



智享会
HR Excellence
Center



第十三届中国薪酬福利年会

11月22-23日





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The Evolution & Innovation of Rewards Practices

勇于创新

— 变革时代的奖酬实践



钱鹏

拜耳 (中国) 薪酬福利总监

智享会 第十三届 薪酬福利年会

Nov 22, 2018





钱鹏个人简介

Iggy Qian Bio



- 拜耳（中国）薪酬福利总监
- 曾担任Willis Towers Watson 人才与奖酬咨询副总经理、首席顾问
- 提出并推广数字化胜任力（DC）、科技金融才商（FTQ）等创新理念，并创立人力资源数字化俱乐部
- 曾应邀在美商会、英商会、人力资源峰会演讲，并曾为上百家全球五百强企业提供人力资源咨询
- 积累了二十丰富的经验，包括战略规划、市场品牌、人才管理等，曾担任TMF Group人力资源总监、国海富兰克林基金公司人力资源负责人等职
- 美国University of Notre Dame大学MBA，美国John Carroll University计算机科学学士学位。



主要内容 Agenda

- // 准备未来
- // 跨界创新
- // 分享经验



准备未来



未来的职场与员工 Changing in Working Force



Diversity

Flexible workforce

Globalization

Pursue Identity

Digitalization

Employers should focus on employee experience and agility.



人力资源的挑战 Challenges of HR Program

Rising Costs
成本上升

ROI / Value to
Business
对业务的价值

Lack of Data &
Analysis
数据支持决策

Employee
Awareness
员工认知

Communication
Challenge
沟通挑战



未来的趋势 Trends for the Future



Design-Thinking 设计化思维



Data Analytics 分析引领决策



Digitalization 数字化体验



Democratization 民主化参与

- Those who lead C&B programs need to have design-thinking and apply new agile methodology.
- Use data to analyze the value of various C&B programs and provide insights for future decisions.
- Explore digital channels to provide better user experience to employees.
- Let employees participate in wellness/benefits projects to improve engagement.



