2020

DIGITAL TRENDS

WYSER REPORT

wyser

Your Search, Our Work.

a **GI GROUP** company

INTRODUCTION

Digital Trends in Romania

Currently we are in a historical situation in which technology has affected companies in all sectors and we are experiencing the consequences of this impact. Additionally, if we consider the new post Covid-19 scenario, we have the responsibility and the opportunity to reconsider our contribution to the market, being more efficient and focusing on what really matters.

The beginning of the internet dates back to the early 1960s; however, it was at the end of the 90s when we felt that our day-to-day life was easier thanks to the democratized access of mobile phones.

Throughout this period and since then, we internalized technological changes at a particularly intuitive level. Our ability to adapt has been enhanced, which is verified with the indifference to change of the last generations. The famous generation Z (born from the 2000s), naturalizes the use of new technologies, so they do not require instructions for use, or if they do, access to such information is primary and basic.

Digital trends in Romania

So, **what historical moment are we in?** The fourth industrial revolution? Contemporary age? The Holocene or Anthropocene? Post Covid-19? The reality is that a global concept has not yet been determined, but all these terms share three variables: **technology, people and change**.

From Wyser, being people the center of our business and giving both a selection service and cultural transformation projects to clients and candidates, we believe that people are the ones who are really experiencing this change and the way we have to organize ourselves in our companies, has also evolved because of this.

Through a survey, we have collected professional opinions of the impact on people of the digital age, which together with verified information can give us a realistic view of the **relevant role of human resources in all this change.**

RESULTS

What importace do you give to digital transformation?

1

1	2	3	4	5
0,5%	0,5%	6,5%	33,2%	59,2%

"None"   *"A lot"*
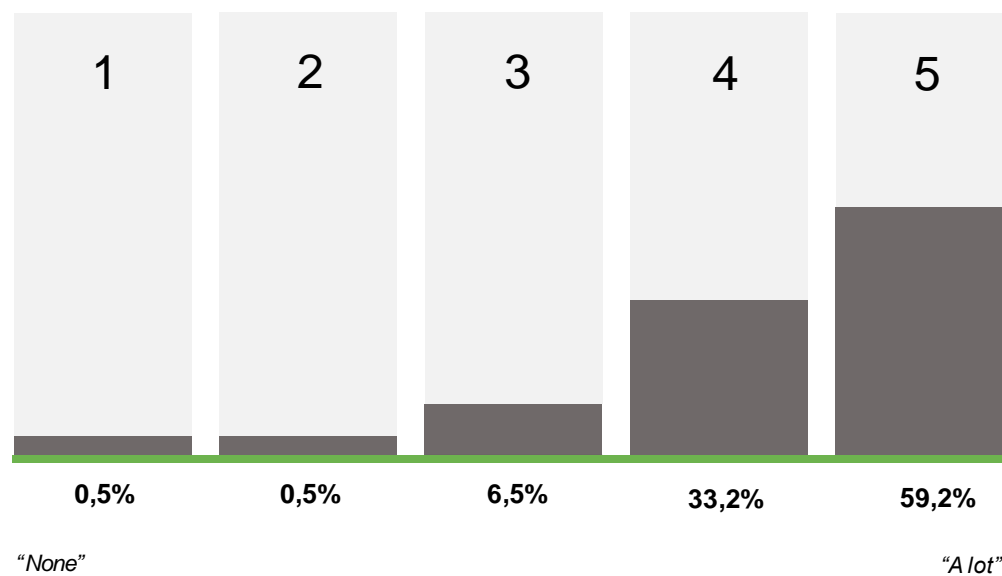
Some sub-group results should be pointed out:

