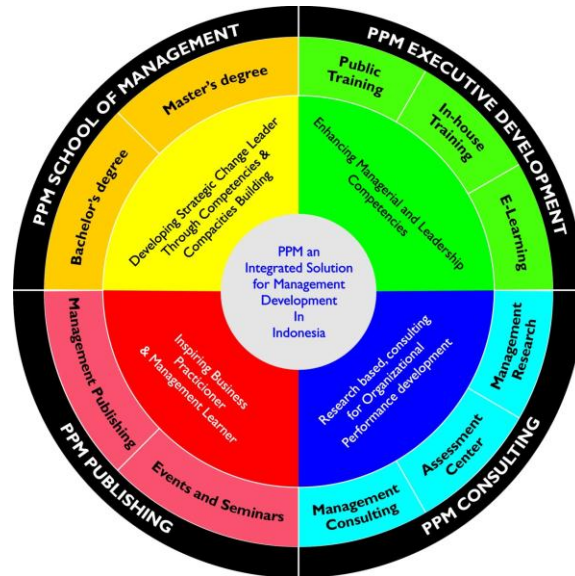




Integrated Business Simulation
as a Tool for Assessing High Potential Talent
in Early Recruitment Programs



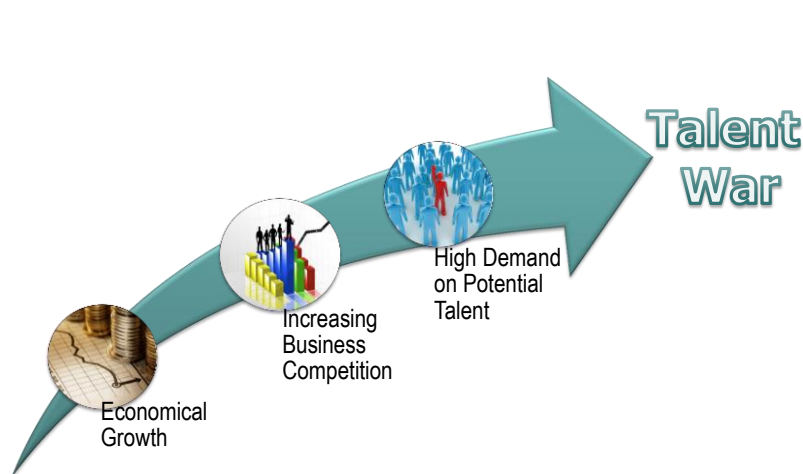
**A Glance Of
PPM Manajemen**



The War for Talent in Indonesia

Industrial Development in Indonesia

and its impact on the scarcity of talent



Demographic of Job Seeker in Indonesia

- the population of Indonesia is 237.6 million people (*Based on the 2010 census*)
- With such a number, Indonesia is the 4th most populated country in the world after China, India and the United States.
- From that figure:
 - 48.9% or 116 million people fall into the work force category and
 - 7.41% or around 17 million people fall under open unemployment (*Ministry of Communications and Information, Republic of Indonesia, 2010*).



Current Challenge in Talent Acquisition

- Challenge in finding source of talent
- Challenge in attracting the right talent
- Challenge in identifying the most potential talent
- Challenge in retaining existing talent & building talent pipe line



Success Ratio of Talent Acquisition

Company	Year of Recruitment	Number of Applicant	Number of Hired	Actual Demand
Pelindo II	2007	26.221	107	113
Pelindo II	2008	10.688	81	84
Pelindo II	2009	29.678	194	259
Multi Terminal Ind.	2009	6.219	27	40
Semen Tonasa	2009	10.788	192	121
Angkasa Pura II	2009	34.261	472	525
Bank bjb	2010	13.578	176	277
Bank Indonesia	2010	3.986	49	49
Angkasa Pura II	2010	22.505	1.121	1.031
Jamsostek	2011	16.230		112

