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Janina Kugel, Member of the Managing Board of Siemens AG // Twitter: @janinakugel

Leadership & Cultural Change

How HR drives the future of our Industry

Digitalization is transforming our world

Worldwide **data volume doubles every two years**. By **2020**, it will have grown to **40 zettabytes** – that's a **50-fold increase** within **ten years**.

Revenue from apps alone amounted to **US\$72 billion** in **2013** and will **more than double** by **2017**.

5 out of 10 job seekers use social media for job search purposes

LinkedIn, world's biggest business-oriented social network, wins **2 new members every second**.

Electrification, automation and digitalization – the Siemens positioning

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Digitalization at Siemens – Combining the physical and virtual worlds

The future of big data will be in industrial data – The amount of data produced by Siemens products

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2020 **40** Zettabyte
2015 **8.0** Zettabyte
2012 2.8 Zettabyte

Siemens traffic management system Potsdam

6 Terabyte per day

Siemens controllers in particle accelerator CERN

100 Gigabyte per day

Siemens gas turbine

30 Gigabyte per day

Siemens EnergyIP smart grid platform

25 Gigabyte per day

Siemens computer tomograph

60 Gigabyte per day

Siemens digitalization ecosystem: World-class talent pools, technology platforms and partners

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Expanding a powerful IT partner ecosystem



- **Strong** IT partner ecosystem
- **Complementary strengths**

Leveraging technology platforms



Scale and speed from cross-divisional technology investments

- Smart data analytics
- Cloud
- Cyber security

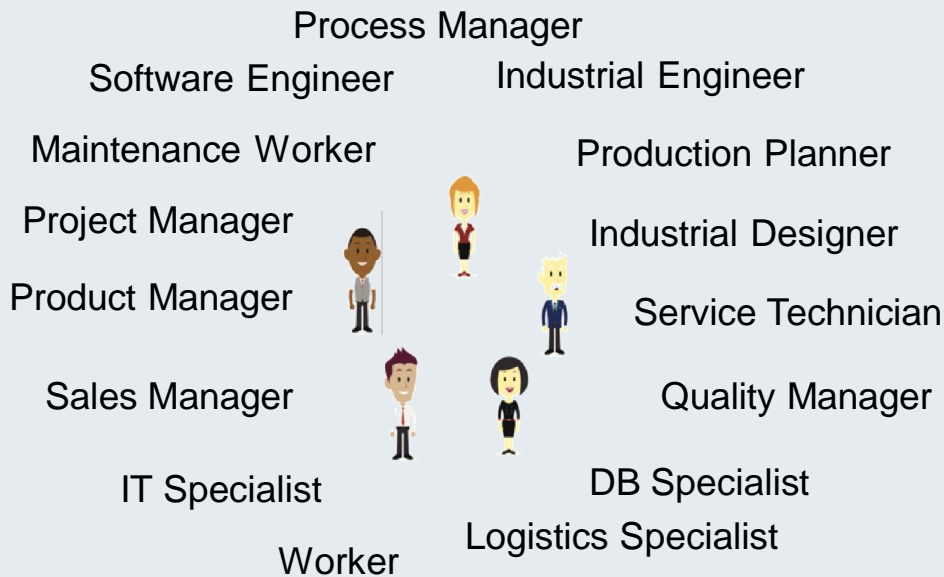
Investing in innovation, people and skills



- **Modern software development methods**
- **Digital skill pools** expanded
- Leveraging **external innovation**

We have identified the top 15 production-related roles affected by Industry 4.0....

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...and started a Set-actual comparison of competencies:

Training contents have to be further developed

- Interdisciplinary and globally linked thinking
- Problem solving competence
- Knowledge of the complete process
- Steering of communication
- Predictive innovation management

with strongly increasing importance.

The world is changing – and so does leadership

Past

Work
Targets
Manager
Instruction
Dogma
Avoiding mistakes
Nationality
Hierarchy

Future

Life
Passion
Moderator
Values & Culture
Curiosity
Gaining insight
Global diversity
Meritocracy

Turning employees into owners – We implement the Siemens Ownership Culture

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From department to network and from manager to moderator – the Siemens Social Network as an example

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A big idea sees a promising start

- Immediate access to **relevant information , experts and know-how**
- **Communication and collaboration with colleagues from all over Siemens**
- **Goal: Accessible and used by all Siemens employees worldwide**
- **As of today: Active participation of 50% of Siemens' workforce***

The screenshot shows the Siemens Global HR Community social network interface. At the top, there is a search bar with the text "Search within group" and a magnifying glass icon. Below the search bar, the group name "Global HR Community" is displayed with a green Siemens logo icon. The main content area shows a post by Janina Kugel, who is a member of the Global HR Community, talent acquisition, and Talent Acquisition Community. Her post includes a link to a Flip.it video titled "Social Recruiting: It's All About the Mobile" and a text snippet: "69% of recruiters expect competition to increase in 2015. The demand for highly skilled workers is on the rise, with no indication of plateauing anytime soon. With the fiercely competitive nature of". Below the post, there are interaction options: "Like", "Comment", and "January 23 at 2:40 am from iPad". A star icon indicates that Vera Troitskaya, Rosa Riera, Teresa Collis, and 16 other people liked the post. A "View all 5 comments" link is also present. Below the main post, there are two comments. The first comment is by Jos Kayaerts, who references a Deloitte paper on HR & technology, stating "Mobile is mandatory!" and provides a link to a PDF document titled "PoV_-_HR_Technology_for_2015_-_Disruption.pdf". The second comment is by Armin Hoffmann, who expresses interest in the reading and suggests engaging with the IT community to ensure that talents attracted to a more 'mobile' work style enter an environment that matches their expectations regarding mobile work within Siemens. The interface also includes a "Write a comment..." text input field at the bottom.

* Calculated from extrapolation

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The essential: Living the HOW of leadership

Be honest



Be courageous



Be respectful

