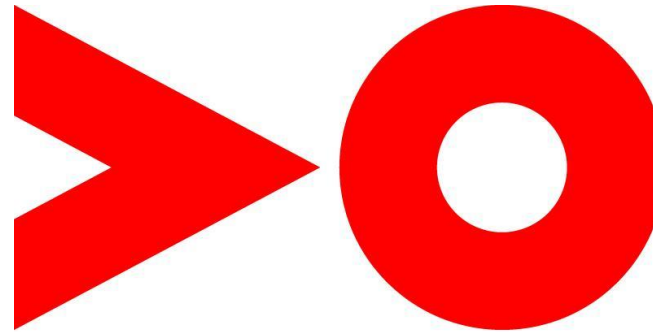
**BRAINPORT  
EINDHOVEN**



# short introduction on **Brainport Eindhoven**



REGION



PHILOSOPHY



# Brainport Region

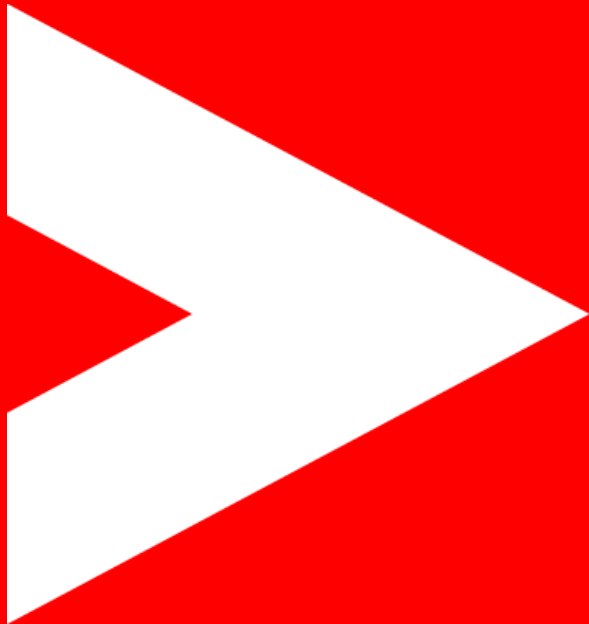
One of the three mainports of the Dutch economy

- Main sectors: High tech & Manufacturing industry
- Worldwide most patents
- Innovative ecosystem
- *4.6% economic growth*
- *3.2% unemployment rate*
- *> 5,000 vacancies in tech & IT*





# BRAINPORT PHILOSOPHY



DEVELOPMENT – TOP TECHNOLOGY –  
INNOVATION – ECONOMIC GROWTH



COLLABORATION – ECOSYSTEM –  
REGION – INTERNATIONAL NETWORK



# Brainport philosophy

Triple Helix





# Brainport Development

Economic Development Agency



People



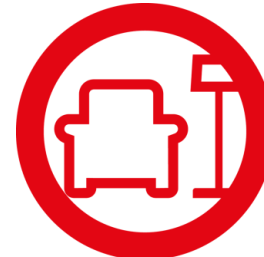
Business



International



Technology



Basics

## Goal: economic growth & well-being

- Triple helix: companies, education & governments
- Projects & programmes
- Business intelligence
- Strategy & lobby
- Branding & marketing



# PEOPLE

## Education & Labour market in Brainport, ambitions:

- 1: Innovation in education
- 2: Life Long Development
- 3: A balanced labour market

