

## ARGO radar

Trends - Services - Brand Values

# Focus Personnel 2012

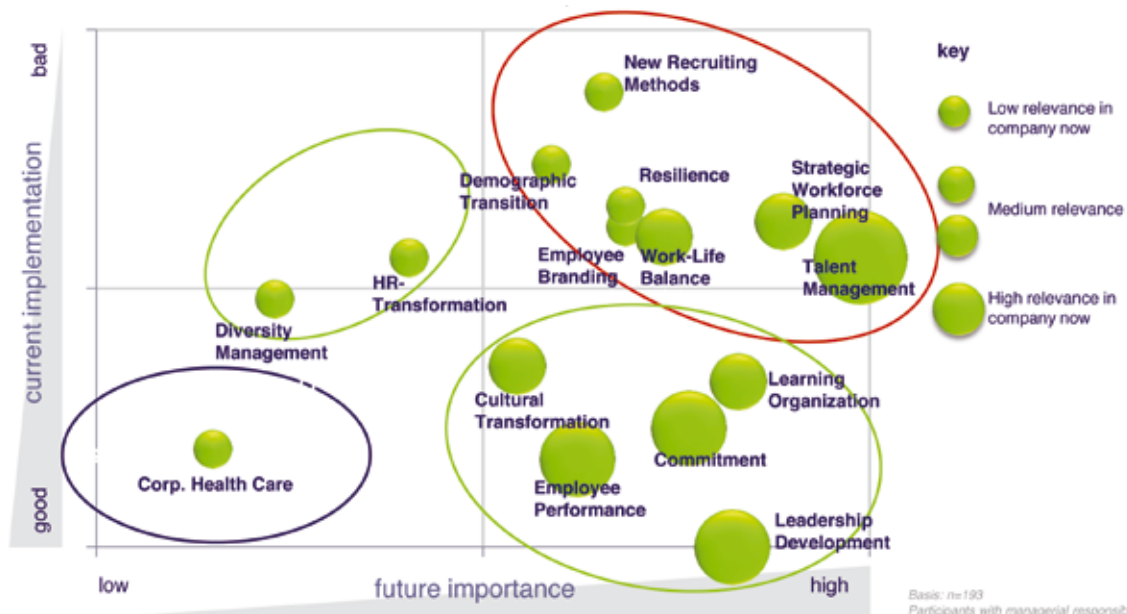
As part of the ARGO radar 2012, employees and managers of different industries were asked questions focusing on personnel topics in April 2012.

The focus was placed on 3 aspects:

- Trends experienced in personnel and organizational development
- Desirable services at seminars and events
- Qualities of ARGO Performance & Development experienced by the participants

246 questionnaires were evaluated and produced some interesting insights, which provide grounds for internal assessment and further development. Let us pick three significant results:

### Focus "Trends": Implementation and Importance



to be continued >>



to be continued >> TOPIC

### Focus "Trends":

When asking people with managerial responsibility specifically about the quality of implementation of topics in the HR sector, leadership development, employee performance, healthcare and employee retention rank among the topics that are relatively well implemented.

Areas where the implementation is considered worth improving include the use of new recruiting forms, dealing with demographic developments, resilience, strategic personnel planning or work-life balance.

This is contrasted with an assessment of these topics with a view to their importance at present and in the future. Diagram 1 (Focus "Trends") illustrates that, in the opinion of the managers, above all big topics in the upper right field require more attention in the future, because they remain of high importance for the company while their implementation is currently rather weak: talent management (69.9%), strategic workforce planning (64.6%), learning organization (62%), work-life balance (57%) or resilience (55.7%).

Topics at the bottom right, such as leadership development (61.1%) and commitment (58.5%), are considered to be important in the future; but as they are also important in the company at present, they are already implemented well.

Issues which are currently of little relevance, such as employer branding, dealing with demographic developments or the use of new recruiting methods, will gain relevance and require an enhancement of competence.

Key activities of ARGO, especially in the areas of Leadership Development and HRD Management, and many of our products from the methodical spectrum of Consulting & Research such as the establishment of Talent Assessment and Management or Resonant Leadership meet these trends well and, according to the results, can be expanded further and updated on an ongoing basis.

### Focus "Service":

The services of seminar providers are evaluated from very traditional and experienced-based perspectives.

Persons who choose seminar providers primarily consider the personality of the trainer a significant criterion. For participants, the folder with the documents is the most important element during a seminar, while after the seminar, material or minutes with additional contents as well as reminders for learning transfer are especially appreciated.

The preferred form of seminar materials strongly depends on when this documentation is offered, but generally, traditional forms are preferred: electronic distribution or the possibility to download the material before or after the event, and a printed version during the seminar.

In terms of particularly exceptional service, the respondents primarily show enthusiasm for follow-up services (44% of all unprompted responses); genuine specials (17%), for which a wide range of creative ideas was given, or company-specific feedback (14%) were also named.

ARGO already partially meets these wishes and ideas with the annual ARGO feedback in the area of seminars and transfer products. In any case, an expansion in this direction is being considered!

### Focus "ARGO":

The perception of ARGO Performance & Development from the point of view of the respondents who work with ARGO or have attended seminars or events is very clear in the spontaneous answers.