AGE

71,9% of the subgroup "Age" -between 46 and 60 years old-, considered digital transformation as very important.
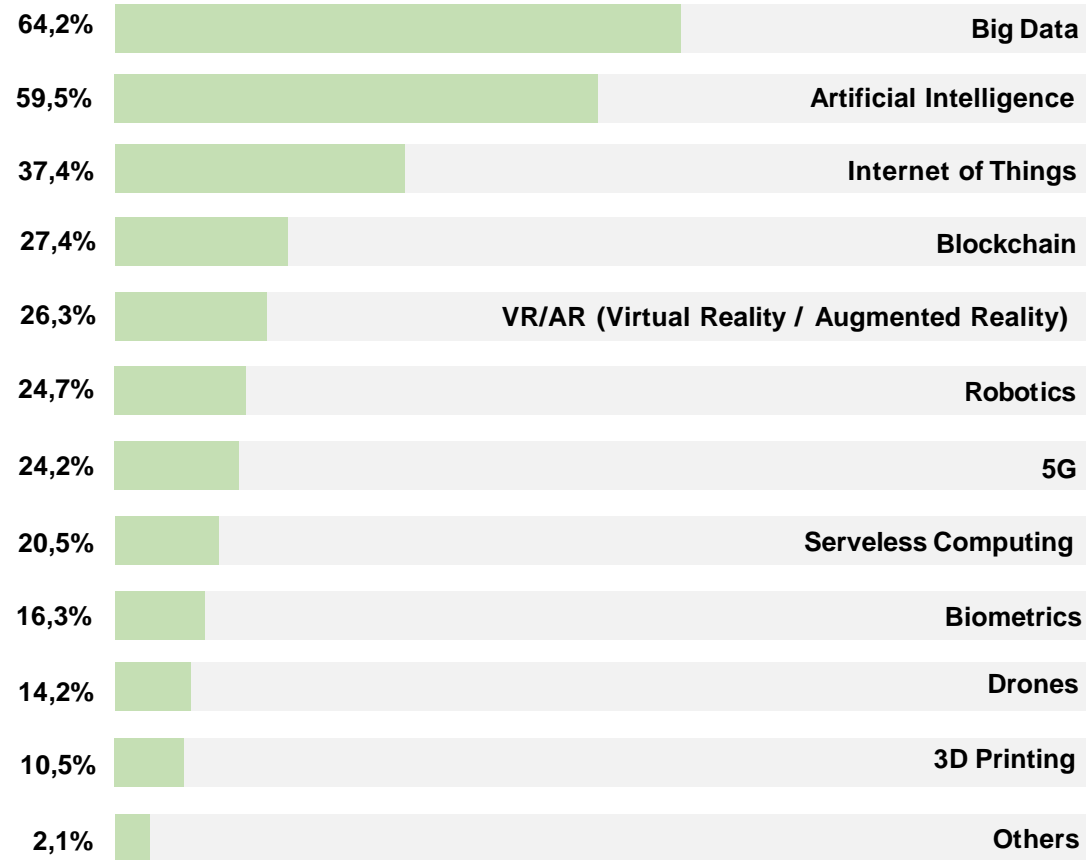
JOB POSITION

Having into account the filter "Job position", Digital & Ecommerce Technicians, Industrial Engineers, IT Engineers and IT Managers rank Digital Transformation as very important. On the opposite site are lawyers, Business Development Managers and consultants.

INDUSTRY

Filtering answers by "Industry", while Marketing & Comm. and Digital & Ecommerce obtain the highest values, Energy, Industry, Legal, Leisure, Travel & Tourism receive the lowest.

Which of the following technologies do you think are/will be disruptive for your business?

