Fact-Finding Seminar on Digitalisation

14 February 2017

Venue: Hotel Novotel, Fischerinsel 12, Berlin, Germany

CROSS | OVER

Per Markus Törnberg
CGM Poland, Crossover
14th February 2017

A little bit of background…

- In short about me

19-05 BII
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…. change to 100% Remote work

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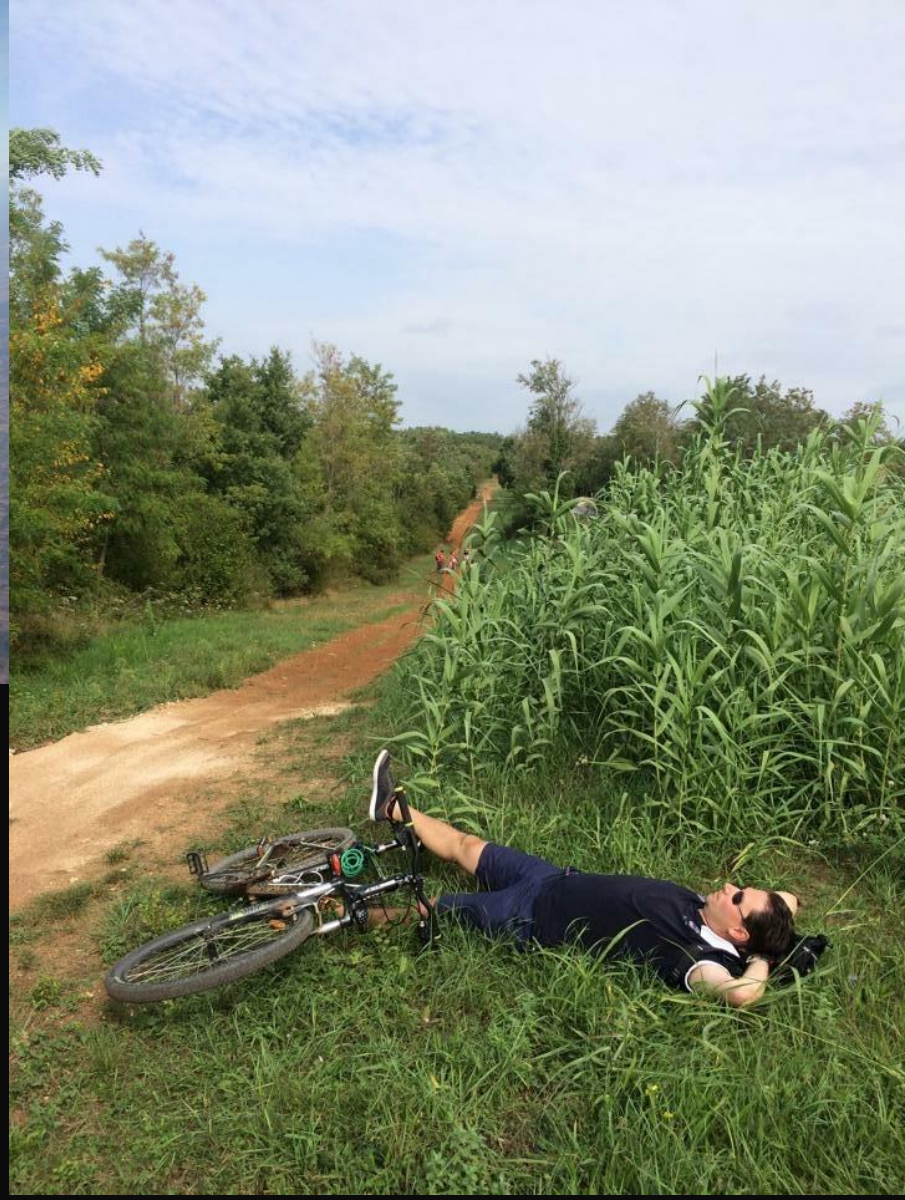


A little bit of background…

- About Crossover’s view on the Future of Work and Work life balance

We spent a lot of time studying this…

So what is the ‘Future of Work’?

