

3 Fragen an 3 Influencer



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Dr. Winfried Felser runs the "Competence Site", a competence network with experts from the fields of Management, IT and technology. www.competence-site.de

How do you see your role as an HR Influencer?

While still in high school I started blogging because I had fun sharing my view on the world. Till today I love doing this – and luckily it seems to be of interest for others. One of the best things I can do for my audience is to inspire them. That's why a lot of my posts nowadays are interviews or best practice stories.

To be honest – I am not really an HR influencer. My focus is not on the lonely influencer, but on an ecosystem of people who are willing to support the transformation of their community. My focus is on the "Great Transformation" in general where "HR" plays a critical role within. So HR also plays a critical role in my life.

What is the most important topic in the field of HR right now, in your opinion?

With Talentwunder we mostly look at recruiting challenges since we begin to understand what a "war for talent" can look like in Europe. The industry is about to change completely and I love how technology can have a massive positive impact when used correctly. So the biggest topic in my view is still how the digital transformation works out in HR and if companies are able to leverage tech to their advantage.

HR departments must understand the fundamental differences between the old and the new economic logic. The new relevance of radical market and customer orientation (not internal clients or "Business Partners"!), of self-organization and co-creative cooperation, will not only change our business, but also the role of the HR department. Anne Schüller suggests #Minus50, i.e. the reduction of 50% of the old HR tasks. This is a good start. But even more important is the change in quality.

What is your vision for HR?

We are living in super exciting times where digital technologies are changing everything. But still the key resource for every company are the talented people. So I believe that HR and especially recruiting can embrace this disruption and become a key driver for modern companies.

HR or somebody doing the "HR job" within a human centric transformation will be of great relevance for our future somewhere between dystopian and utopian alternatives. Me and others try to open the HR department to the bigger picture and the RESPONSIBILITY for the HUMAN CENTRICITY within this bigger picture of our transformation.

Sie sehen sich auch als HR Influencer und möchten Ihre Vision von HR bei uns vorstellen?

Schreiben Sie uns an redaktion@datakontext.com.