



Future of Work Webinar:

Staff & Skills retention in times of crisis

Wednesday, April 22, 2020 – 10:00-11:30

Context

Since a very long time in history, never have the responsibility, courage and audacity of enterprises been so much challenged. In an open market with now over 4 billion people living in a shutdown situation to fight the COVID 19 crisis, the patterns of working, learning and consuming have changed significantly in just a few weeks. Enterprises from all sizes and regions are facing shifts in product demand and supply chain interruptions. From a human, social and economic perspective, it is for too many becoming already an unbearable situation. But these are also unprecedented times where men and women in businesses, civil society and governments are translating their solidarity, entrepreneurship and resilience through all kinds of actions and collaborations in the best manner they can to care about others and navigate these difficult times. We want to express our unity with those who have found themselves in an uneasy situation and pay tribute to all those who are acting in one form or another. Together we should put care and well-being in all board rooms and policies, learn and inspire from best practice and be ready to bounce forward.

HR Managers are dealing with unprecedented workforces challenges. The **ongoing coronavirus outbreak** is accelerating the need to have digitally, future-proofed companies and upskilling employees is more urgent than ever. On 18 March, the European Commission has set up a [Coronavirus Response Investment Initiative](#) that EU member states can benefit from. This initiative aims to **mobilise cohesion policy to flexibly respond to the rapidly emerging needs** in the most exposed sectors, such as **healthcare, SMEs and labour markets**. Companies need to build resilience and integrate long term planning. In such a situation, **the human skills** in companies are an essential component of economic capital. **Interpersonal management** brings together a series of skills that are very important at present such as the ability to mobilise a group, to communicate easily or to resolve conflicts. Many large companies, especially those with high added value, have understood the vital importance of both individual and collective human skills. However, large and expensive training and development programmes do not always produce the desired results if the employee is not fully involved in the process. Employee retention in times of crisis will help to resume to normal as employees will be more motivated and their loyalty strengthened.

About the Webinar

Aim of the Event:

This webinar aims to shed light on **best practices, tools and challenges companies face when it comes to staff & skills retention in times of crisis**. The purpose of the webinar is to have a dialogue to enhance awareness, exchange practices and learn from peers.

Key learning points:

- EU financial mechanisms and integrated responses companies can benefit from
- Learn about the steps to take in order to retain staff & skills and get through setbacks
- Learn about case studies of guidance and support to ensure your employees are cared for, income generating activities are safeguarded and your company can bounce forward

Who should join:

- **HR managers** that want to get a better understanding of how to deal with workforce challenges in a context of crisis
- **Sustainability managers** that want to understand how crisis management can be inspired by the sustainability strategy of the company

Schedule

10:00-10:10	Welcome and introduction <ul style="list-style-type: none">• How to lead your business through the corona crisis?	Stefan Crets, Executive Director CSR Europe
10:10-10:30	European Commission Coronavirus Response Investment Initiative <ul style="list-style-type: none">• How can the CRII support the development of new forms of working?• Mitigation of economic damage of the crisis (ERDF and ESF)• Collaboration between EC and companies	Andriana Sukova, Deputy Director General, Directorate- General for Employment, Social Affairs and Inclusion (DG EMPL), European Commission
10:30-10:45	Corporate member: Titan Staff & Skills – A corporate purpose <ul style="list-style-type: none">• Long term perspective in a crisis• The importance of resilience planning	Maria Alexiou, Group Director-Corporate Social Responsibility at Titan Cement Co. SA.
10:45-11:00	Corporate member: CEMEX Staff & Skills – Care & Bounce forward <ul style="list-style-type: none">• Equipping employees with forward-looking, resilient human skills	Carlos Delgado Conde, HR Planning & Development Director, CEMEX Europe
11:00-11:25	Q&A	All participants
11:25-11:30	Closing remarks Next steps and areas for collaboration	CSR Europe

**#FutureofWork
#Staff&SkillsRetention**

We look forward to your participation!

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