1. People
2. Playbooks
3. Platform

Workplaces still look like this…

All ‘high-skill’ work goes to the cloud…

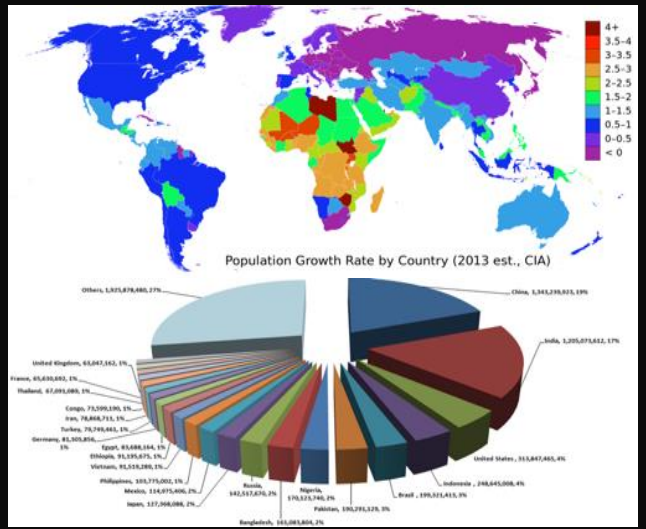
Enabling the best-of-the-best to get the job (at the ‘cloud wage’)…

High paying jobs transform society

We believe that there are few things more noble than being able to connect talented individuals around the world to high paying jobs.

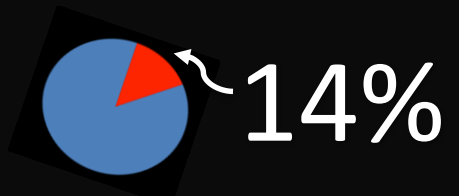
People: The way most managers find & select workers is spectacularly outdated

Hyperlocal searches lead to talent shortages



US is only 4.5% of the global population

Outdated selection process



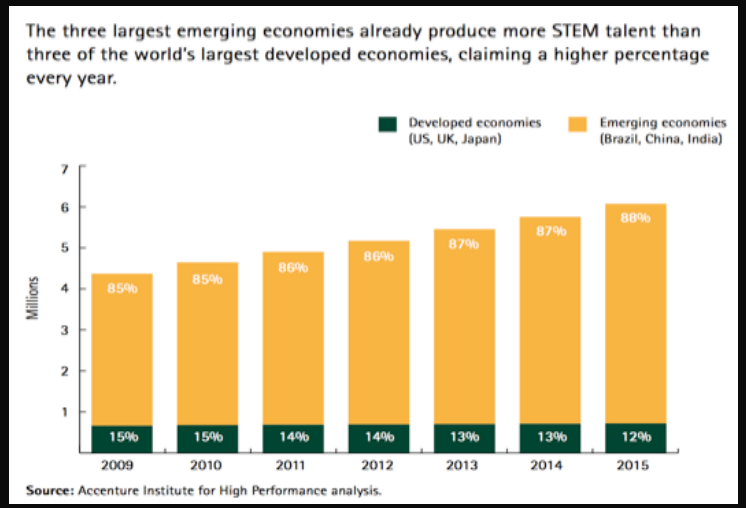
Interview effectiveness in predicting job performance

Resumes are over 500 years old

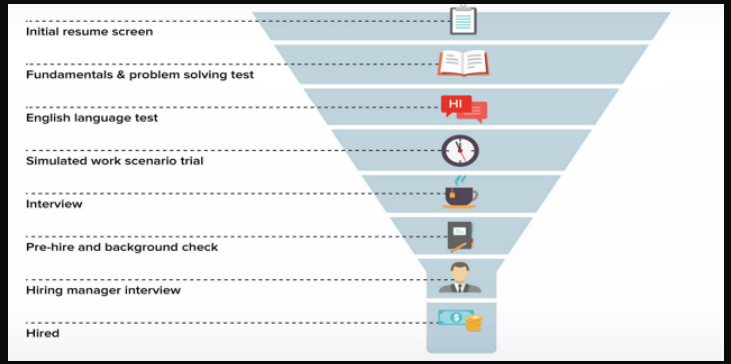
People: We do the exact opposite to form our teams

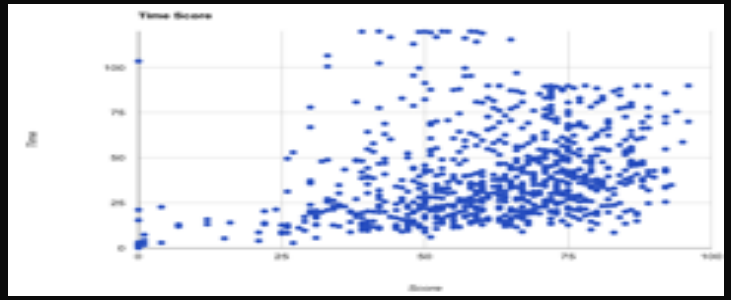
Marketing-led global sourcing to find the best talent in the world

Google naukri.com indeed one search. all jobs. stackoverflow glassdoor.com eJOBS.ro