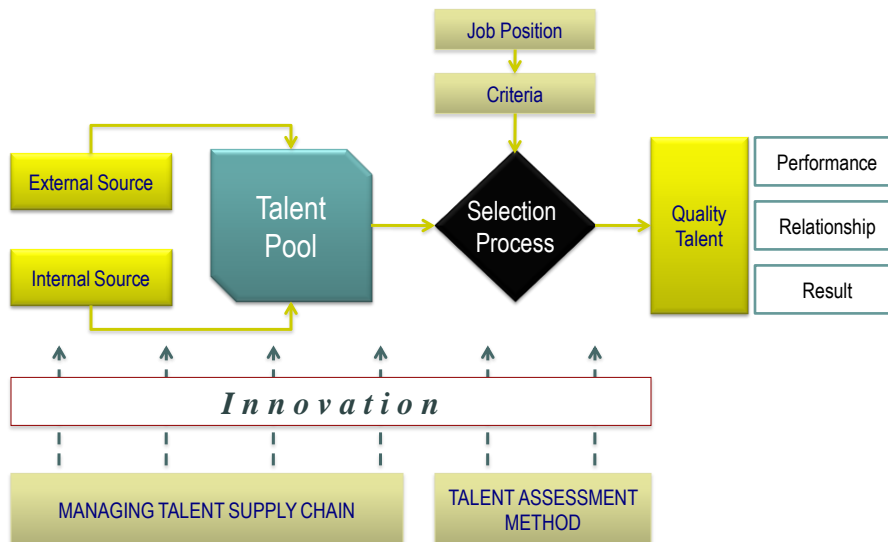


Key Performance Indicators For Talent Acquisition

- Quality of Hire
- Cost per Hire
- Recruited Top Prospect $\geq 50\%$



Our Framework On Talent Acquisition





Early Recruitment Program in Bank BNI

A Case Study

Program Description

- Early Recruitment Program is a selection program for fresh graduate or yet-to-come graduates to join the recruitment program for new employees
- In Bank BNI, participant of this program are senior students from the 10 best State Universities in Indonesia. This program has been conducted twice in 2008 and 2010
- If this strategy is applied thoroughly, the company will be fastest in seeking talent, having an early chance to communicate employment brands, thus able to lead in recruiting talents.



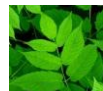
Benefit Of The Program

- Strategy in Managing Talent Supply Chain
 - Building alliances with famous educational institutions posing as talent channels
 - To communicate employment brands to educational institutions that poses as talent channels
 - Increase the company's appeal for high potential talents since it is a fair, impartial, challenging, appreciative, and even interesting selection process to participate in.
- Innovation in Talent Assessment Method
 - Is an effective tools to assess managerial competency for inexperience candidate



Challenges in Implementing Assessment Center for Fresh Graduate & Inexperience Candidate

- A specific method is required to obtain proof of leadership and managerial competency from mostly fresh graduates or end-semester students with no managerial experience.
- Could applied to large amount of candidates in a short intake duration
- Must be conducted in accordance with the code of conduct of assessment center.

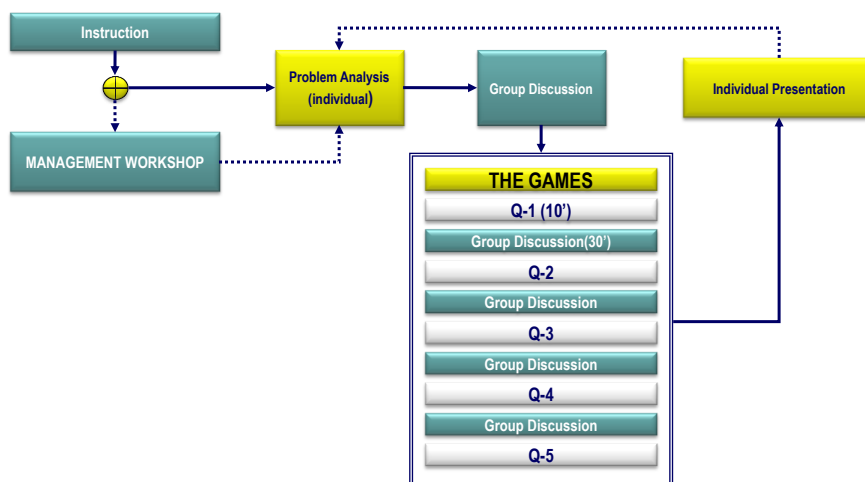


Integrated Business Simulation Design

- Integrated Business Simulation provides opportunity for candidates to demonstrate leadership and managerial competencies in competitive business environment
- This Integrated Business Simulation comprises of 2 major stages of activities:
 - Management Workshop; to provide knowledge to the candidates regarding the business process in a company and introducing business jargon.
 - Business Simulation; Computer-based business simulation model with a background of manufacturing company.



Integrated Business Simulation Workflow



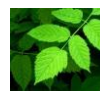
Result & Evaluation

	Facts	Challenge
Process & Methodology	<ul style="list-style-type: none"> Management workshop provides sufficient knowledge in basic management. The Simulation is effective to bring out expected competency. 	None
Quality of Hire	<ul style="list-style-type: none"> Bank BNI stated that the new employees has a higher level of competency, more prepared to be assigned, and higher commitment to the organization Educational institution as the talents channel stated that the selected candidates graduated with flying colors. 	Systematic well planned engagement program is needed to retain the selected high potential talent



Result & Evaluation

	Facts	Challenge
Cost per Hire	More expensive than traditional methods (psychometric testing), but it gives more value than the actual cost	Creating a lower cost alternative business simulation that has similar complexity
Success Ratio	75% met the target	Increasing success ratio close to 100%
Employment Branding	<ul style="list-style-type: none"> Bank BNI: appreciative and gives more opportunity to the emerging high potential talent PPM Manajemen: Technology savvy, impartial, credible 	Maintaining the positive image that has been established and up-dating the method for future use





Thank You...