

HACKATHON
Frame your design challenge*

1. What is the problem you're trying to solve?

TALENT

~~HELPING BUSINESSES TO ASSESS THEIR NEEDS TO FACE THE INDUSTRY 4.0.~~

2. Try framing it as a design question

How might we ...

~~BRING THE RIGHT TALENT TO COMPANIES THAT ARE STRUGGLING WITH INDUSTRY 4.0.~~

3. What is the ultimate impact you are trying to have?

~~CLOSING THE GAP IN SUPPLY + DEMAND IN TALENT ACQUISITION, DEVELOPMENT + RETENTION.~~

4. What are some possible solutions to your problem?

~~TALENT ASSESSMENT TOOL FOR SKILLS, TALENT + COMPETENCE TO BUILD A PLAN.~~

5. Setting the stage: Finally write down some context and constraints that need to be considered.

These could be geographic, technological or time-based, or have to do with the target group you're trying to reach.

~~INTERNET ACCESS EQUIPMENT, DIFFERENT CULTURES, DIGITAL SKILLS, COGNITIVE SKILLS, SOCIAL EMOTIONAL SKILLS. GETTING BUSINESSES ENGAGED.~~

6. Does your original question need a tweak? Try again.

USER PROFILE CANVAS

Name **SAM**

Persona description

**BUSINESS DECISION MAKER
(WITH RESOURCES) IN LATIN AMERICA**

AGE: 40-50
GENDER: N/A (PRO)
ESTABLISHED BUS
TRADITIONAL INDUSTRY

Jobs-to-be-done
FINDING THE RIGHT TALENT
- NOT SURE OF TALENT
- THEY NEED
- THEY NEED RESOURCE QUICK!
- WHO CAN THEY GET HELP?

Use cases
BUSINESS GOALS
- TALENT ASSESSMENT
- TOOL SKILLS, INTERESTS
- COMPETENCE
- STRATEGY + PLAN



Potential Gains
FIND RIGHT TALENT
- COMPETITIVE - TALENT
- FLEXIBLE
- PRODUCTIVE
- SUSTAINABLE
- LOCAL EMPLOYMENT
- MORE PROFITABLE

Potential Pains
- CHANGE MANAGEMENT
- STAFF LEAVE
- MORE INVESTMENT IN STRATEGY + RECRUITING
- RISK
- TIME
- PROCESS

* Source: « The Design thinking play book / mindful digital transformation of teams, products, services, businesses and ecosystems », by Michaela Reim, Patrick Link, Lutz Keller