创新跨界



薪酬管理的创新实践

品牌与沟通
Brand & Comm

数字化体验
Digital Experience

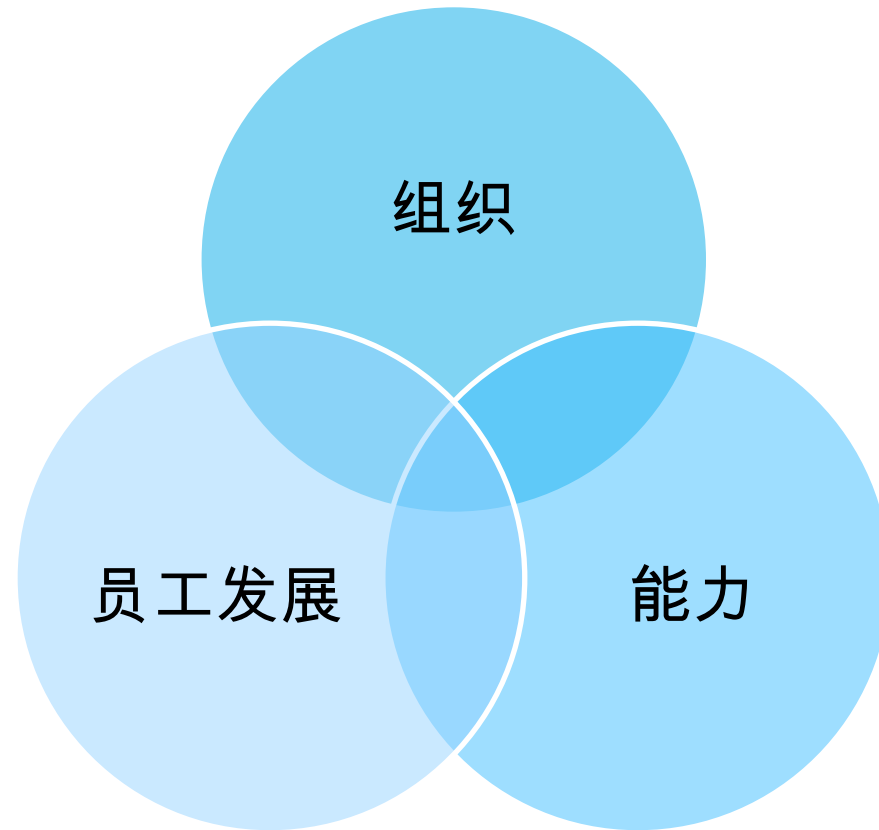


激励认可
Reward & Recognition

数据分析与决策
Data Analytics



按照未来薪酬职能拓展的需要来结合组织架构与员工发展





分享经验



Redefining the Boundary 重塑边界





拜耳全球员工健康品牌 BeWell@Bayer

Five Core Elements to foster Health & Wellbeing





stay healthy , live better
爱健康，乐生活



拜耳中国的员工健康管理





Bayer China Offers Comprehensive Wellness Programs

BeWell @ Bayer China

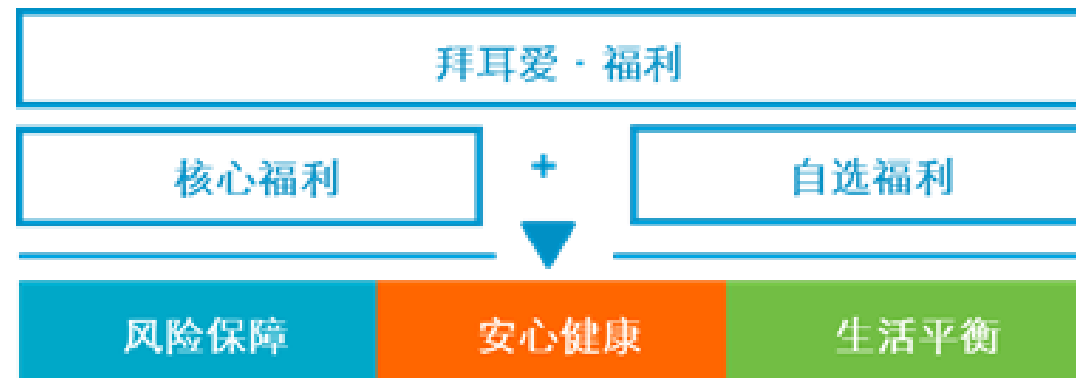


iBenefit 爱·福利
点滴选择，点亮生活



福利的灵活性

iBenefit



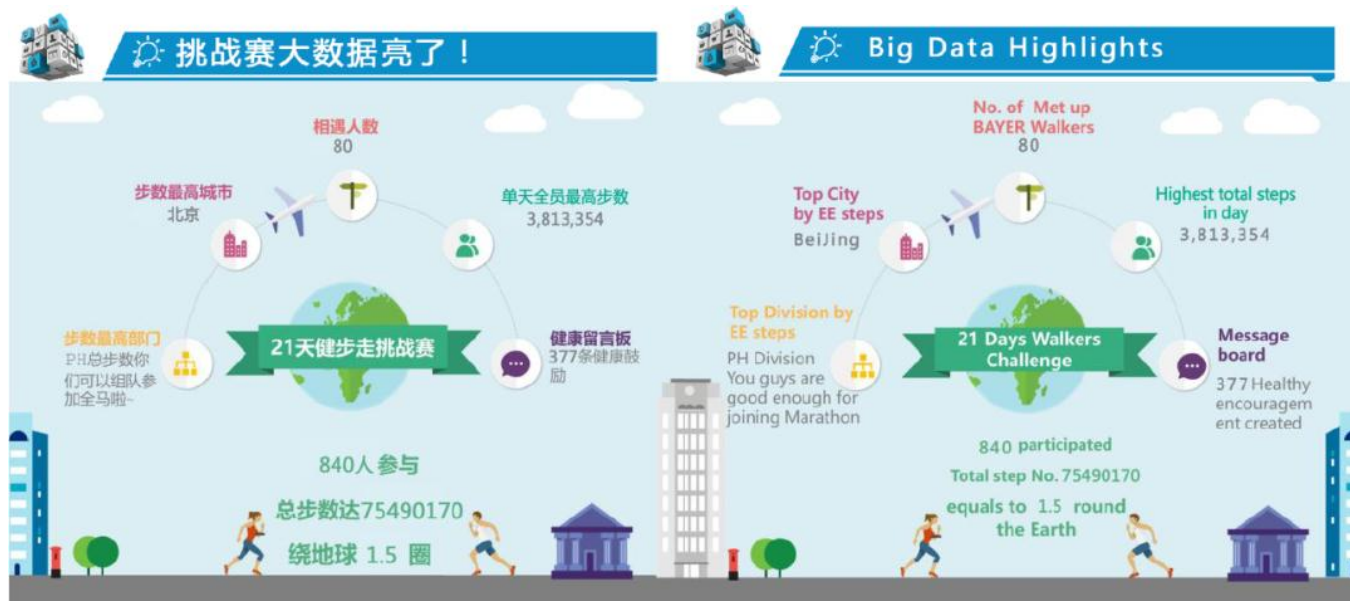
RISK PROTECTION
风险保障

HEALTH & WELLNESS
安心健康

LIFE BALANCE
生活平衡



数字化渠道助力员工健康项目 – 21天健步走挑战赛



21天健步走挑战赛最强战队诞生

Bayer iBenefit 21-Day Walker Challenge Congratulations to the Superb Teams!

The Superb Teams were born!

Before revealing the list of winners, we can't wait to share our happiness with you through the following exciting figures. In just 21 days, Bayer's family members have experienced a healthy life revolution!

487 participating teams	2,278 participants	1,043,263 steps
1,000 steps increase per day per person	1,000 steps increase per day per person	1,000 steps increase per day per person
1,000 steps increase per day per person	1,000 steps increase per day per person	1,000 steps increase per day per person

精彩留言!

Those messages from our online community show us how our colleagues find the joy of life and learn to persevere!

I hope that the company can organize more this kind of activities. I work in the workshop, there are limited activities I can participate in.

My 200,000 step target has been reached! It's maybe not a great one for some of my colleagues, but for me, it is quite a breakthrough.

拜耳爱·福利

21天健步挑战赛

拜耳那么大，我们“相遇”来看看!

北京

成都

上海

「在共同追寻健康的道路上充满了巧合，与你携手走遍拜耳中国，在健康道路上，与你相遇相识！」

登机牌 Airports Company 拜耳中国行

快来扫一扫左边二维码，和拜耳小帅PK，赢过拜耳小帅，即可获得通往下一个拜耳所在城市的机票；与神秘的TA相遇，共同努力完成21天健步走的目标吧!



建立完善的认可与嘉奖框架 Recognition Framework

Recognition 认可嘉奖





敢想 | 勇为

薪酬福利管理者要成为人力资源变革的先锋





谢谢

Thank you!



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