2

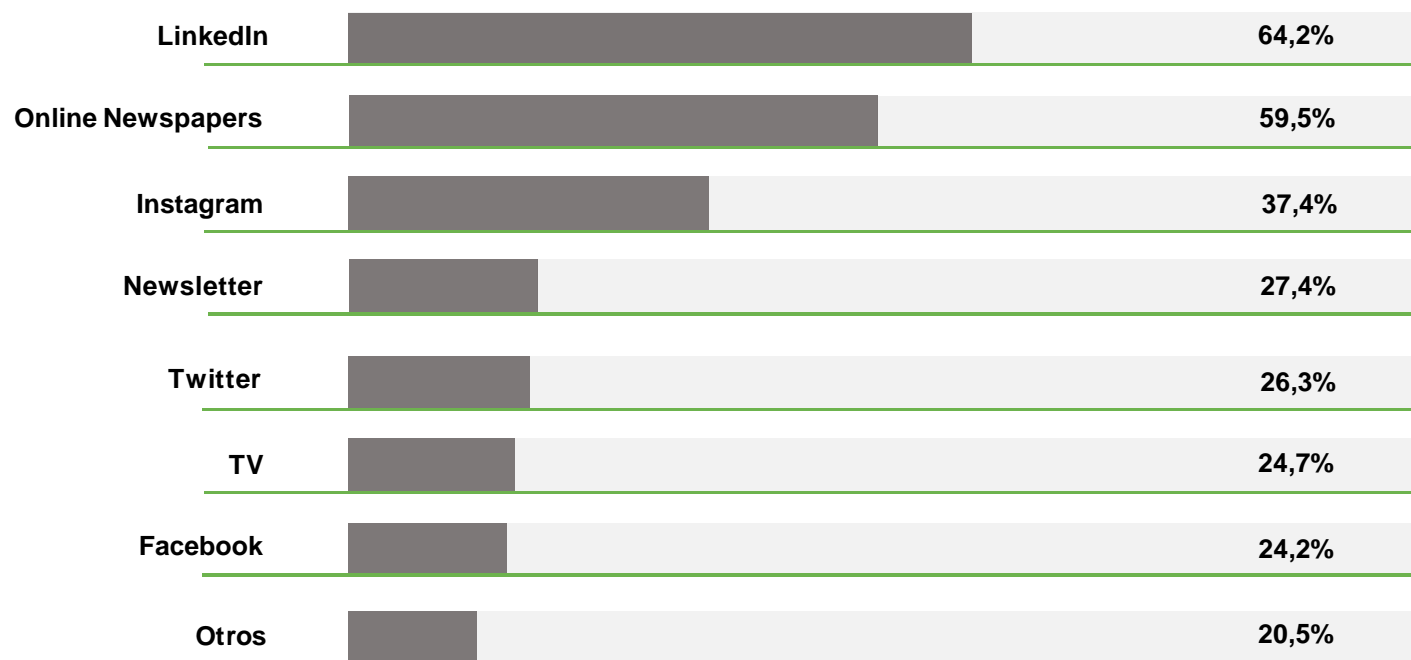| Technology	Percentage
Big Data	64,2%
Artificial Intelligence	59,5%
Internet of Things	37,4%
Blockchain	27,4%
VR/AR (Virtual Reality / Augmented Reality)	26,3%
Robotics	24,7%
5G	24,2%
Serveless Computing	20,5%
Biometrics	16,3%
Drones	14,2%
3D Printing	10,5%
Others	2,1%

"All study groups seem to agree when pointing to **Big Data** and **Artificial Intelligence** as the kind of technology that can have the greatest impact on their companies.
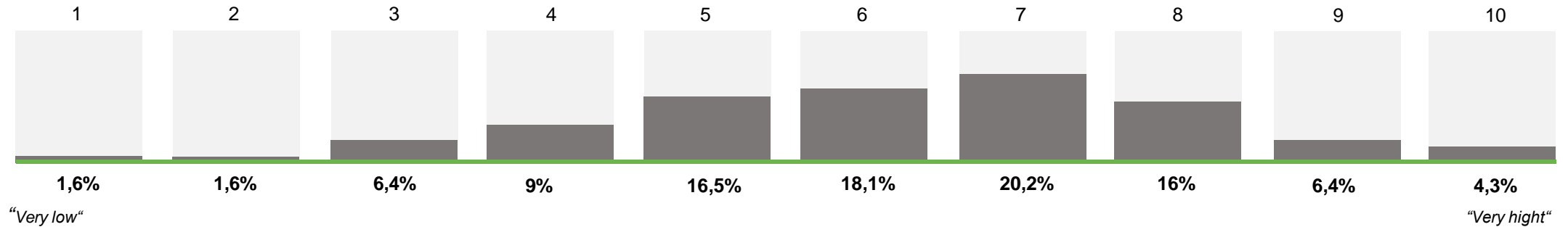
However others such as 3D printing or drones, are only considered disruptive by a percentage of less than 15% of those surveyed "

Which are your main sources for being updated in digital trends?

3

LinkedIn	**64,2%**
Online Newspapers	**59,5%**
Instagram	**37,4%**
Newsletter	**27,4%**
Twitter	**26,3%**
TV	**24,7%**
Facebook	**24,2%**
Otros	**20,5%**

Which do you think is the level of digitalization of your company?

