

# SHL Mobilize Increases Accuracy of Leadership Mobility Decisions

SHL

Best Advance in Career Management or Planning Technology

March 2023



## Company Background



Company-at-a-Glance	
Headquarters	United Kingdom
Year Founded	1977
Revenue	Cannot be disclosed
Employees	2500-4999
Global Scale (Regions that you operate in or provide services to)	150+ countries
Customers/Output, etc. (Key customers and services offered)	Adecco Group, Microsoft, Campari, Heineken
Industry	Tech and Software Solutions
Website	<a href="https://shl.com">Shl.com</a>

## Value Proposition

Our world is constantly changing, and we continually face new and unexpected challenges. The COVID crisis has emphasized the importance of identifying leaders that have the experience and skill to keep the business going even in the toughest of times. Business continuity now depends on leaders and teams to make quick decisions causing them to re-evaluate strategies and redefine day-to-day operations.

It has never been more important to create an agile workforce that can pivot suddenly to meet unforeseen circumstances and fill critical roles in teams. Mobilize transforms talent management to proactively answer every workforce requirement.

Mobilizing and utilizing internal talent has become a priority for many businesses. But talent mobility decisions are not quick, simple to make, or accurate in their prediction. We know this as 46% of leaders fail to meet their objectives in their first six months.

Traditional methods of identifying internal talent are often based on subjective elements like manager intuition or relationships, length of service, development plan commitments, and a host of other non-scientific methods. This can lead to low diversity, lackluster results, and declining employee engagement. According to Financial Management Magazine, 43% of CEOs said that poor talent management has kept them from meeting their targets.

That's why SHL have transformed talent mobility forever, with Mobilize.

Our solution uses real-time data to identify the best-fit internal resource for the role and challenges your business must overcome. It's a contextual view of your workforce's potential that enables the best talent mobility decisions, whatever the scenario.

Here's what one of our clients (Biocon) has to say about Mobilize:



*"At Biocon, our leadership assessment and succession planning programs are intended to groom potential leaders for their next big role. Leveraging SHL's solutions, especially 'Mobilize' was extremely helpful in identifying development areas for our current and future leaders. We appreciate the partnership with SHL in developing our Leadership Competency Framework and paving the way for succession planning for Critical Roles."*

*~Amitava Saha,  
CHRO, Biocon Ltd*



**About Biocon Ltd:** Biocon Limited is an Indian biopharmaceutical company that is based in Bangalore, India founded by Kiran Mazumdar-Shaw. The company manufactures generic active pharmaceutical ingredients that are sold in over 120 countries across the globe, including the developed markets of the United States and Europe.

### Product or Program Innovation

Mobilize is the end-to-end talent mobility solution of assessments and real-time people insights, designed to increase the accuracy and speed of talent decisions.

Delivering real business results: Mobilize identified internal candidates have 22% higher performance, are 38% more likely to be a woman than men and are 82% more engaged.

Delivering immediate insights to support multiple talent decisions. For example, simply assess your employees once. Then enjoy intuitive dashboards that:

- Identify your high-potentials
- Pinpoint group and individual development needs, aligning them to business strategy
- Fill succession pipelines
- Support accurate internal candidate selection
- Uncover hidden gems
- Support the placement of acquired individuals through M&A

These insights adapt to the context, situations, and challenges you face. Scientifically proven to increase the chances of your making the right decisions by 4x. Giving your HR

teams the agility to quickly answer any internal mobility question with the few clicks of a mouse. Your leaders get the confidence your business has the internal talent it needs to navigate any future challenge or opportunity.

Additionally, it empowers your employees to own their development with personalized development tips, aligned to your business' strategy.

SHL's [Mobilize Solution](#) combines science and technology to go beyond a point-in-time diagnostic and improves several talent management decisions, from succession planning to high potential and leadership identification.

### **Unique Differentiators**

Mobilize is the end-to-end talent mobility solution of assessments and real-time people insights, designed to increase the accuracy and speed of talent decisions. With the new configurable insights feature, mobilize becomes more powerful and capable of delivering insights in company's business language and based on their chosen criteria.

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With the latest feature on configurable insights companies can now get talent insights through science-backed real-time data delivered in your business language.

- Discover key trends with Headline Data
- Get accurate and immediate talent insights
- Identify talent with your choice of criteria

- Drill down into the data to uncover participant potential

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Mobilize is built on SHL's comprehensive leadership study, that won the SIOP award for Best Applied Research in the Workplace.

