

# SOSIE 2<sup>ND</sup> Generation: Simultaneously Attracting New Talent While Building Motivating Careers

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## Case Study: Konica Minolta



***Julie Blas Applincourt, Director of Human Resources Development, Konica Minolta, comments on Simultaneously Attracting New Talent While Building Motivating Careers***

*Bringing new blood into a company is vital. Helping teams to grow is crucial! Recruitment, internal mobility and promoting talent are thus flagship values of Konica Minolta's HR policy. Although no two careers are the same, any career path is possible...*

### **Can you tell us a bit about Konica Minolta?**

Konica Minolta Business Solutions France, the result of the merger between Konica and Minolta in 2003, helps companies of all sizes with their information management and processing needs in all of its forms (physical, digital, etc.). The Group offers a range of printing solutions and production systems with world-renowned levels of performance. Through its subsidiary, IT Services Serians, the company also has in-depth expertise in the fields of computing, auditing, integration and supervision.

A 100% subsidiary of the Konica Minolta Inc. Group, whose registered office is in Tokyo, the company has a turnover of €421 million in France thanks to its 1,500 employees. Its global range is spread over a sales network composed of 10 regional entities and 175 dealers and retailers. Constantly expanding, the company seeks new talent on a daily basis that is passionate about new technologies.

### **How is Konica Minolta's philosophy of "The Creation of New Value for the Betterment of our Customers" integrated into your HR policy?**

We are convinced that behaving with integrity and communication that focuses on openness and honesty towards all of our employees will enable us to forge sustainable working relations, built on mutual trust and true communication.

### **What are your current challenges in terms of HR policy, and more specifically, recruitment?**

The Group is now undergoing a transformation in which we must invent our future in an ever changing world. So our recruitment increasingly focuses on IT positions and our key challenges are to attract this new talent, and at the same time build long-term, motivating careers for them.

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### How and why did you choose to incorporate SOSIE 2nd GENERATION into your recruitment process?

The quality of our internal and external recruitment processes is the basis on which we will build sustainable co-operation. Accordingly, giving ourselves better tools is critical and we believe that SOSIE is one of those tools.

### In what way does SOSIE address your challenges?

We use SOSIE, published by Pearson TalentLens, for high-level recruitment or to better support employee mobility into posts that are significantly different to the ones they occupy.

We use it not only to make informed decisions, but also to help an employee understand themselves and to reflect, together with us, on what motivates them, the way they communicate and where progress could be made; this is also in line with our desire for openness and honesty.

### Company Snapshot

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**Established:** 1873

**Share capital:** ¥37,519 million

**Workforce:** 43,332 employees in 150 countries

**Line of business:** Technology for Business (81%), Industry (10%) and Medical imaging (9%)

**The company's social responsibility:** named to the Dow Jones Sustainability index, Konica Minolta has received the sector's highest distinction for its economic and environmental initiatives.