1	2	3	4	5	6	7	8	9	10
1,6%	1,6%	6,4%	9%	16,5%	18,1%	20,2%	16%	6,4%	4,3%

"Very low"   *"Very hight"*

INDUSTRY	medium/low	medium	medium/high
Consultancy & Professional Services		6,0	
Digital & E-commerce			8,0
Education		6,2	
Energy & Row material		6,2	
Finance, Banking, Insurances & Real State		6,4	
FMCG	5,1		
Healthcare, Pharma & Chemical		6,0	
Human Resources	5,1		
Industry & Engineering		6,3	
IT			8,1
Legal		6,6	
Leisure, Travel & Tourism	5,0		
Logistics and Transport	5,3		
Marketing & Communication			7,3
Retail & Luxury		6,2	
Other	5,8		

COMPANY SIZE	level
Less than 50 employees	5,7
From 51 to 250 employees	6,1
More than 251 employees	6,6

Do you think that your company is updated in current technologies?

5

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

2,1% **1,1%** **7,9%** **9,5,2%** **12,1%** **15,8%** **24,2%** **15,8%** **6,3%** **5,3%**

"Not really"

"Very updated"
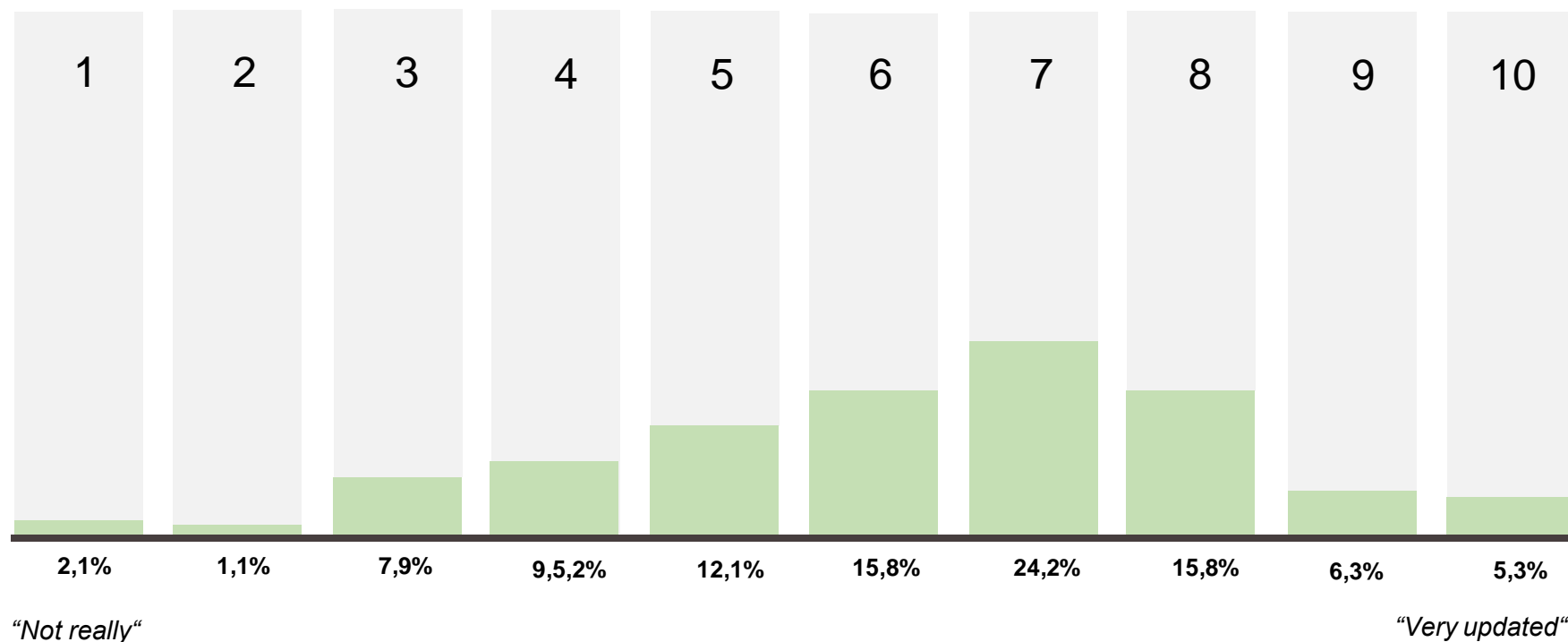
Is you company fostering innovation?