Multiple rounds of custom skills testing, language testing & job scenario trials



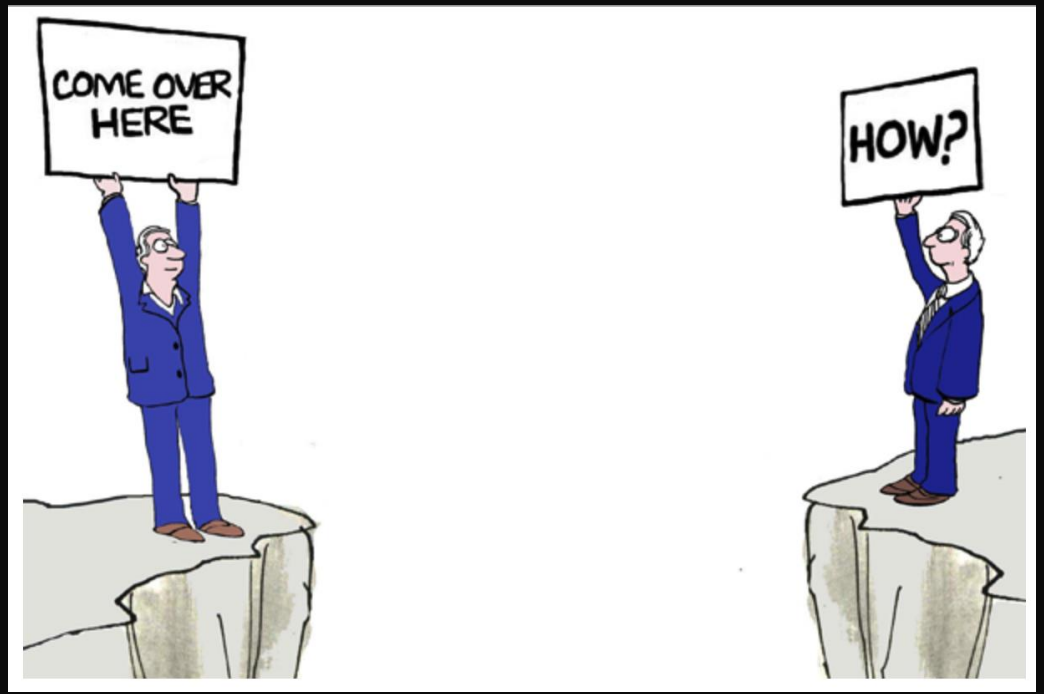


Hire - Applicant Experience (1 week start-finish)

Help Button - IM or Phone avail anytime

		Product	Process
Pre-apply information	• Rich info on 'future of work', content strategy • Info on companies/customers, process, contractors in country, videos, webinars, ability to ask questions		●
Pre-apply tool	• One-button click to analyze LinkedIn info and recommend open roles that may be good fit. • Career tool to signup for future roles with characteristics that fit and we'll email you when avail	●	
Apply	• Apply via mobile, daily email updates on progress and status, auto-alerts if applicant not progressing • Phone call candidate can schedule own time and see's interviewer availability - connection to learn about individual goals, explain process, evaluate candidate (English, etc)	●	●
Test	• Ability to take test via mobile • Gamefication - candidates are notified after every question where they stand, pass/fail is immediate	●	
Trial	• Highly-relevant trial that is fun and capped at 3 hours • Great feedback within 24-48 hours, feedback linked to online courses for additional paid learning		●
TT Interview	• Interview avail within 24 hours of graded assignment, feedback provided prior to interview • Ability for candidate to easily schedule a time convenient for them		●
HM Interview	• Ability for candidate to easily schedule a time convenient for them and HM • Information about HM, company, video avail to candidate prior to meeting HM		●
Onboard	• Video trainings, 'welcome' packet of tools/VM/logins/etc, best-known methods on remote work, HM video • Ability to record introduction video to be sent to team before starting		●

Playbooks: What are those?



Lack of or inconsistent processes

No documentation

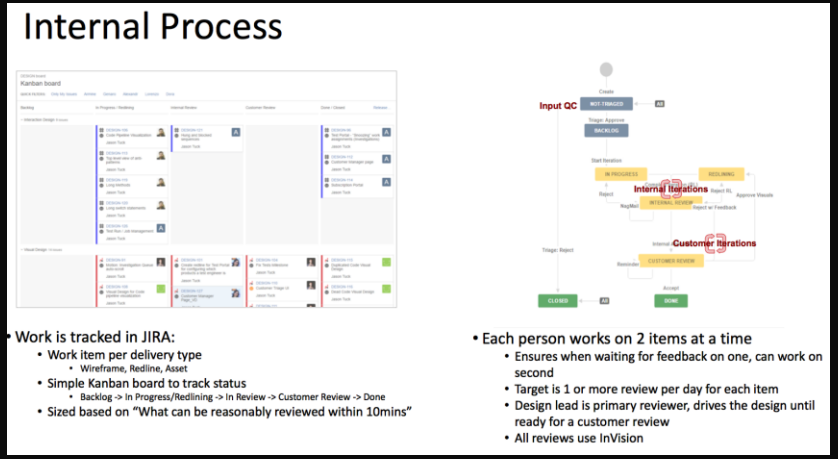
Wrong metrics (or too many)