**Talent attraction & retention**

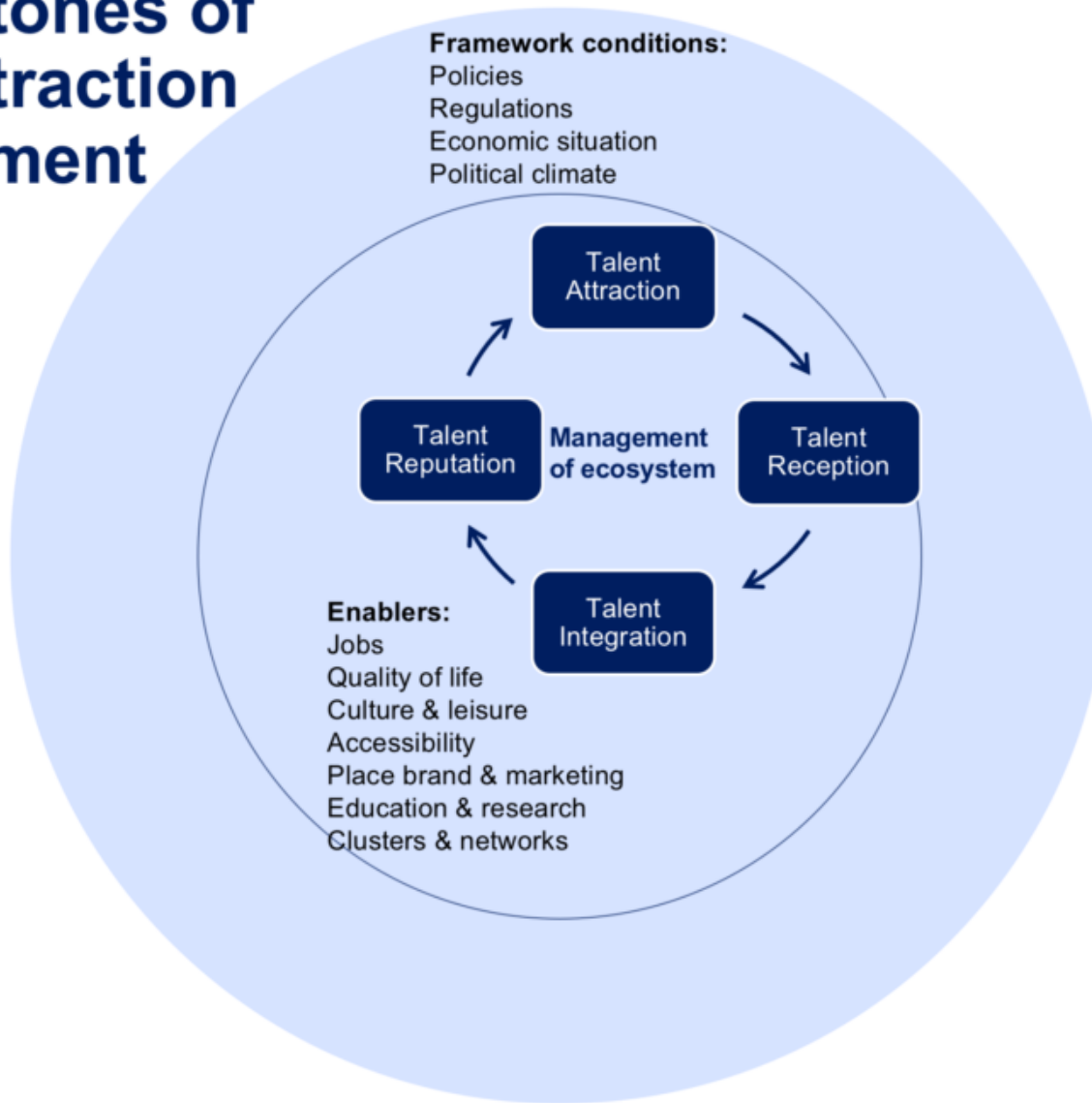




# **Models Talent Attraction & Retention**



# Cornerstones of talent attraction management





# TALENT ATTRACTION & RETENTION IN **BRAINPORT EINDHOVEN**

## > Coming to

### Talent Attraction Program Brainport

- Attracting & retaining students & knowledge workers
- Live & online marketing
- Building worldwide networks & communities

[www.brainporteindhoven.com](http://www.brainporteindhoven.com)

## > Settling in

### Holland Expat Center South

- Formalities & services
- Giving a warm welcome
- Organizing life

[www.hollandexpatcenter.com](http://www.hollandexpatcenter.com)

## > Living in

### Holland Expat Center South

- Providing a high quality standard of living
- Feeling at home
- International education & spouse programme

## > Strategy

### Talent Attraction Program Brainport

- Advice & Lobby on international labour
- Conducting and linking researches & projects
- Close relations with governments, knowledge institutes and employers



# Talent retention



# What is International Talent?



Students



Knowledge workers



+ spouse + children



# LIVING IN



CO-CREATION

## LIVING IN PROGRAM FOR INTERNATIONALS



**BRAINPORT  
EINDHOVEN**



# Key elements of retention for knowledge workers

- Community & warm welcome
- Accessible facilities (healthcare; housing; leisure; ...)
- Learn Dutch
- Spouse programme
- (Local) international education

*"TALK WITH THE COMMUNITY AND  
NOT ABOUT THE COMMUNITY"*

*"YOU DON'T HIRE A BRAIN,  
YOU ENGAGE A FAMILY"*



# Key learnings:

- Talent attraction & retention are always part of a **broader strategy** on (education &) labour market
- No attraction without reception & retention; **collaborate** with all organizations that work on these topics – also government when it's about policies & regulations
- Engage the current and potential **employers** to reach out to your international community; not only for the IKWer, but also for the spouses for jobs or traineeships
- Talk to your targets groups, not only about them; making & executing a **customer journey** works – try to make this ongoing
- **Keep learning** from other regions & countries as best practise





QUESTIONS?





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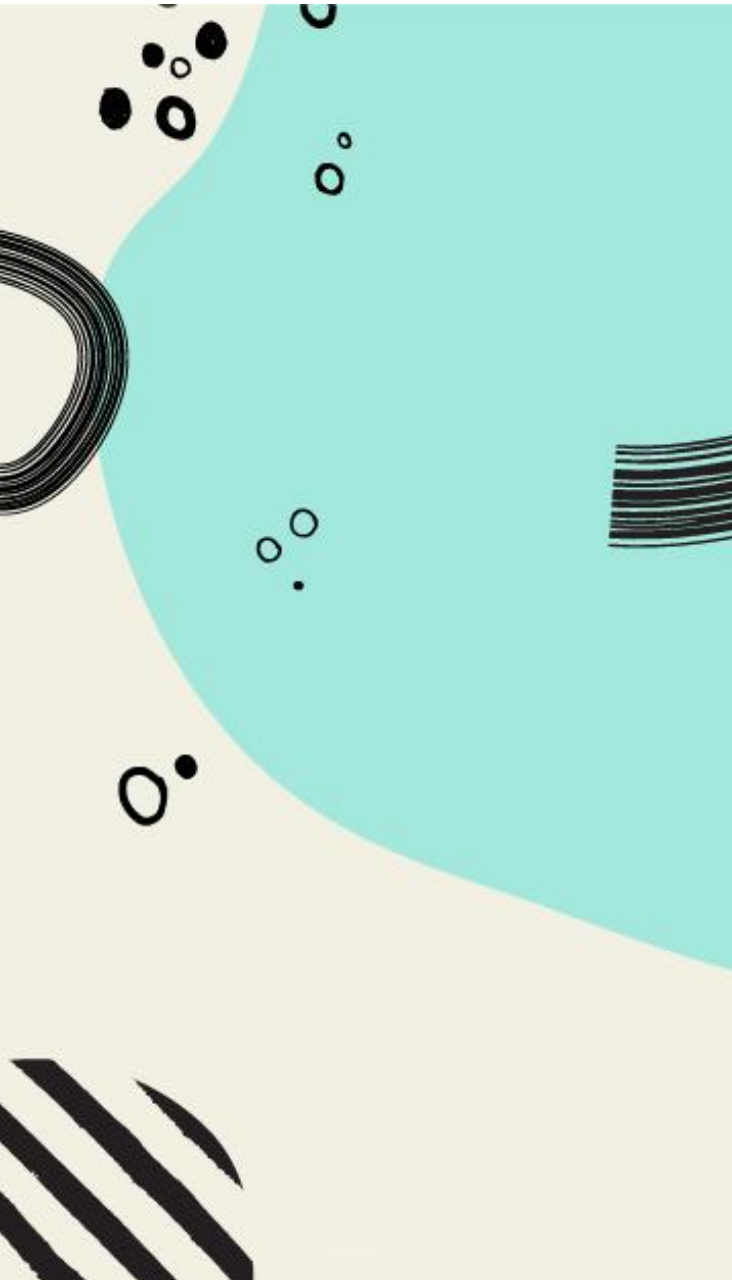
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# **Why Diversity & Inclusion Matter**





## **How to attract and retain international talent?**

1. Have a diverse & inclusive work culture





How diverse are Finnish organizations?

Not diverse...