Diagram 2 (Focus "ARGO") clearly illustrates that the majority of the respondents point out the competence, professionalism and personalities with the corresponding experience and know-how.

15.6% consider ARGO above all a likeable, trustworthy, empathetic and appreciative cooperation partner.

Flexibility and a direct response to situational requirements (13.6%) are also outstanding characteristics in

the perception of ARGO.

Moreover, ARGO is appreciated for its integrated, customer-oriented dedication, as well as the experience of the ARGOnauts in areas such as Change Management, Leadership, Corporate Culture, SIZE, Research and Emotional Intelligence. Practical and implementation-oriented work is also associated with ARGO.

These results show us that our brand values are largely conveyed well; internationality receives good ratings in closed-ended questions, but is not associated spontaneously.

So there is plenty to do aboard the ARGO! Thank you for participating and all your exciting ideas!

### Focus "ARGO": Spontaneous indications to brand values



12 spontaneous indications



## Project Management Congress 2012

On March 20, 2012, the Project Management Congress was held in Igls near Innsbruck.

The Project Management Congress is an event for executives and Project Managers as well as people who deal with the organization of projects in Western Austria and the neighboring regions.

This year, the event focused on the topic of project risks due to increasing project complexity and the current developments in the European economic area.

Johannes T. Neuner, Managing Director of ARGO munich (pictured with Mr. Bernhard Angermair /ÖBB Infrastructure) spoke on the topic "Leading Change – culturally successful management of changes in organizations".

We are pleased to provide further information on request.



## Ribbon dance: Cooperation starting at an early age

On April 30, 2012, 26 children performed a ribbon dance at the school "Kreativschule Regenbogen". The objective was to revive an old custom to convey team spirit to the children playfully and beyond national borders. The ribbon dance serves to express the connectedness of the whole world and its diversity. It deals with and strengthens togetherness in order to make people aware of cooperation again.

Maria Arzberger supported this project on behalf of ARGO – it is never too early to start experiential education!



## GP Process Day 2012

### Process Management in the healthcare system

Top-class speakers from the healthcare sector presented their best practices and current developments at the University of Krems on April 16.

An intensive exchange of knowledge took place in moderated discussions. Anne Tschida presented ARGO's experiences from process implementation projects.

## Aboard



**Christa Slowak**, who worked successfully in the Research segment for many years, has been a lecturer at the FH Wien University of Applied Sciences for the master program Personnel & Knowledge Management since this summer semester, with the course "Organization Diagnostics".



**Beatrice Piontek**, who successfully completed her apprenticeship with ARGO, will stay with us as an assistant in the Finance sector. Following a short, intensive period of training, she has been doing outstanding work in this department.



After 12 years aboard, experiential education specialist **Angelika Gruber** (left), has moved on to establish her own activities.

Together with her, **Romyana Petrova** (right) has left us as a project assistant. We wish both of them success in their future activities!

## | *ARGO and Argo, Inc.*

15 years ago, in 2 cities on 2 continents – the same objective at the same time: a small group of people wanted to support companies, as Consultants, in increasing their performance in line with their corporate strategy on a sustained basis. These efforts were given the same name – on two continents, at the same time: ARGO, to look for the Golden Fleece...

The ways to get there differed in the starting points that the founders chose:

We, ARGO Performance & Development in Vienna, approached the topic from the Human Resources side and developed integrated personnel and organizational development concepts in order to make people and organizations successful together.

Argo, Inc. used hard facts as a starting point: Argo is a global operations consulting company dedicated to implementing lasting performance improvements by services including Lean Transformation, Six Sigma, Kaizen, Revenue Enhancement, Product & Process Innovation, Sales Effectiveness, Value Pricing, Supply Chain, Strategic Procurement, Network Optimization, Transportation & Logistics, Working Capital, VAVE, Pre/Post Merger Integration.

They have offices in Chicago, Brussels, Madrid and Toronto and an active presence in more than 20 countries, heading east.

When looking for a partner to support the implementation of their concepts through integration in company culture and



the behavior of people in 2011, they found – ARGO!

Approaches, working methods, starting points and challenges have since been exchanged and combined to form synergetic approaches.

The objective was clear, and so was the value of this cooperation:

Companies need to create new paths to profit – now. And they need the ability to keep innovating their way to profit in the ever-changing future. The coordination of strategy, process organization, organizational structure and corporate culture play a central role in this context.

ARGO & Argo provide the necessary experience and expertise.

Find out more about the Argonauts from overseas at [www.argoconsulting.com](http://www.argoconsulting.com). In the upcoming issues of the newsletter we will keep you posted on our joint product development!

## | *Preview*

– The **ARGO talktime for personnel managers** takes place on May 23 and 24, as always at Baumschlagberg. We look forward to exciting discussions again this year!

### – **News from our partner procon:**

The consulting firm procon specializes in management systems and is the Austrian market leader for Process Management.

For those who want to be trained as a certified Process Manager by experts, there is an opportunity to do so from June 11 until June 13 at the 'nineteen Business Base'. For further information regarding the program, test dates, costs and application please contact [office@procon.at](mailto:office@procon.at).

Visit the new website of the company at [www.procon.at](http://www.procon.at). Congratulations on the relaunch!

## | *Editorial*



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***I look forward to hearing from you!***