6

73,7% ████████████████████████ **YES**

26,3% ██████████ **NO**

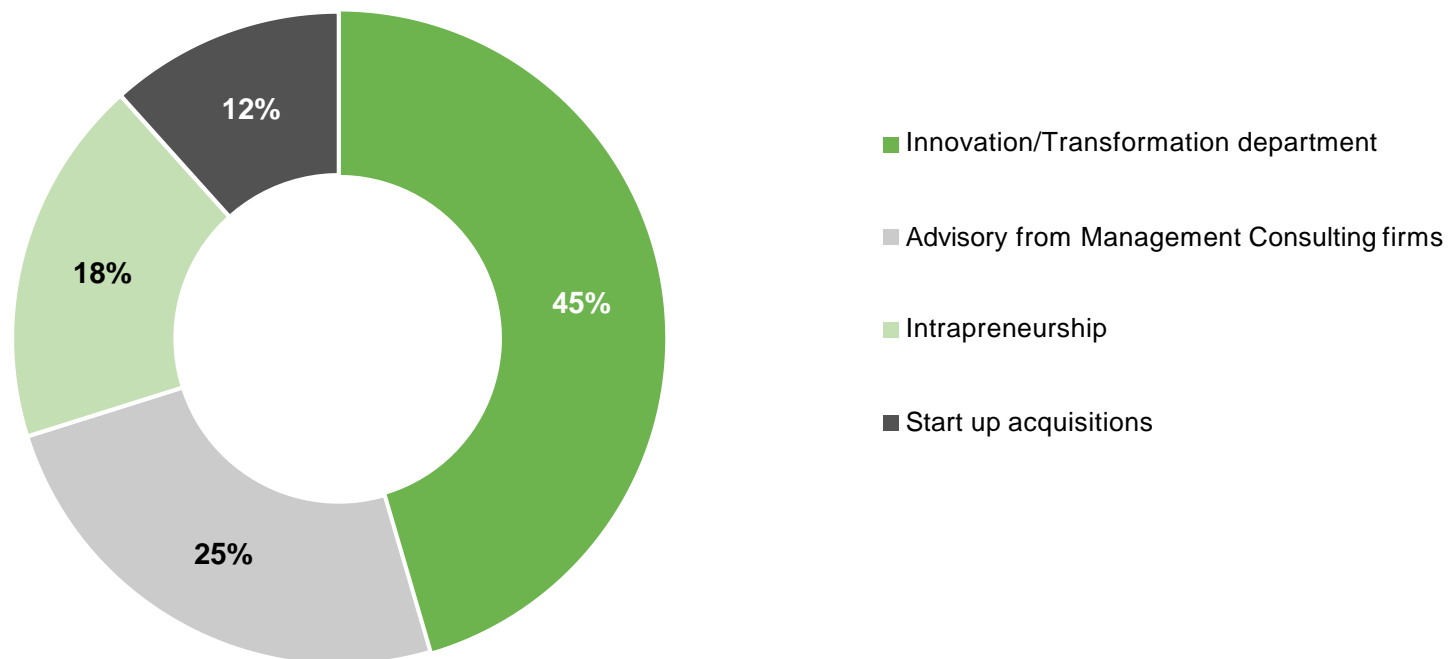| INDUSTRY	No	Yes	NC
Consultancy & Professional Services	17%	79%	4%
Digital & Ecommerce	0%	**100%**	0%
Education	7%	83%	10%
Energy & Row material	33%	67%	0%
Finance, Banking, Insurances & Real State	25%	58%	17%
FMCG	**43%**	57%	0%
Healthcare, Pharma & Chemical	24%	67%	10%
Human Resources	25%	40%	35%
Industry & Engineering	32%	64%	5%
IT	7%	**93%**	0%
Legal	30%	60%	10%
Leisure, Travel & Tourism	**50%**	50%	0%
Logistics and Transport	29%	71%	0%
Marketing & Communication	9%	**91%**	0%
Retail & Luxury	**40%**	50%	10%
Other	35%	60%	5%

We find it interesting that some results differ from the average rates. Check them having into consideration "**Industry**" and "**Age**" filters.

