



Smarter Worklife Challenge

UNLEASH. DEVELOP. DISRUPT.

Citi Digital Acceleration is inviting technology companies to a crowd-sourcing initiative to identify innovative technology solutions to improve the **“Employee Journey”**.



What?

- ▶ Citi is cordially inviting **leading tech companies** to participate in the Citi Smarter Worklife Challenge.
- ▶ Submissions must be **advanced working prototypes**.
- ▶ 12-15 finalists will be invited to present to **senior Citi leadership at Demo Day**.



Why?

- ▶ Why your firm should compete: Award recipients will also have an **opportunity to enter into commercial terms** with Citi, and be incubated, accelerated.
- ▶ Citi will be **awarding \$50,000 in cash**.



How?

- ▶ Register and upload your working prototype on our **platform**.



Who?

- ▶ Open to entries from **all over the world**. Both **startup and mature technology corporates** are welcome.



Vision



The smart employee lifestyle of the future

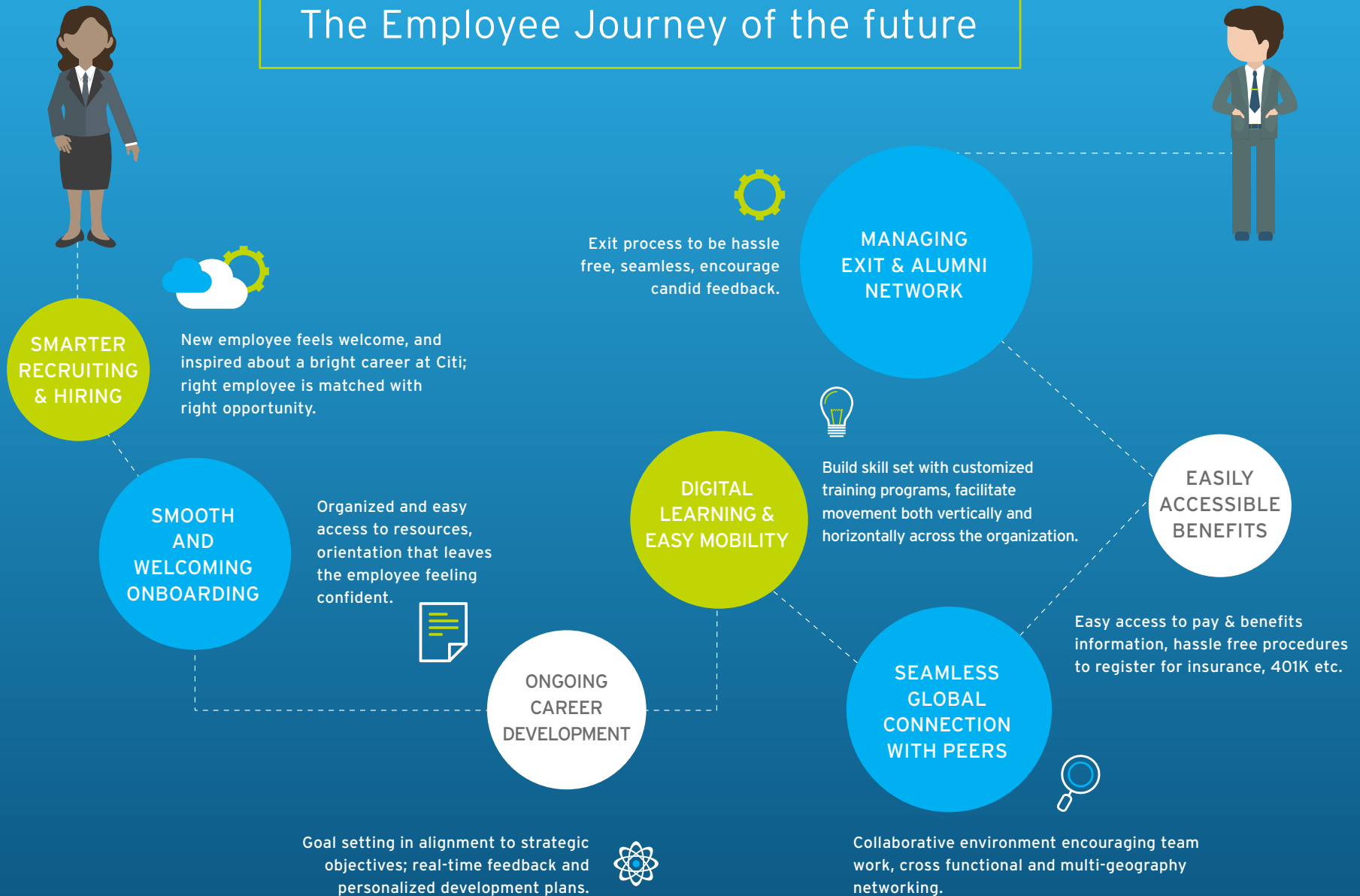
Digital platforms can help us transform the way we hire, train and manage our employees. We are looking for innovative solutions to improve employee lifestyle and enrich corporate culture at Citi while connecting individuals with productive and fulfilling work.

Help us enhance employee lifestyle

- Pursue the career they want at Citi through development opportunities that **match expectations with great jobs.**
- Unleash full potential.
- Get **personal attention from leaders** with **immediate feedback** for the work they've done well, and **guidance** when they can improve.
- Always **feel energized by work**, valued by their team, and **proud to be part of Citi.**



The Employee Journey of the future



Present us with a fresh & unique approach
to one or more of the following submission
categories, or surprise us.

