People challenges? CROWDSOURCING brings solutions.
What is CROWDSOURCING?
Are you looking for a way to engage the focus of a broader community for new ideas and innovation? Take advantage of the breakthrough tools and innovative methods of communicating with communities both within and outside your organisation.

**EY CROWDSOURCING:**
1. Focuses on the right audience - who should be involved and how to do it effectively
2. Produces measurable data effectively translated for business results
3. Enabled by smart technology

Thanks to **CROWDSOURCING** you will have access to considerably more information, expertise and content as compared to traditional sourcing approaches. Through the direct involvement of stakeholders, project management is revolutionized - **CROWDSOURCING** adds value through dialogue, sharing opinions and collective idea generation via the use of a flexible, effective and scalable tool to help you meet your organisation’s needs.

By 2020, Millennials (who are now 18-33 years old) will account for more than a third of the global workforce, and businesses need to embrace their new attitudes and approaches.

Social media is no longer considered a workplace distraction and can be a powerful tool to boost employee productivity.

Employers have not kept pace with increase in employee competencies - they do not make best use of the knowledge and potential of the younger generation of employees who focus on multidisciplinary skills which rely on combining knowledge from different disciplines. Employers able to harness their creativity will win the race for the most talented employees.

Source: [https://betterworkingworld.ey.com/better-questions/social-media-engagement](https://betterworkingworld.ey.com/better-questions/social-media-engagement)

Gartner predicts that 75% of high-performing enterprises will use **CROWDSOURCING** in some form by 2018.

Source: Predicts 2015: Sourcing Strategies Shift From ‘Built to Last’ to ‘Built to Adapt’, Gartner
How CROWDSOURCING can help you?
## RECRUITMENT AND EMPLOYER BRANDING

| Modern and attractive recruitment and communication approach with candidates/future employees (e.g. universities) |
| Creating a unique employee value proposition (EVP) and employer branding |
| User-friendly onboarding for new employees |
| Building a purpose-led organization that is in sync with employee values |

## HR AS STRATEGIC BUSINESS PARTNER

| Corporate social responsibility (CSR) programmes |
| Boosting employee creativity, engagement, loyalty and team spirit |
| Inspiration for new product ideas, technical improvements and new customer services approaches |
| Empowering and facilitating higher employee participation and ownership in strategy building |

## TALENT MANAGEMENT

| Selecting talent within the organization (ongoing assessment center) |
| Diversity & inclusiveness programmes, women career support programmes |
| Enabling mentoring programmes via robust communication platforms |

## HR PROGRAMMES / PROJECTS

| Increasing job satisfaction and retention rates by involving employees in office space optimization programmes, building competitive and attractive benefit and training packages and caring for their well-being |
| Involving employees in challenges concerning internal communication, occupational safety and health and team-bonding events. Efficient employee surveys and questionnaires processes |
| Increasing the organization’s and employees’ potential through knowledge sharing, cooperation and team integration |
| Support for selection of candidates for CEO and chairman awards |
Why EY CROWDSOURCING?
Develop a tailored approach and framework

Each organization should start with developing their own approach to the process and developing a framework that attracts and motivates employees to openly share their ideas.

Engaging a professional, experienced partner helps ensure objectivity, independence and anonymity.

Choose suitable technology

The technology and tools used are identified and tailored based upon objectives and the characteristics of the target group. This flexibility enables us to use different employee engagement methods that are best suited to help you achieve your goals. The technology is also maintained in accordance with strict data security procedures and in accordance with all legal requirements.

Our technology has been tested and verified on hundreds of projects and is secure.

Inspire, motivate and moderate

At each stage, the target community should feel your support: available for questions, spurring participation and encouraging idea sharing.

EY CROWDSOURCING offers support at each stage of the project.
Where has CROWDSOURCING been successfully utilized?
<table>
<thead>
<tr>
<th><strong>Goal</strong></th>
<th><strong>Solution</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Onboarding</strong></td>
<td>To make the employee onboarding process more efficient.</td>
</tr>
<tr>
<td><strong>New Product Development</strong></td>
<td>We have helped gather expertise across organisations to develop services and products and to increase team cooperation.</td>
</tr>
<tr>
<td><strong>Office space</strong></td>
<td>A leader in infrastructure development was planning to change the company’s interior design and office functionality and decided to engage their employees in the co-creation of the new space.</td>
</tr>
<tr>
<td><strong>Hiring talent</strong></td>
<td>Streamlining the talent identification and recruitment process to maximize efficiency.</td>
</tr>
</tbody>
</table>

### Key benefits of EY CROWDSOURCING

- Increase of employee/HR ROI
- Improved cooperation and satisfaction of Gen Y and Z employees
- Building engagement and relationships among employees
- Harnessing the power of internal resources to generate innovative ideas and solve key business issues
- Receipt of ongoing process improvement ideas
- Validating practical competencies of employees
- Uncovering hidden group leaders, experts and, company ambassadors
- Increased employee motivation:
  - Enrichment of everyday work through interesting activities
  - Using gamification to engage with employees and validate their contribution to the company
- Increase workplace loyalty
- Gaining insight into the real needs and expectations of employees which are often left unsoken

### Who benefits from EY CROWDSOURCING

- Company boards
- Team leaders
- Sales directors
- HR directors, recruitment directors and managers and Diversity & inclusiveness leaders
- Administration directors and corporate operations officers’ (COO)
- Internal communication directors
We recently conducted a number of activities aimed at improving internal communications with the support of crowdsourcing platform. The platform is a modern and intuitive tool that not only supports cooperation between employees but also facilitates and accelerates the generation of innovative ideas and feedback impacting business decisions.

CEO of a leading company in infrastructure sector about EY CROWDSOURCING
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About EY

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