AGE	No	Yes	NC
From 21 to 35	20%	59%	21%
From 36 to 45	28%	69%	3%
From 46 to 60	21%	79%	0%

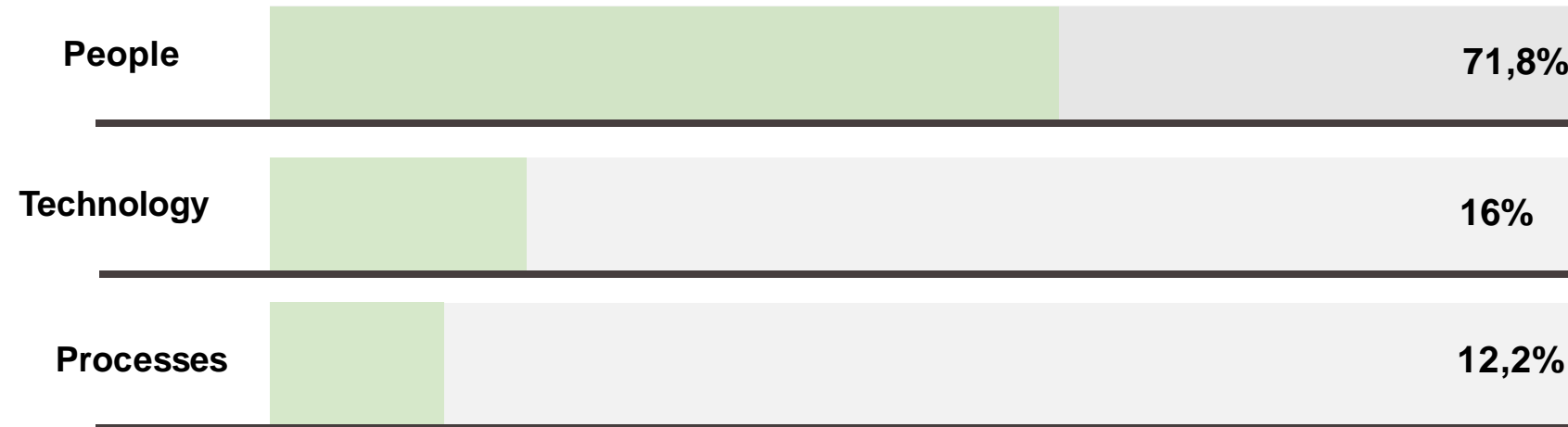# If yes, what type of corporate venturing do you have in your company?

Type of corporate venturing

- Innovation/Transformation department
- Advisory from Management Consulting firms
- Intrapreneurship
- Start up acquisitions

Choose what you think is the most important variable leading digital transformation

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People	**71,8%**
Technology	**16%**
Processes	**12,2%**

At what level do you think your HR department is involved in the business transformation?

