

## CONTEXT

**Get the right skills for the workforce through accurate communication as a main driver to HR readiness.**

Our recently released [Study Report](#) shows that some companies do not forecast what megatrends are coming and how they may impact their workforce, especially employees at risk. As a result, upskilling programmes, let alone targeting this vulnerable group, are not part of companies' training efforts. Besides, there is a general lack of awareness on the benefits of upskilling, from both the company and the employees' perspectives. It is key to communicate about upskilling in a positive way to incite a mindset shift towards continuous learning and allow employees to have a key role in manoeuvring their careers, to take ownership of their learning paths.

**For upskilling to take off and be successful, internal communication and collaboration between HR and business are essential, regardless of a vertical or horizontal approach. Once this is established, a positive communication about upskilling between employees and HR is needed, to allow them to share learning responsibilities.**

## ABOUT THE EVENT

This is a series of intertwined events. While the [first atelier](#) focused on the importance of internal collaboration and communication, the role of HR in upskilling and how to care for employees at risk, the second one directly follows up on the previous one **and deals with communication about upskilling towards employees and how to encourage them to take ownership of their learning paths.**

In between the ateliers, companies received an HR assessment tool to evaluate their processes towards strategic workforce planning and employees at risk. Following up on the results of this benchmark, and discussions from the first session, **the second Atelier will present a Workplan – a practical deliverable to encourage the companies' representatives to develop and implement their own company-specific improvement plans**, in this case related to upskilling. Companies will also be able to identify what kind of key actions they would like CSR Europe to take to further support them.

### Key learning points:

- Learn how HR could better communicate and collaborate with its employees in the company.
- Discover different strategies to engage employees in continuous learning and personal development.
- Explore how to empower your employees to lead their careers.

### Who should join:

- HR Managers/Officers/Specialists/Business Partners.
- Learning & Development/Skills development Specialists.
- Strategic positions collaborating with HR Department (Divisional/departmental managers facing automation/digitalisation, ...).
- CSR Managers/Officers/Specialists.

**SCHEDULE**

<b>TIME (CET)</b>	<b>SESSION</b>	<b>SPEAKER(s)</b>
11:00 - 11:05	<b>Welcome &amp; Purpose</b> <ul style="list-style-type: none"> <li>Introduction of the concept to newly coming companies</li> <li>Review of the previous Atelier</li> </ul>	<b>CHLOÉ RAMON</b> <i>Manager</i> <b>CSR EUROPE</b>
11:05 - 11:25	<b>HR Assessment Benchmark</b> <ul style="list-style-type: none"> <li>Presenting results from the HR assessment</li> <li>Discussing the trends and offering recommendations</li> </ul>	<b>MATILDE CASTRIOTTA</b> <i>Project Assistant</i> <b>CSR EUROPE</b>
11:25 - 11:35	<b>Company 1: Best Practice</b>	<b>EVELYNE VAN VOSSELEN</b> <i>HR Director - Leadership &amp; Organizational Development</i> <b>BRIDGESTONE</b>
11:35 - 11:45	<b>Company 2: Best Practice</b>	<b>JACQUES SPELKENS</b> <i>Senior CSR Advisor</i> <b>ENGIE</b>
11:45 - 12:30	<ol style="list-style-type: none"> <li><b>Encouraging employees to take an active part in upskilling pathways</b> <ul style="list-style-type: none"> <li>How is upskilling communicated in your company?</li> <li>How are employees motivated to take part in upskilling?</li> <li>Can your employees play an active role in determining their learning and career path?</li> </ul> </li> <li><b>Promoting upskilling in traditional environments</b> <ul style="list-style-type: none"> <li>How to promote upskilling in a traditional environment adverse to change?</li> <li>How trainings and upskilling activities are seen in a company? Why?</li> <li>Did you plan to map employees at risk? And if yes, how will you communicate upskilling to them?</li> </ul> </li> </ol>	<b>Break out Sessions</b>
12:30 - 12:50	<b>Sharing findings from breakout sessions</b>	<b>Companies</b>
12:50 - 13:00	<b>Next Steps</b>	<b>CHLOÉ RAMON</b> <i>Senior Advisor</i> <b>CSR EUROPE</b>

**FOR MORE INFORMATION**

 Visit the [Upskill4Future](https://www.upskill4future.com) webpage.



## AGENDA

# ATELIER- HR Communication for Reskilling and Upskilling

30.06.2021, 11:00 – 13:00 CET

## CONTACT

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