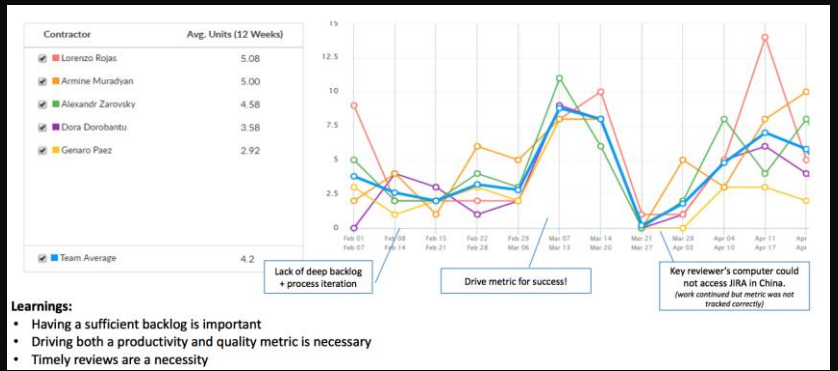
Playbooks: We ensure every team operates by our (or our customer's) consistent playbook

Contents:

1. Team structure
2. Workflows
3. Metrics & measurement
4. Daily schedule
5. Toolset
6. Collaboration & communication

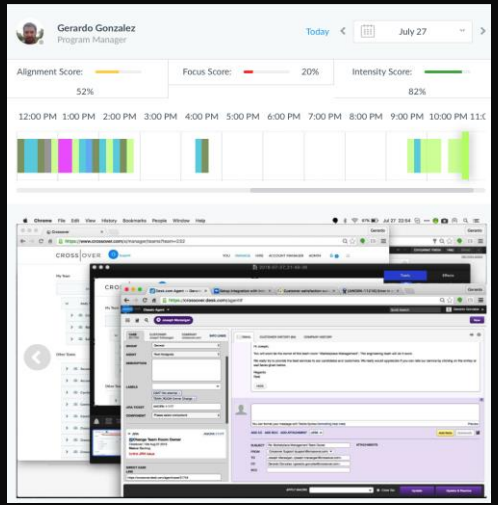
50% quarterly productivity gain target

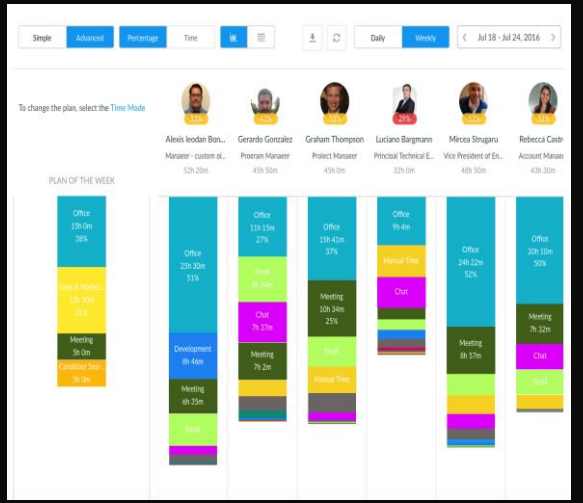


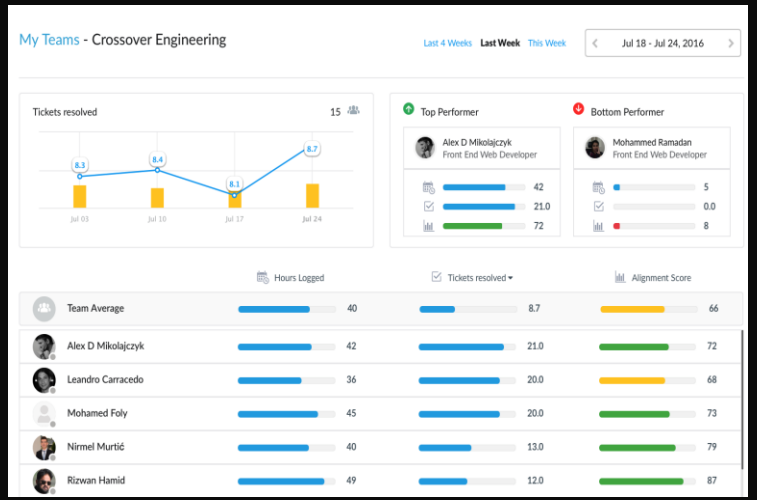


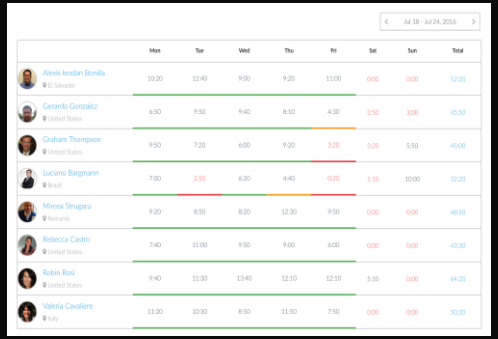
Platform: How do you provide productivity coaching in the ‘cloud’ world?

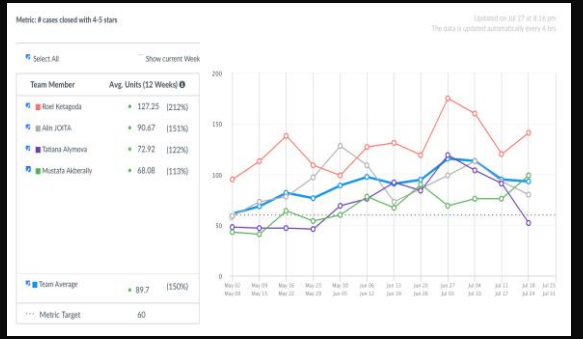
Platform: ‘Work Smart’ using big data analytics











All these lead to the Future of Work and Work life balance

Full time versus Freelance

- Full time with Crossover
  - ❑ As part of Crossover team, you are hired as full time contract employee
  - ❑ You will not need to bid for projects. Guaranteed work each week
  - ❑ No downtime. 40 hours a week guaranteed work
  - ❑ Work from anywhere. Home, coworking space, coffee shops
  - ❑ Have a local representative to assist you
  - ❑ Peace of mind

- ❑ Freelancer on other platforms
  - ❑ You are hired on a project basis for a fixed duration and task
  - ❑ You may be working on multiple projects simultaneously
  - ❑ You bid for projects. Compete with other techies to secure work. No guaranteed work each week
  - ❑ Regular downtime between projects as you wait for your bid to get accepted.
  - ❑ Some week you could be working even 60+ hours