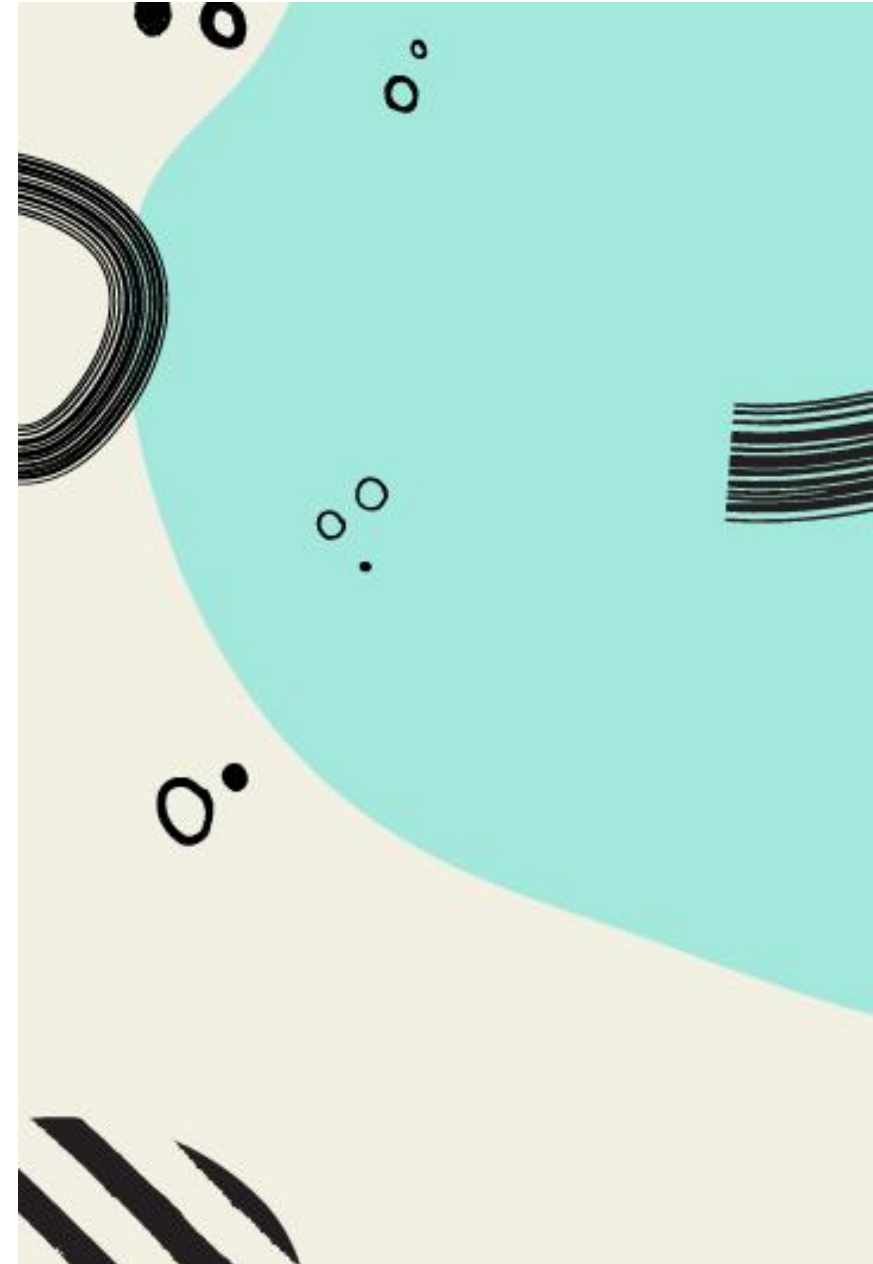




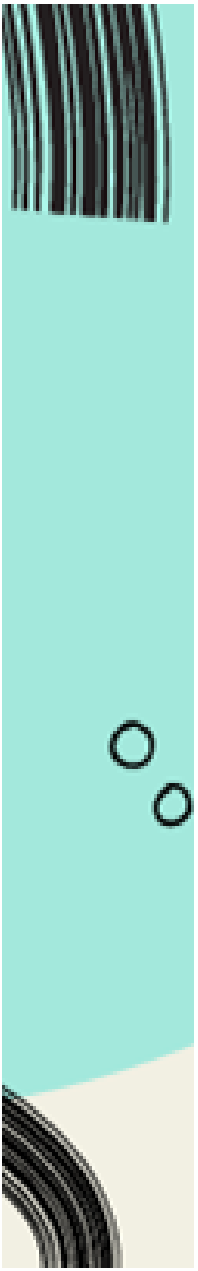
Compared to many other countries, we're lagging behind in understanding and taking actions on **diversity & inclusion**



# What are Diversity & Inclusion







**Diversity** means difference, whether it's age, gender, sexual orientation, nationality, religion, experience, education, situation, cognitive abilities, physical abilities and so many other aspects.





