

THE FAHR
INTERNATIONAL
CONFERENCE 2016



مؤتمر الموارد
البشرية
الدولي 2016

مستقبل الموارد البشرية ودورها في تطوير
وتحويل الكفاءات الحكومية
The Future of HR and its Role in Transforming
Governmental Capabilities

أكبر حدث للموارد البشرية الحكومية في الشرق الأوسط
The Middle East's Largest Government HR Event

20 - 17 أبريل 2016
قاعة الشيخ مكتوم، مركز دبي التجاري العالمي
17 - 20 April 2016
Sheikh Maktoum Hall, Dubai World Trade Centre

Wayne Davies SVP HRBS Emirates Group

Creating a winning EVP to acquire and retain top talent

In the beginning



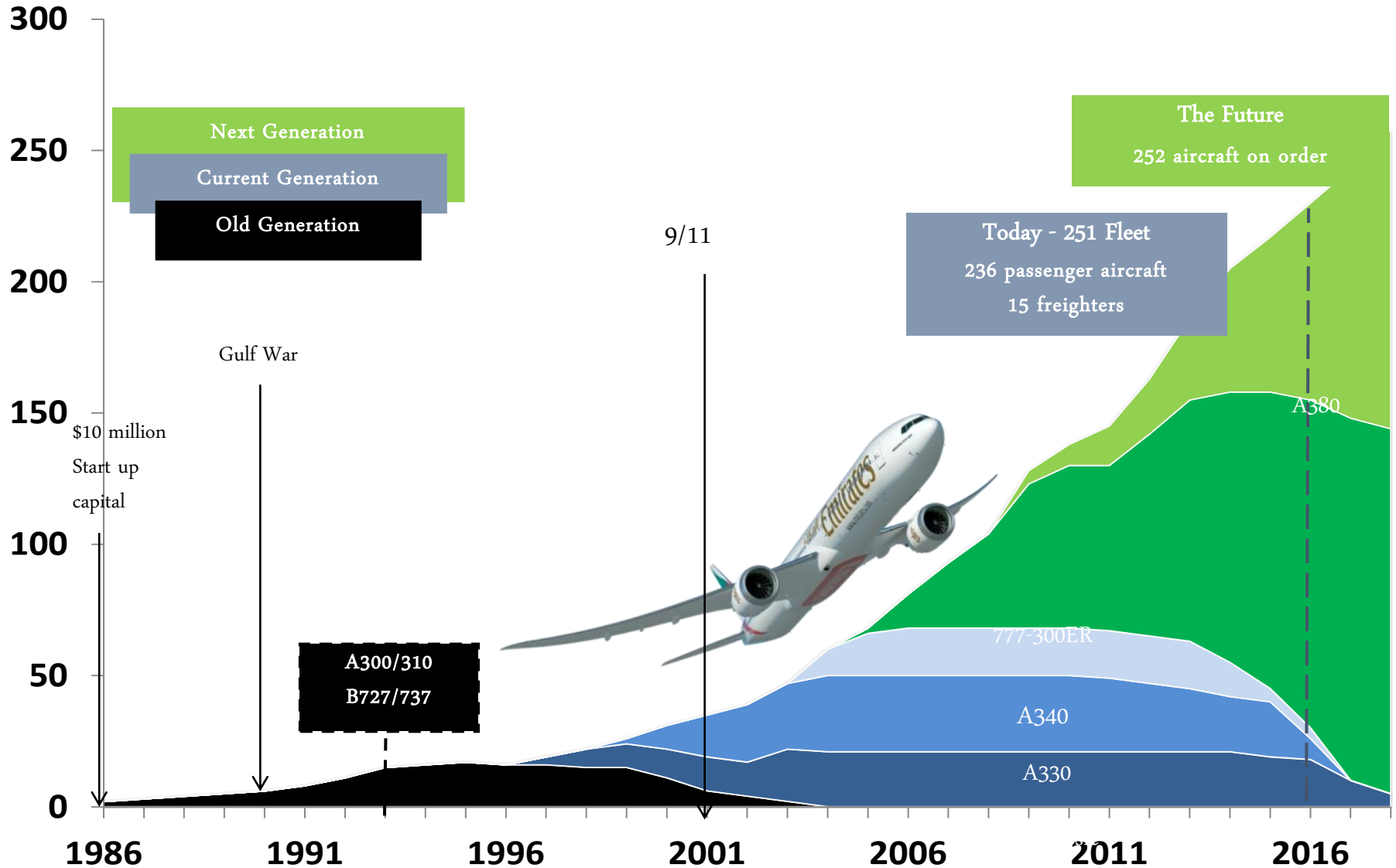
1986

Today Emirates is

- The **largest** international airline, operating out of the largest international airport in the world
- The **largest** A380 and 777 operator and growing
- A **cosmopolitan** organisation with employees from over **170** countries
- Brand worth over **\$7 billion**



