

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".**



Citi is cordially inviting leading tech companies to participate in the Citi Smarter Worklife Challenge. What? Submissions must be advanced working prototypes. 12-15 finalists will be invited to present to senior Citi leadership at Demo Day. Why your firm should compete: Award recipients will also have an opportunity to enter into Why? 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



**SMARTER** RECRUITING & HIRING

New employee feels welcome, and inspired about a bright career at Citi; right employee is matched with right opportunity.

**SMOOTH** AND WELCOMING **ONBOARDING**  Organized and easy access to resources, orientation that leaves the employee feeling confident.

**EASY MOBILITY** 

**ONGOING** CAREER DEVELOPMENT

Goal setting in alignment to strategic objectives; real-time feedback and personalized development plans.





Exit process to be hassle free, seamless, encourage candid feedback.

**LEARNING &** 

MANAGING **EXIT & ALUMNI NETWORK** 



Build skill set with customized training programs, facilitate movement both vertically and horizontally across the organization.

**EASILY ACCESSIBLE BENEFITS** 

**SEAMLESS** GLOBAL CONNECTION WITH PEERS



Easy access to pay & benefits



Collaborative environment encouraging team work, cross functional and multi-geography networking.

# 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

#### INTERNAL CONSTITUENCIES

- > Staff
- > Senior Management
- Businesses and Products (e.g. Capital Markets & Private Banks)
- > Global Functions (e.g. Legal, Public Affairs, IT)
- > Corporate / Government Affairs

#### Country Head: CCO

(Primary "Face" of Citi in the country)



#### **EXTERNAL STAKEHOLDERS**

- > Government
- > Customers and clients
- > Regulators
- > Central Bank
- > Industry and business associations
- > Media (e.g. mass media, social media, etc.)
- > Sponsorship, charity, branding events
- > Independent directors
- > Citi Alumni

#### **APPLICATION GOALS**

Build a platform that allows the CCOs and other seniors at Citi stay informed when on the go and have key global and local information at their fingertips.

- Strengthen global and regional CCO connectivity
- Share information from New York (headquarters) with the CCOs across business lines and regions
- Collect feedback and share best practices
- Offer interactive mobile experiences, including chat and live pop-up updates

#### TWO CRITICAL RESPONSIBILITIES

#### > FRANCHISE GOVERNANCE

To promote execution of Citi corporate strategies and the safe and sound operation of the franchise in the country.

#### > FRANCHISE MANAGEMENT

To lead and grow Citi franchise in the country, identifying new opportunities and actively managing existing relationships.

#### **APPLICATION FEATURES**

- Resource center with digital versions of documents, interactive maps
- > Communication and workflow tool
- Accessible on PC and iPad/Tablet/ Mobile
- Performance tracking for the CCO and the country
- > Data analytics, heat map and chart generation
- > Compatibility with other Citi systems and databases
- Data collection through Surveys and Questionnaires and data storage

# The Citi Smarter Worklife Challenge



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