**Inclusion** means making someone feel part of a group.

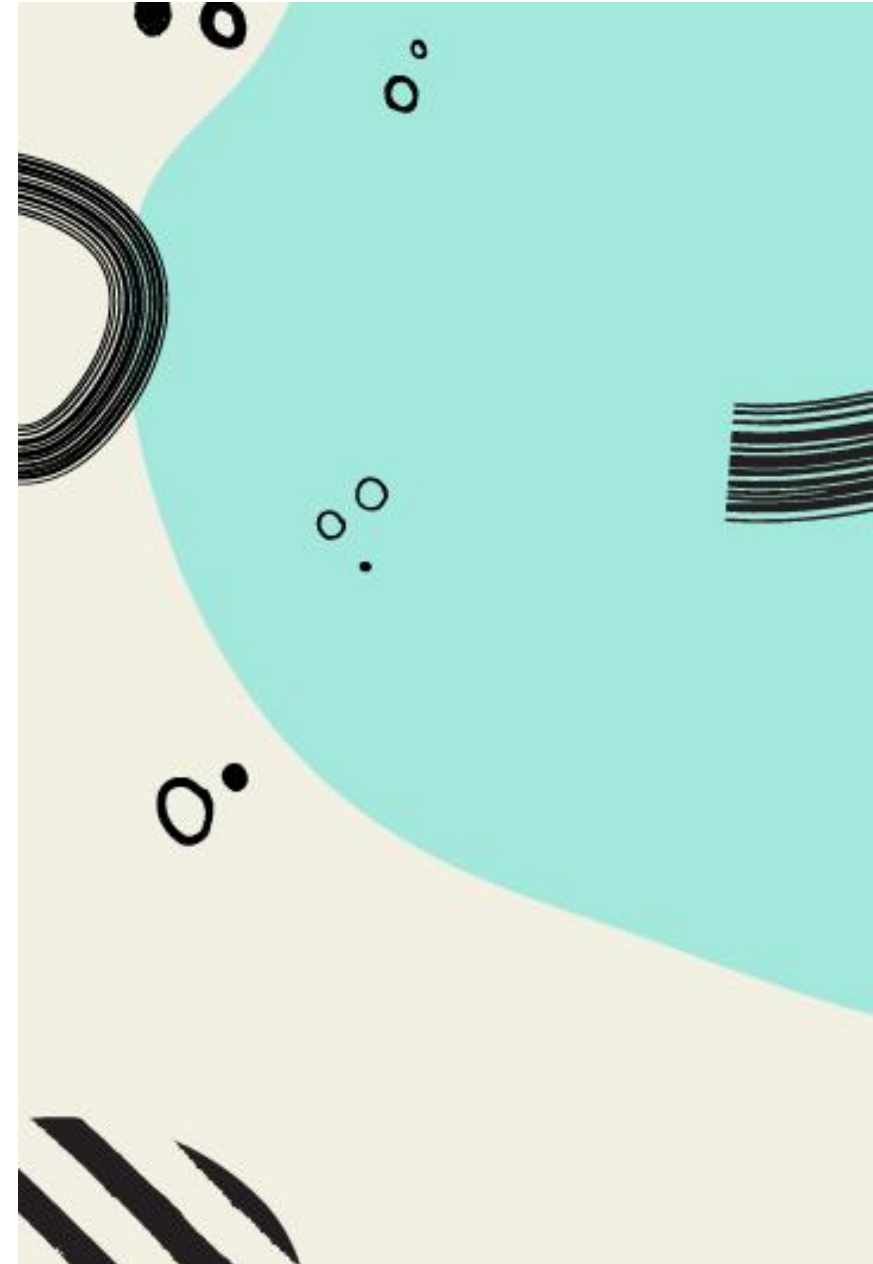




**Psychological safety** = team members feel safe to take risks and be vulnerable in front of each other



**How are we doing in D&I?**





# Even unicorns need a moral compass: Uber and the ultimate toxicity of sexism

By [John Mancini](#) • June 24, 2017

Source: Quartz

## The Google walkout protesters are demanding that the company take action on 'systemic racism'

[Jake Kanter](#) Nov. 9, 2018, 6:04 AM

Source: Business Insider

TECH • FORTUNE 500

## Leaked Emails Say Apple Has 'Sexist' and 'Toxic' Work Environment

By [DON REISINGER](#) September 15, 2016

Source: Fortune



News 29.11.2018 14:50 | updated 29.11.2018 14:50

## **Finland among most racist countries in EU, study says**

Compared to 11 other European countries, Finnish residents with African backgrounds experience the most racism, according to a new EU report.

Source: Yle

## **Finnish labour markets are unusually gendered, says professor**

FINLAND / 10 APRIL 2019

Source: Helsinki Times

News 5.1.2017 17:42

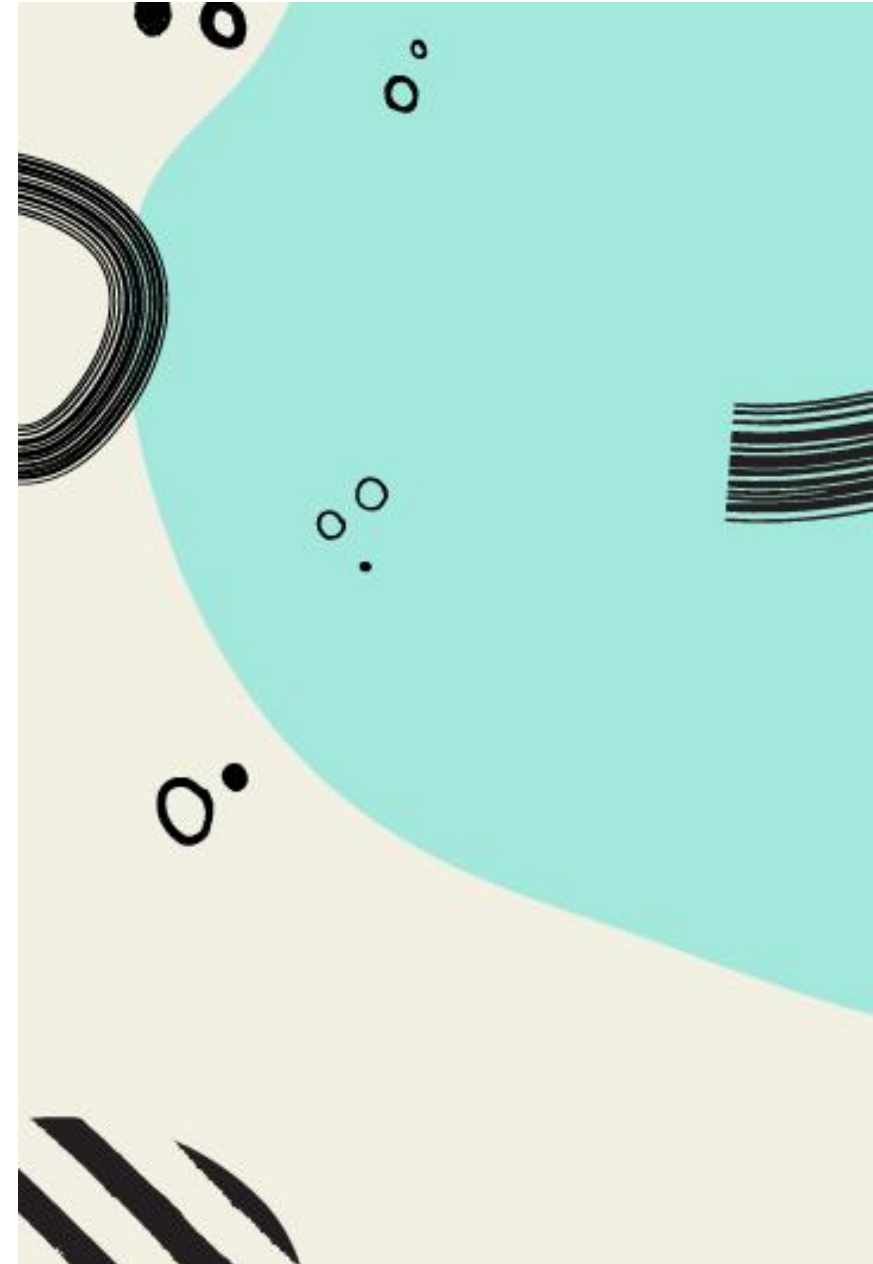
## **Study: Close to two-thirds of Finnish girls reject future career in science or technology**

New findings suggest that a majority of Finnish girls are interested in maths, physics and technology, but do not wish to study them in higher education or pursue them as a career.

