



CO-CREATING ADECCO'S WORLD OF WORK STRATEGY

As the world's leading provider of HR solutions, the Adecco Group aims at becoming one of the leading forces shaping the world of work. To better understand and anticipate the continuous evolutions in the employment market and to sharpen the long-term strategic direction of the company, Adecco wanted to develop an outside-in approach.

What did we do?

We gathered 200 Millennials from 19 countries in a global Consumer Consulting Board (also known as online research community). The global community had 3 main objectives:

1. Detect global, new and emerging trends that are about to transform the world of work
2. Develop future-proof solutions and propositions that are globally relevant for Adecco's external employees
3. Inspire Adecco employees around the world with these trends and integrate the trends in the strategic global programs

The results

The insights from the community helped to support the strategy of the new team of Candidate Service Managers (CSM). Every local country team is assigned a CSM. The CSM's main focus is to integrate the perspective of the Adecco (temporary) associates in all decisions taken in the organization. In a next step, local communities will be set up as a complementary resource of associate insights, integrating global trends with local market knowledge.

A short-term outcome of the global board is the development of a NextGen-proof brand positioning, using feedback from the board to optimize the brand positioning strategy.

How did the client experience it?

"The only sustainable competitive advantage is to know our customers better than our competitors. For us, Consumer Consulting Boards are key in understanding our customers."

Patrick Landeau, SVP Operational Excellence at Adecco