## Technology Demo



Below are the product screenshots with scenarios that mobilize helps companies with:

 **“Who could support a new organisational design strategy?” (i.e. setting up a new team)**




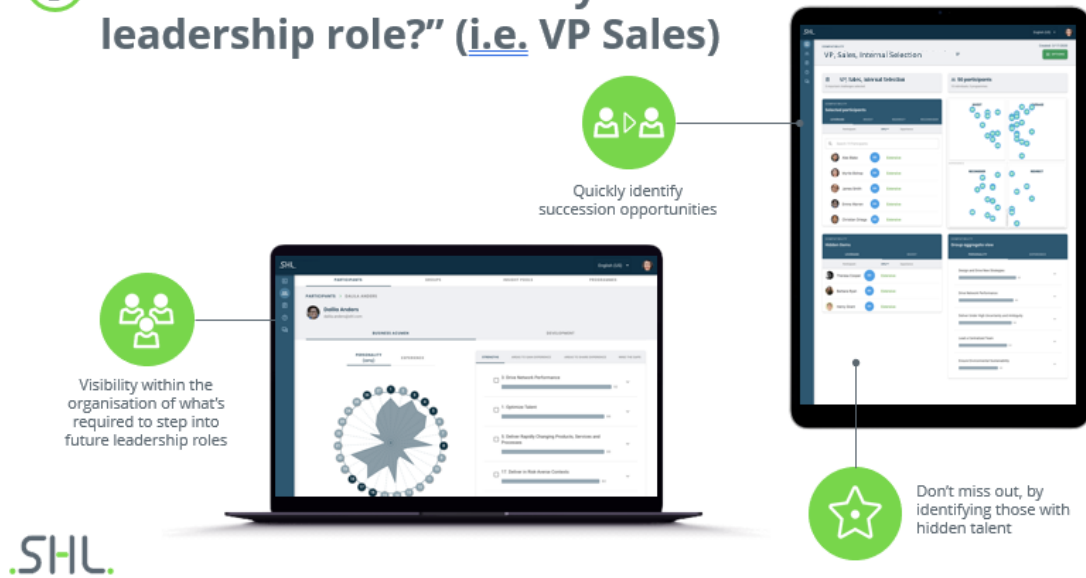
Define the critical capabilities your business needs to succeed

Model your data to match the requirements

Identify individuals and hidden gems that can take a pivotal role in driving your strategic goals

.SHL.

 **“How can I backfill a key leadership role?” (i.e. VP Sales)**




Visibility within the organisation of what's required to step into future leadership roles

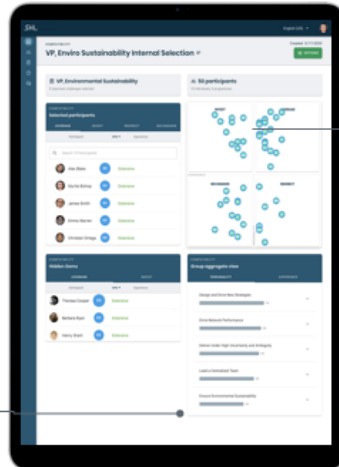
Quickly identify succession opportunities

Don't miss out, by identifying those with hidden talent

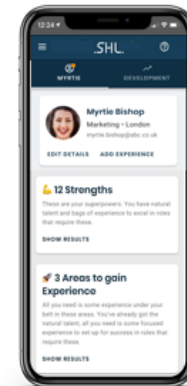
.SHL.

 **“Which leaders can help in a critical situation?” (i.e. pandemic)**

  
Do we have capability in a pandemic environment (i.e. leading in geographically dispersed teams)



  
Identify which potential leaders can step in across geographies, functions and teams



  
Empower everyone in the business to stay aligned and turn potential into immediate performance

SHL

## Measurable Result

Mobilize follows an outcomes-based approach to solving people problems.

### Understand

- Macro and organisational analysis
- Challenges and priorities

### Identify

- Focussed goals.
- KPIs linked to talent strategy

### Implement

- Customisation
- Management & training
- Full integration
- Rapid deployment

### Measure

- Purpose-built evaluation tools
- Proven value



Mobilize is a single platform which assesses 35 million+ people every year. Below are some of the outcomes we have achieved for our clients.

Case Study:  
**Adecco**

*"We've shifted from a gut-driven process to a shared language. We are better able to focus on keeping and growing our highly valuable leaders"*

A photograph showing a woman with short blonde hair and glasses, wearing a blue blazer, smiling and pointing at a document. A man with a beard and a blue shirt is looking at the document next to her.

Case Study:  
**Local Government**

**\$120M**

That's how many millions of pounds we've helped one local government to save.

How? By enabling them to identify and promote internal talent instead of recruiting externally.

A photograph of a group of four people (two men and two women) sitting around a table in a meeting room, engaged in a discussion. They are looking at documents on the table.

Case Study:  
**Campari**

**60%**

of job opportunities are now filled internally, exceeding the target of 50%

A photograph of two women sitting on a light blue sofa in a modern office lounge. They are looking at a laptop on a small round table in front of them. Large windows are visible in the background.



## About Brandon Hall Group

With more than 10,000 clients globally and 30 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



### ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

### SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.