Source: Yle



**How did we end up here?**





**Unconscious biases** are social stereotypes about certain groups of people that individuals form outside their own conscious awareness.

Everyone holds unconscious beliefs about various social and identity groups, and these biases stem from one's tendency to organize social worlds by categorizing.





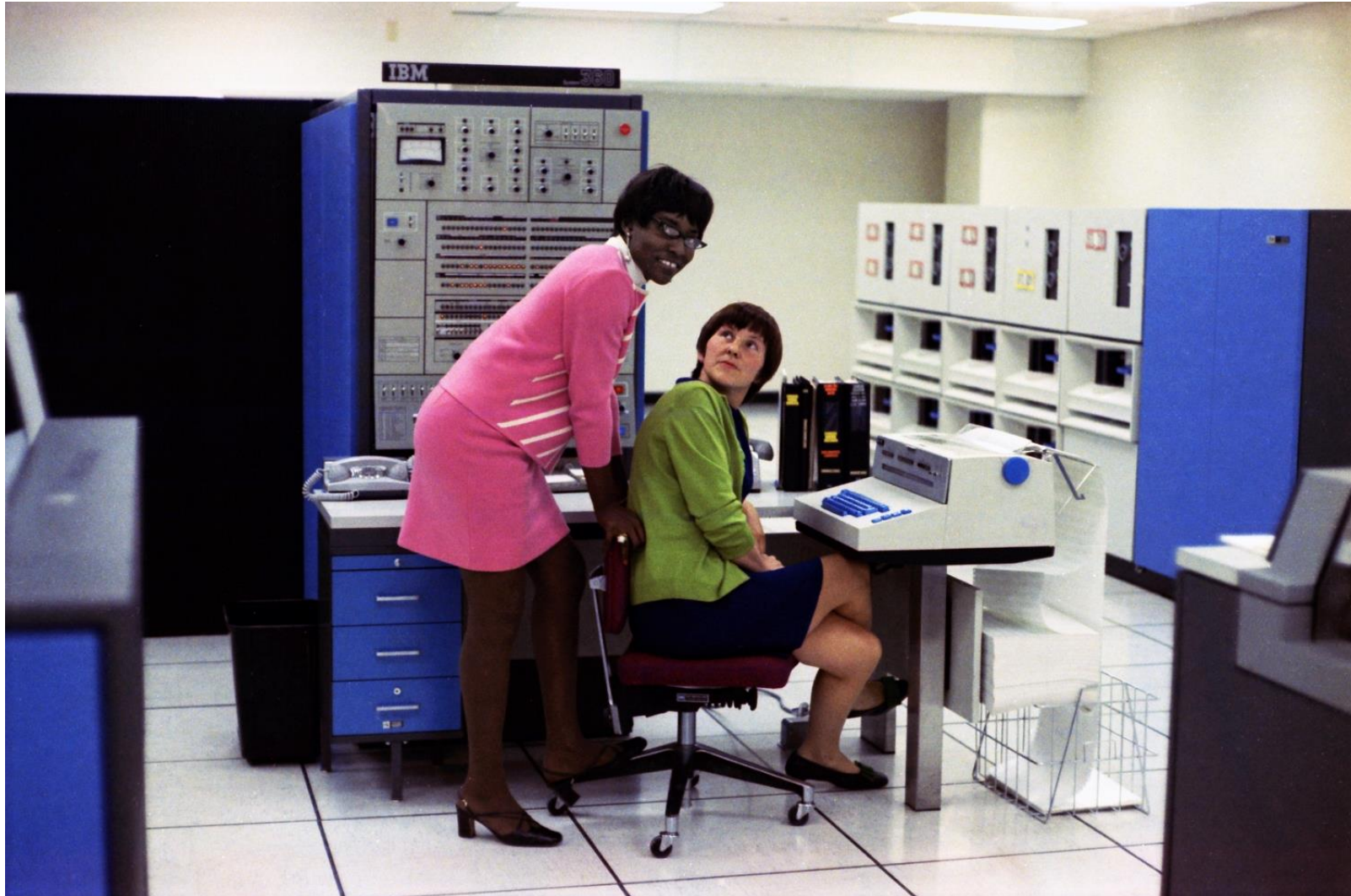
“Bread and...”