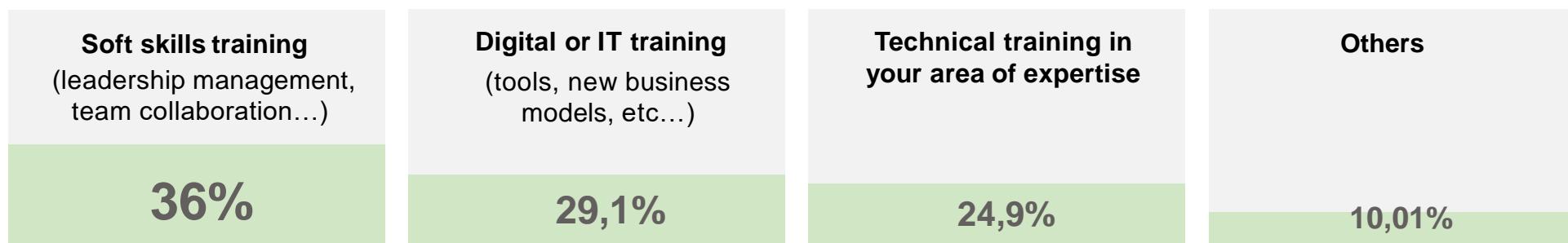| 1	2	3	4	5	6	7	8	9	10
4,8%	**5,3%**	**7,4%**	**6,9%**	**14,8%**	**18 %**	**13,8%**	**13,2%**	**3,7%**	**4,2%**
"Very low"									*"Very high"*
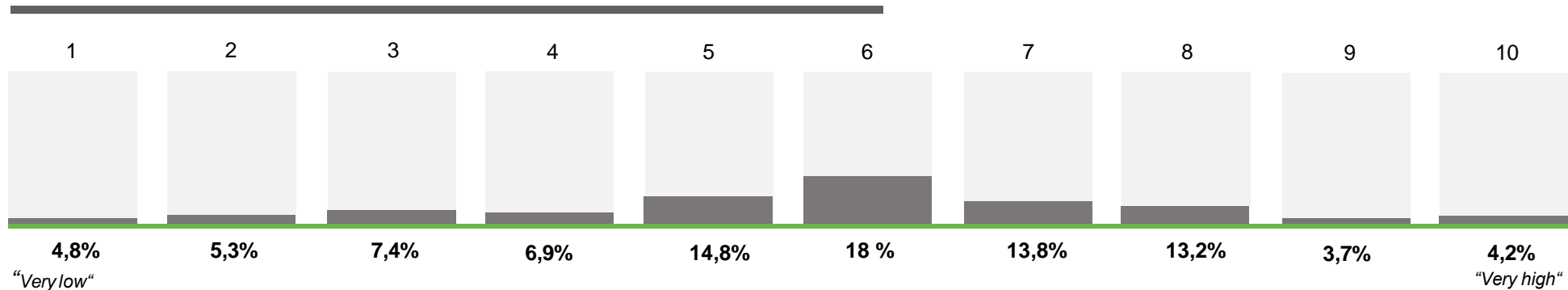
In general terms, subgroups values are close to the average rates shown within the graph above.

However, this is not the case when we screen data by "Industry".

INDUSTRY	Averarge Level
Consultancy & Professional Services	5,6
Digital & Ecommerce	**4,5**
Education	6,2
Energy & Row material	6,3
Finance, Banking, Insurances & Real State	5,0
FMCG	2,7
Healthcare, Pharma & Chemical	5,7
Human Resources	5,3
Industry & Engineering	5,5
IT	6,1
Legal	6,2
Leisure, Travel & Tourism	4,83
Logistics and Transport	**6,4**
Marketing & Communication	6,0
Retail & Luxury	4,3
Other	2,3

What kind of training path you think you have internally in your company?

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Soft skills training (leadership management, team collaboration…)	Digital or IT training (tools, new business models, etc…)	Technical training in your area of expertise	Others
36%	**29,1%**	**24,9%**	**10,01%**

Analyzing the results by sub-groups, it should be noted that there are some noteworthy differences, depending on the position held by the professionals surveyed.

JOB POSITION	Soft Skills	Digital / IT	Technical Area	Others
CEO	**58,3%**	25,0%	8,3%	8,3%
Digital & Ecommerce Manager	**50,0%**	20,0%	20,0%	10,0%
Finance / Accounting Specialist	28,6%	35,7%	14,3%	21,4%
Hr Manager	**44,4%**	11,1%	**37,0%**	7,4%
Hr Technician	42,3%	23,1%	26,9%	7,7%
Marketing Manager	**25,0%**	**56,3%**	1,3%	6,3%

Have you ever participated in an assessment within your company?

| 52,1 % | | YES |
| 47,9 % | | NO |
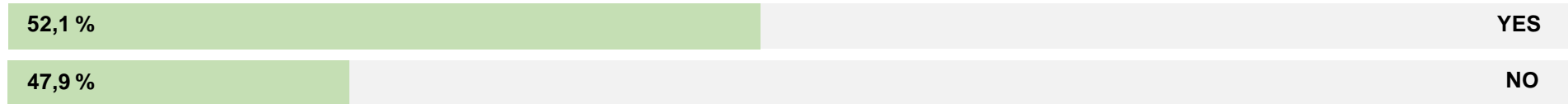
INDUSTRY	No	Yes
Consultancy & Professional Services	33%	**67%**
Finance, Banking, Insurances & Real State	42%	58%
Healthcare, Pharma & Chemical	38%	62%
Human Resources	**65%**	35%
Industry & Engineering	41%	59%
IT	50%	50%
Marketing & Communication	55%	45%
Retail & Luxury	20%	**80%**

COMPANY SIZE	No	Yes
Less than 50 employees	57%	43%
From 51 to 250 employees	49%	51%
More than 251 employees	40%	60%

We were a little surprised when filtering by "Job position", as some job post dissociate from each other, specially in Human Resources positions.