Fleet Development



The facts



Nationalities



New hires this FY



New Cabin Crew



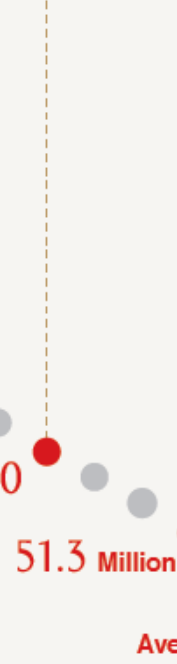
Personal candidate interactions globally



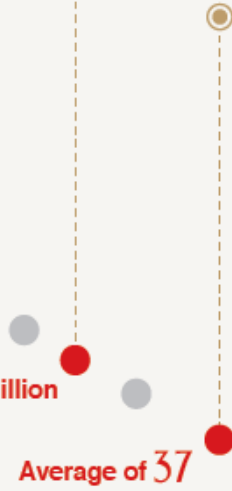
Destinations in 80 countries



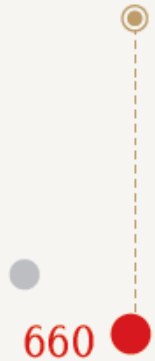
Passengers flown



Countries visited per month



Recruitment campaigns globally



64,097 current staff members

500,000 Applicants

6 million interfaces

Our employer brand



Different messages for different talent groups

Emirates

- MULTICULTURAL TEAM
- INTERNATIONAL EXPERIENCE
- FAST-GROWING COMPANY
- GROWTH OPPORTUNITIES
- TAX-FREE SALARY
- YEAR-ROUND SUNSHINE
- TRAVEL PERKS

Click to discover what you are looking for in a career?

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Talent Attraction....

- EVP & Company brand – Competitive space
- Online Campaigns “Be there”
- Social Media Engagement – “Don’t just love it live it”
- From Customers to Candidates
- Accessing the Talent Pool - More candidates, tapping into LinkedIn, Facebook & Instagram

Be there to take the plunge

Follow our Globalistas on unique adventures around the world. Let their passions inspire you to create new experiences of your own. Because nothing beats #BeingThere.



We are Growing

Cabin Crew Numbers

1985 - 2025

50000

40000

30000

20000

10000

0

1985

1990

1995

2000

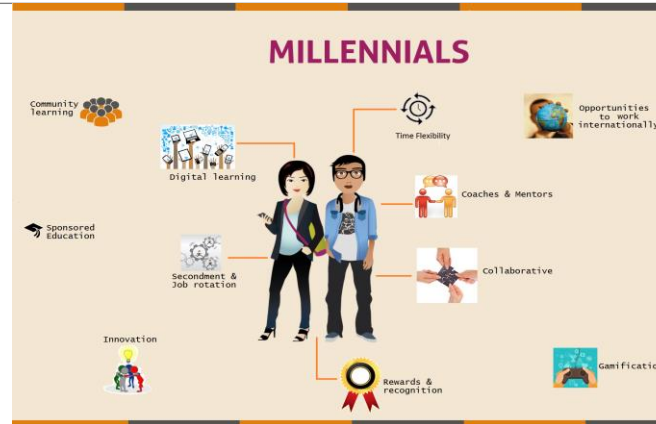
2005

2010

2015

2020

2025



Today we have 23,537 cabin crew, from 141 different countries, speaking 120+ languages

Who are our TALENTS....

BRAND

Understand the value of our brand and proudly protect it.

Our Ambassadors around the globe.

INNOVATION

Have the ability to generate new ideas and bring enterprise thinking to our daily work.



CARING

Kind and take personal interest in the wellbeing of others.

INSPIRING

Constantly seek new opportunities and believe anything is possible.

COSMOPOLITAN

Embrace and leverages diversity within our organisation.

Our Talent Management Purpose....