Banana

Coder



**Software engineering was women's profession**



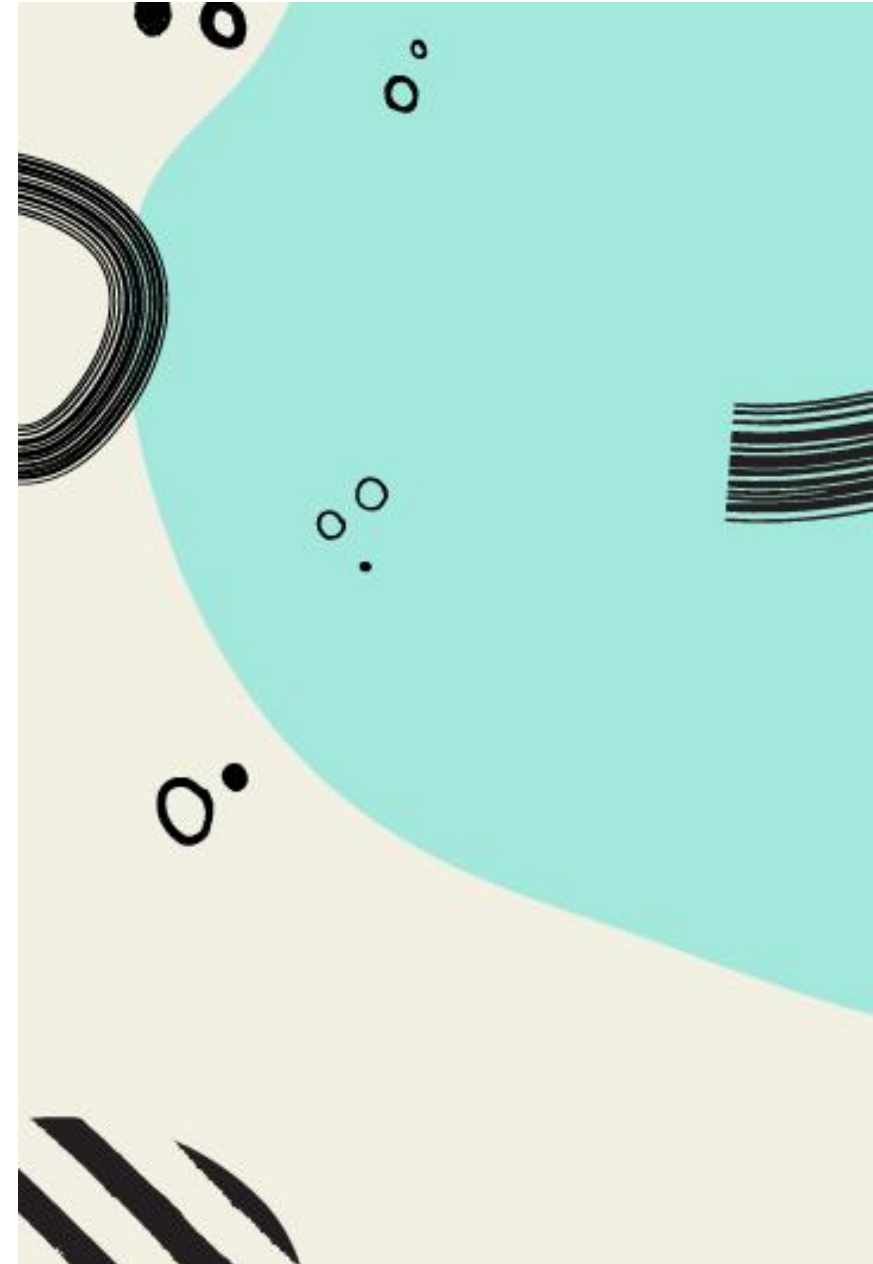


## Two myths: meritocracy & culture fit





## Common traps







**We don't yet have resources for diversity.**

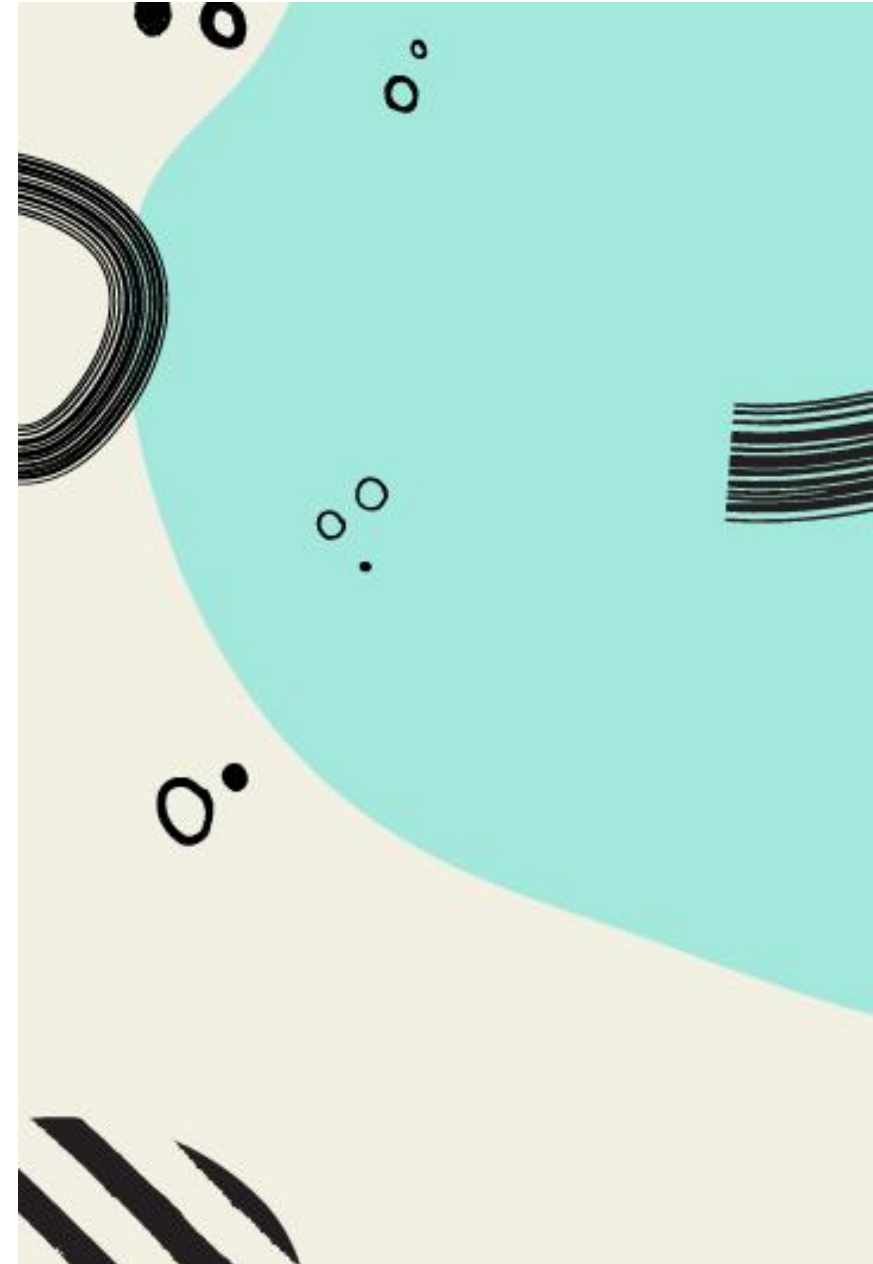




**No women applied.**



**What can we do?**





## What can we do? We can start doing something about it

1. Start the conversation and learn about your own biases
2. Don't add too much diversity debt in your company
3. Recruit culture adds, not culture fits
4. Get company culture right early on, it's difficult to change later
5. Pay attention to inclusive brand, visuals and communications
6. Don't use gendered words like "superhero", "aggressive", "ambitious"
7. Advance inclusion, otherwise the diversity will walk away







**I want to imagine a future where all people can find an inclusive work culture.**



# Diversity doesn't work without inclusion

Inklusiiv.org

An abstract graphic design featuring a light beige background. On the left, there is a large teal shape with several small white circles and a black line pattern. In the center, the word 'Inklusiiv' is written in a black serif font. To the right of the text is a vertical yellow rectangle. Below the text is a pink shape with a black and white striped pattern. On the far right, there is a dark green shape with a black line pattern and a black shape with a white dot pattern.