Additionally, in the light of the results and according to "Company size", there are not notable differences, as we would have expected .

CONCLUSIONS

Lessons learned

- Big Data and AI will potentially be the mains investments in the near future for many companies.

- The most effective communication channels to keep informed on digital trends are LinkedIn and Online Newspaper.

- Despite the importance people give to Digital Transformation (59% rated "A lot"), only a few companies have an outstanding level of adoption.

- There could be a gap to be covered between expectation and implementation, pointed out from a lack of updates in current technologies.

- Despite that potential gap in the implementation phase, company highly fosters innovation as one of the main internal communication pillars.

- People are definitely the key driver of digital transformation (71,8%), and having the right people in the teams make the whole difference .

- Investing on people learning, assessment and development is one of the key success factors for the digital transformation success.

Conclusions

Furthermore as the results indicate, in general, **the impact that the digital transformation is having on our business reality is considered of enormous importance**, and most of the professionals surveyed, consider **the effort that their companies are making to be remarkable, innovate and adapt to the technological changes** that society demands.

Contrary to what might initially be expected, there is no correlation between technological innovation and the size of each company, although there is a certain disparity in the perception that professionals from different industries have. While companies that operate in the digital, technological and e-commerce sectors are valued as cutting-edge in technological terms, those companies related to Fast Moving Consumer Goods, Leisure, Tourism or Retail are notably below average.

In what there is practically a general consensus, is in **considering people as the most important variable when leading the transformation processes** that our business reality needs to adapt to the variations in our environment.

Hence, this idea contrasts with **the low prominence that the surveyed professionals give to the HR areas in this mission.**

At **Wyser**, we consider that in **any transformation process, the first step is always to meet people**. The role of the **Department in personnel has is crucial** to train and prepare teams to face any change process.

Conclusions

At Wyser we work to promote the long-term employability of our candidates and thus improve the type of profiles that we incorporate into our partners so that they can grow faster and in a sustainable manner.

We constantly work to improve our assessment / assessment models, focusing on the 5 Future Competencies: **Wyser Future Proof Competences**

LEARNING AGILITY

Is dealing with new experiences flexibly and rapidly by trying new behavior, getting feedback on these attempts, and making quick adjustments so new learning will be realized when you do not know exactly what to do.

LEADERSHIP AGILITY

It is the ability to take wise and effective action amid complex, rapidly changing conditions. There are five levels: expert, achiever, catalyst, co-creator and synergist.

CHANGE AGILITY

Is a mission-critical capability necessary for transformation to occur in a human system that harnesses all the energy in the organization. It requires focus on the right priorities under pressure, use emotion constructively, and take action when and where it counts most to enable change.

CREATIVE PROBLEM SOLVING

Is a way of solving problems or identifying opportunities when conventional thinking has failed. It encourages you to find fresh perspectives and come up with innovative solutions, so that you can formulate a plan to overcome obstacles and reach your goals.

EMOTIONAL INTELLIGENCE

Is the capacity to recognize our own feelings and those others, and to manage emotions effectively in ourselves and our relationships. There are four parts, or domains:
-Self-Awareness
-Self-Management
-Social Awareness
-Relationship Management

Conclusions

In a global environment where changes are constant and it is necessary to test business models and new sources of monetization in a fast, economic and constant way, we need to incorporate, retain and **develop talent that has the ability to anticipate changes, mutate and learn. continuously to improve day by day.**

The talent area linked to marketing to improve employer branding, the integration of different profiles enhancing cultural diversity, the improvement of internal communication through optimized tools, the use of data or the introduction of gamified dynamics for the processes of selection, are some of the trends in the area of human resources that have emerged with digitization.

Many companies struggle to reach these new ways of working, but many others have already been created form scratch that way. And talent knows so.

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