“

Talent Management

Our commitment to
identify, nurture and retain those individuals who will lead us through our
transformation

”

An Organisation Capability we Constantly Aspire to Create...

How we develop our Talent....

Formal Learning

A mix of in-house, bespoke and off-the-shelf development programmes

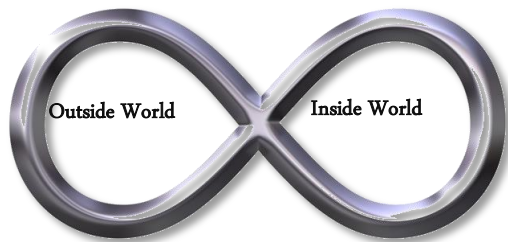
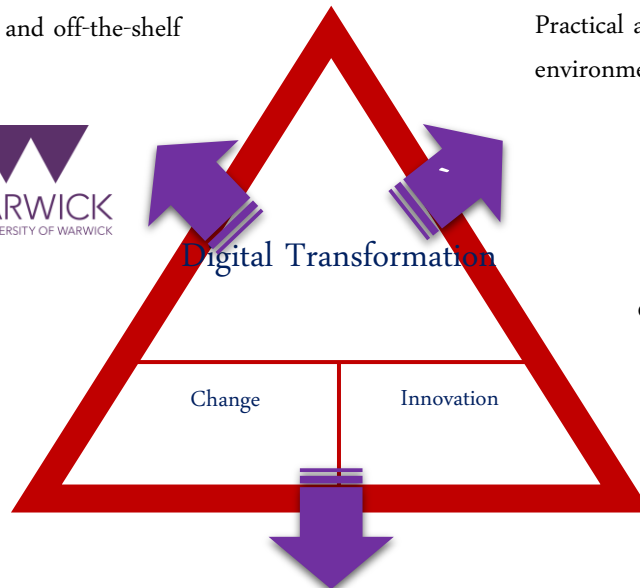


Experiential Learning

Practical and experiential assignments to expose talent to new environments, new ways of thinking and new practical skills



Oxford-Emirates Data Science Lab
Silicon Valley Innovation Lab



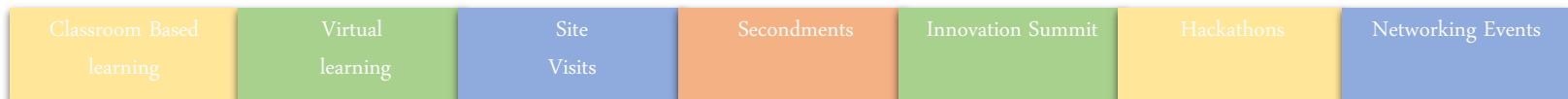
Brand action & experience

Brand Culture

Social Learning
Partner with leading organisations



- Accountable insiders
- Collaborative adapters
- Talent hunters and developers
- Inclusive, authentic "Globalistas"
- Vocal, courageous change champions
- Innovative, agile impact players
- Supportive, honest coaches
- Trusted advocates
- Simplifiers & experts





Almost 3,000 UAE Nationals throughout the company

45% have been in the company for more than 5 years

Develop the corporate strategy to inspire, attract, develop, reward and retain UAE Nationals to the Emirates and dnata Global Brands, for full implementation by 31st March 2015, enabling positioning of Group as “employer of choice”.

PLAN-SOURCE

Identify suitable roles, supported by an effective corporate sourcing strategy for UAE Nationals based on the Long Term Manpower Plan

1



DEVELOPMENT

Establish a structured framework to develop the potential of ALL UAE Nationals in order to achieve defined career progression for each entry-level / job profile

2



REWARD-RETAIN

To develop a customized approach to reward, recognize and retain all UAE Nationals

3



INSPIRE

To engage the UAE National community and earn trust to enable advocacy and potentially position Emirates Group as ‘employer of choice’

4



In Summary....

- Most valuable commercial brand in the industry ... shamelessly leveraging this to attract the very best talent from around the world
- Commercial growth achieved through product, service and more importantly ... Our people
- Innovation underpins the fabric of all that we do
- “The leaders of our future will come from the youth of this Company”
- Domain experience coupled with external leadership DNA
- One competitive advantage for attracting talent; Passion
- National talent is the most sustainable talent source
- Cabin crew represent an unique pool of talent
- Confidence balanced with humility ... always striving to be better

In Summary....