*Inklusiiv*





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# TALENT RETENTION 2030

Talent Boost Summit 12.11.2019 Turku



# Agenda

## Objective:

- To share and learn the best practices from the everyday life of diverse organisations
- To co-create the future requirements for talent retention

## Short introductions:

- **City as a home to 150 nationalities**  
*Milla Ovaska, Head of International Affairs, City of Espoo*
- **Global recruitment and support for international hires and visitors – case**  
*VTT Sanna Downing, Senior Specialist, Global Mobility, VTT*
- **Onboarding –tool for talent retention**  
*Elina Koljonen & Mari Kaarni, HR Specialists, Aalto University*

## Workshop:

- Road map for impactful talent retention







# CITY OF ESPOO

Home to 150 nationalities

**Milla Ovaska**  
Head of International Affairs  
City of Espoo



**283 632**

The number of  
inhabitants \*

**17%**

non-Finnish  
speakers 2019

**30%**

non-Finnish  
speakers 2030

**47%**

non-Finnish  
speakers with higher  
education  
background

**7,9%**

The unemployment  
rate in Espoo \*

**19,3%**

The unemployment  
rate of non-Finnish  
speakers \*



# English as a language of service in Espoo

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**Object:** To improve the customer experience for Espoo's residents. We want it to be easy to start your life in Espoo!

## Design drivers:

- **Accessibility** – Not just translation
- **Timing** – City as a platform for services
- **Participation** – Involvement leads to belonging

## Some results:

- **Hello Espoo-web page** – a step by step guide before and after moving to Espoo
- **Development processes at all levels of city organisation** – web pages, service paths, personnel training







# Diversity and international competences in the city organisation

## Strategic goal:

- ✓ Resident and customer orientation
- ✓ The city's personnel reflects its population.

## At the moment:

- ✓ 6% of the city's personnel have an immigrant background

### Instruments:

- ✓ 9 month contracts for highly skilled unemployed persons with immigrant background
- ✓ Workplace Finnish-courses

## Next level:

- ✓ Emphasizing the importance of diversity and inclusion.
- ✓ Intercultural communication training for recruiting superiors for understanding own prejudices.

## Problematic:

- ✓ Recognition and comparability of qualifications





# Important: Cooperation and outreach regionally

- ✓ **City is a platform**, bringing people and organisations together. We succeed in projects that we do together!
- ✓ **Co-operation** regionally with other cities, internationally recruiting organisations and associations
- ✓ **Involving our international residents**



HELLO ESPOO EVENT – 24.10.2019 –WEEGEE



# Onboarding -Tool for talent retention



**Mari Kaarni**  
HR Specialist  
Aalto University



**Elina Koljonen**  
HR Specialist  
Aalto University





# How have we attracted talent?

1. Advertising widely
2. Developing job ad templates
3. Targeting passive international candidates
4. Employer branding







# Retaining talent with onboarding

## During recruitment

Providing information all the way through the process

## When employment starts

Systematic planning, Onboarding Buddy, New Employee Event





# Talent Boost Summit

Sanna Downing

12.11.2019



## VTT – beyond the obvious

VTT is one of the leading research, development and innovation organizations in Europe. We help our customers and society to grow and renew through applied research. The business sector and the entire society get the best benefit from VTT when we solve challenges that require world-class know-how together and translate them into business opportunities.

### Our vision

A brighter future is created through science-based innovations.

### Our mission

Customers and society grow and renew through applied research.

### Strategy

Impact through scientific and technological excellence.

Established in  
**1942**

Owned by  
  
Ministry of  
Economic  
Affairs and  
Employment

**268 M€**  
Net turnover and  
other operating  
income (VTT  
Group 2018)

**2,049**  
Total of personnel  
(VTT Group  
31.12.2018)

**31%**  
Doctorates and  
Licentiates  
(VTT Group  
2018)

**44%**  
From the net  
turnover abroad  
(VTT Group  
2018)



# International recruitment – continuous support

- Support for relocation
  - Relocation service
  - Immigration support
  - Finding housing in Finland
  - Discover VTT
- Working in VTT
  - International email group
  - VTT systems and materials