  - ❑ Stress is the name of the game

- Where are the people with skills today?

Which Country Has the Best Developers?

Ranked by Average Score Across All HackerRank Challenges

Rank	Country	Score Index
1	China	100.0
2	Russia	99.9
3	Poland	98.0
4	Switzerland	97.9
5	Hungary	93.9
6	Japan	92.1
7	Taiwan	91.2
8	France	91.2
9	Czech Republic	90.7
10	Italy	90.2
11	Ukraine	88.7
12	Bulgaria	87.2
13	Singapore	87.1
14	Germany	84.3
15	Finland	84.3
16	Belgium	84.1
17	Hong Kong	83.6
18	Spain	83.4
19	Australia	83.2
20	Romania	81.9
21	Canada	81.7
22	South Korea	81.7
23	Vietnam	81.1
24	Greece	80.8
25	Sweden	79.9

Rank	Country	Score Index
26	Netherlands	78.9
27	Chile	78.4
28	United States	78.0
29	United Kingdom	77.7
30	Turkey	77.5
31	India	76.0
32	Ireland	75.9
33	Mexico	75.7
34	Denmark	75.6
35	Israel	74.8
36	Norway	74.6
37	Portugal	74.2
38	Brazil	73.4
39	Argentina	72.1
40	Indonesia	71.8
41	New Zealand	71.6
42	Egypt	69.3
43	South Africa	68.3
44	Bangladesh	67.8
45	Colombia	66.0
46	Philippines	63.8
47	Malaysia	61.8
48	Nigeria	61.3
49	Sri Lanka	60.4
50	Pakistan	57.4

HackerRank

...summing up

- 100% Remote Work
  - Work from anywhere
- Full Flex time 40hours a week
  - work anytime you prefer
- Do not overwork unless agreed beforehand
  - Partnership approach
- Investing on training on the job
  - Best people are learing constantly
- Work Life Balance Priority
  - Happy people work better

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Thank you

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