1. Recruitment



Single platform to integrate leading job boards and screening services; increased automation to provide better talent visibility and match opportunities.

2. Onboarding



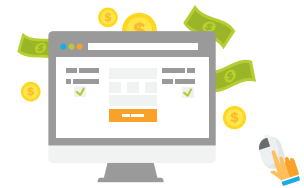
A customized welcome program and self-service tool for managers to define training needs and other administrative new hire priorities including pay & benefits.

3. Real – Time Feedback & Career Development



Real-time feedback and endorsement tools to connect with dynamic goal setting development plans.

4. Training & Mobility



Tools to provide tailor made digital training programs & facilitate career mobility.

5. Connecting / Social



Social platform and profile-based directory (expertise, endorsement and interests) for employees to connect easily, combining different channels and media.

6. Predictive Analytics



Analytics tools that track, measure, benchmark and anticipate organizational dynamics. Tools to automatically request/capture anonymous employee feedback, complete exit formalities.

7. Executive Management



Platform that connects the executives and helps share materials, ideas (including but not limited to serving as a resource center, information gathering, interactive reporting tool and performance metrics).

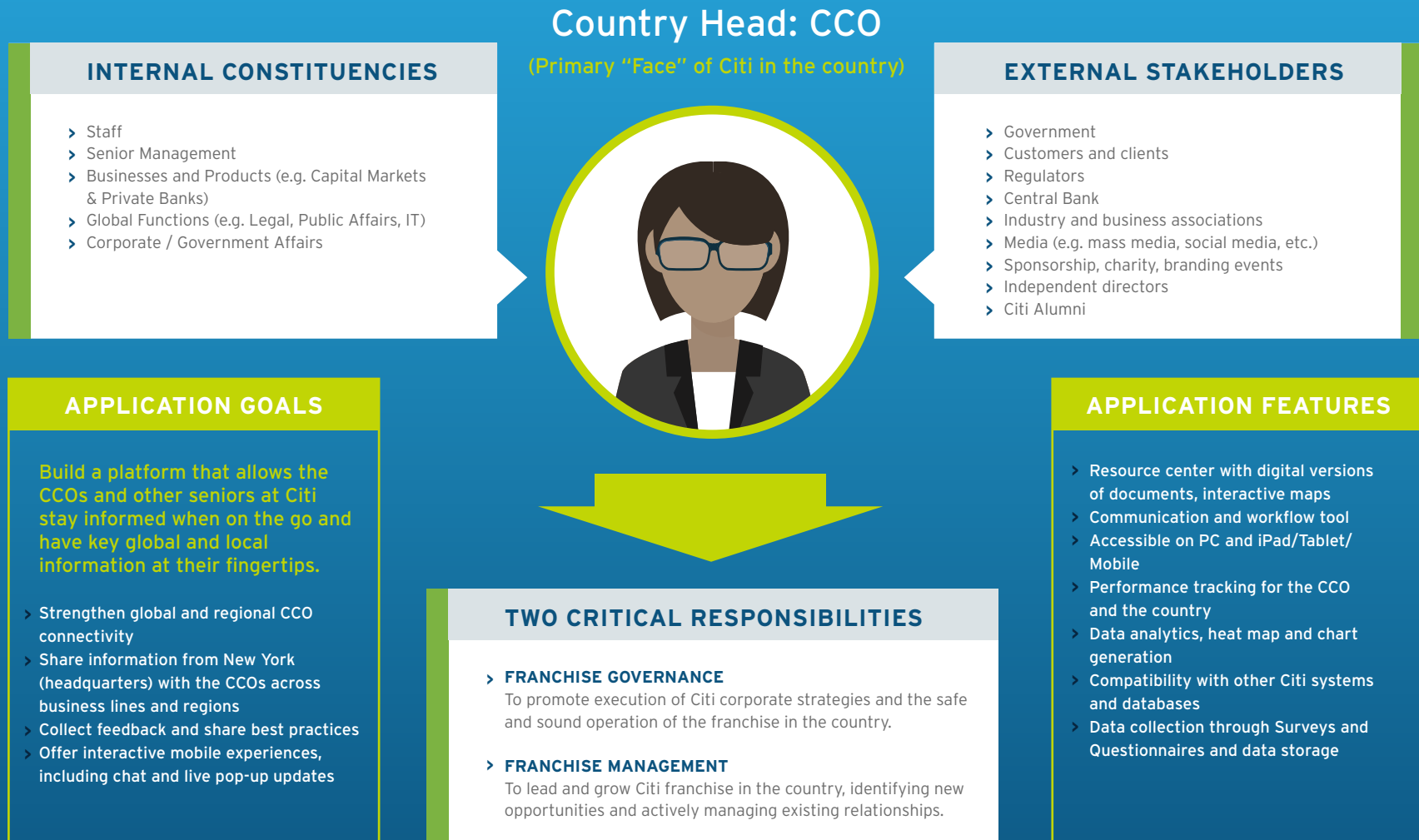
"Undetermined"



Any other solution that can improve employee journey... please surprise us!

Case Study: “7. Executive Management” – CCO Application

Citi Country Officers (CCOs) are country heads who cover each of 101 countries where Citi has business presence



The Citi Smarter Worklife Challenge



We want you to show us the most cutting-edge innovation in talent management.

Submission Deadline; 3 parts of application are:

- 2 minute video on the working prototype
- 1 page map of the employee journey
- Questionnaire

Finalists present
at Demo Day

OCT 21

DEC 4

DEC 18

FEB 2016

Registration
opens

Finalists announced

www.smarterworklifechallenge.com