# **Onboarding tool for talent retention**

**Elina Koljonen**

**HR Specialist**

**Aalto University**

**Mari Kaarni**

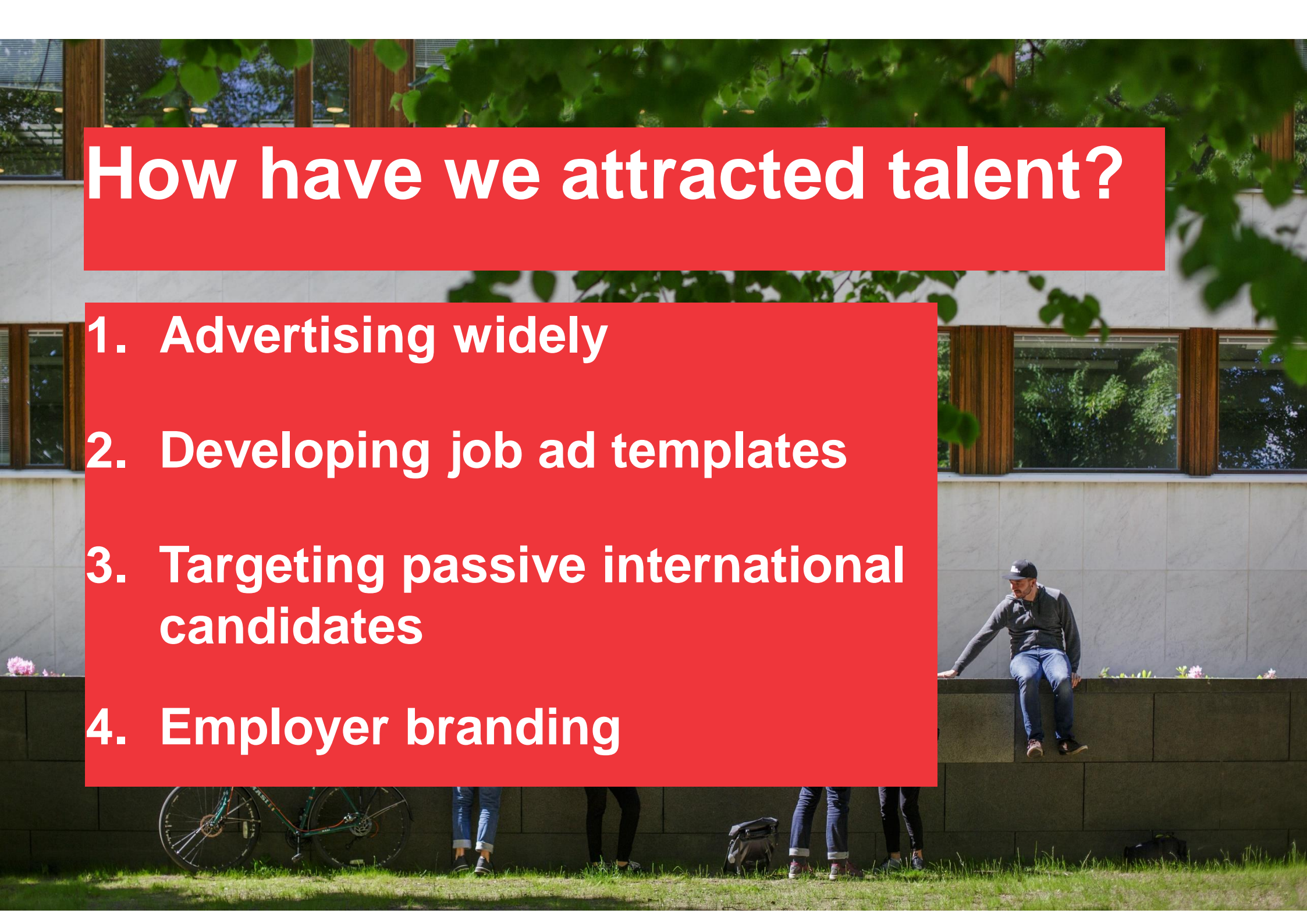
**HR Specialist**

**Aalto University**



# How have we attracted talent?

1. Advertising widely
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# Retaining talent with onboarding

**During recruitment**

**Providing information all the way  
through the process**

**When employment starts**

**Systematic planning, Onboarding  
Buddy, New Employee Event**





# Workshop

- **Let's create groups of 5-7 people.** Make sure it's not only your own organisation/closest colleagues in your group! We want to exchange practices, learn from other organisations and envision the future.



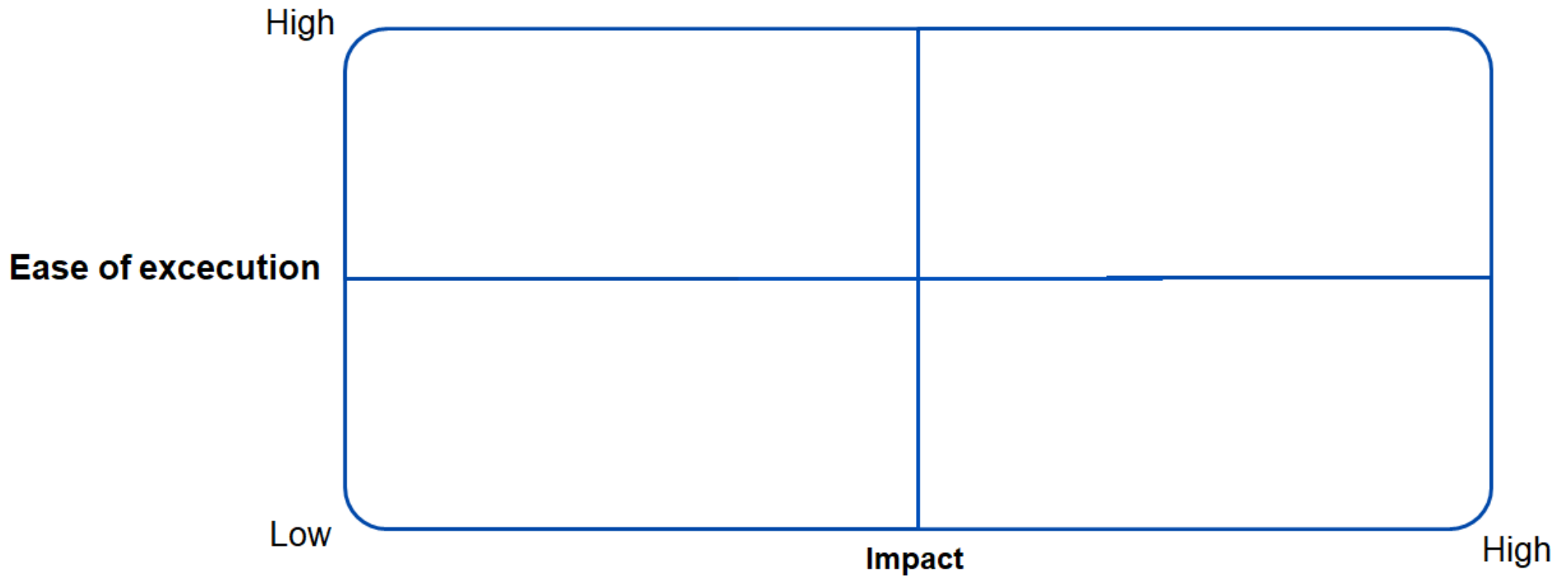


Let's envision a world where everything is possible, organisations have endless resources and unlimited goodwill to make sure everyone/international talent is included and feels like belonging.

- **What would your organisation do?**
- **Who would do what?**
- **You can also build on your existing good practices**



**Please place these ideas on the chart – Impact – Ease of execution**





- The **10 most impactful and easiest to execute solutions** are written on a white board.
- Vote for **the 3 best options** by marking them with **X**





# Thank you! Kiitos!Tack!

**Milla Ovaska**

*Head of International Affairs, City of Espoo*

**Elina Koljonen & Mari Kaarni**

*HR Specialists, Aalto University*

**Sanna Downing**

*Senior Specialist, Global Mobility, VTT*







# **Talent Boost Summit 2020**

**Espoo 29.Oct**  
**Welcome!**