

Nomination: 8701

Redefining Career Development: The Power of AI & Change Management

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

DHL Global Forwarding, Freight

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Redefining Career Development: The Power of AI & Change Management

Category

B01 - B67 Achievement > B63 - Most Innovative Deployment of HR Technology

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

DHL Global Forwarding, Freight (DGFF) has been a trusted leader in freight forwarding since 1815. As part of Deutsche Post DHL Group, we have over 43,000 Freight Forwarding Experts in 101 countries worldwide. Our comprehensive services cover air, ocean, and overland freight, including tailored solutions for various industries.

At DGFF, we prioritize employee well-being as the Employer of Choice and Provider of Choice. Our Employee Engagement initiatives focus on fostering passion, commitment, and discretionary effort. We value recognition, appreciation, well-being, Diversity & Inclusion, volunteering, and feedback to create a positive work environment.

Our culture is driven by our core values: Passion, Entrepreneurship, Excellence, and Teamwork. These values guide our interactions with colleagues, customers, and business partners daily.

Since 2014, we have made great strides in employee engagement despite financial challenges. Our focus on well-being and culture development has resulted in a remarkable increase in Employee Engagement from 70% in 2014 to an impressive 86% in 2024.

Importantly, we have maintained this high level of Employee Engagement since 2021, demonstrating our ongoing commitment to our workforce. We continue to prioritize wellbeing, ensuring our employees thrive and our organization succeeds.

b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

As a global organization with 41,000 employees worldwide, opportunities are everywhere- but that was also our challenge. With trainings, vacancies and opportunities scattered across platforms, our people needed too much time to find the right opportunity, if found at all.

Career development felt like searching for a needle in a haystack and we needed a simpler and smarter way. This is how Career Marketplace came to life. In less than a year, it has become a game changer for our employee development: 22,000 employees using the platform, 225,000 skills added, 14,000 active users (actioned trainings, vacancies, roles, career paths), 515,000 training hours, 87% feel motivated to develop in the company and 74% convinced it helps their career. These were possible with:

Transparency: Ensuring all vacancies are advertised, all trainings are accessible, and all employees have a comprehensive job profile.

One-stop-shop: It serves as THE platform for development- trainings, vacancies, roles, career paths and soon mentors. No more navigating through platforms.

AI-driven platform: Based on each employee's skills, experience and aspirations, Career Marketplace AI provides personalized recommendations and advises how well one matches to each opportunity.

Change management: The key to turning an innovative platform into one that people use. Our campaign emphasized transparency, internal mobility and ownership over career development. By bringing all opportunities into one place, and explicitly recommending them, it was essential to foster a mindset that empowering individuals to grow- even in new roles, countries, and companies within the Group- is celebrated!

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

Our achievements stand out as unique for four main reasons:

We are one of the few organizations to roll out such an advanced, AI-powered solution at a large scale. While some companies, specially in other sectors, leverage AI for operations very few have applied it to career development. In the logistics sector this is even more rare and we are proud to lead the way in utilizing AI for development.

People are empowered to drive their development. They have full visibility of opportunities across the organization and can easily see how well they match to opportunities, identify gaps, and bridge those gaps- all in Career Marketplace.

Our change management approach put internal mobility at its core. Many companies hesitate to openly promote mobility, but we embraced it and positioned it as a win for employees, managers and the organization. By shifting the mindset to view internal moves as good opportunities, we made it easier for people to realize they can continue their development journey with us, without needing to leave the company.

As a company, visibility over our internal talent's skills, gaps and aspirations puts us in a unique position to make smarter decisions to be future-ready. As we continue to analyze and work on the insights, the impact of Career Marketplace will only grow- driving even more development, internal mobility and workforce planning.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

We are sharing a video CMP_All you need to know in 80 secs that explains the challenge we faced and how our Career Marketplace is unique and tackles it. Additionally, a Power Point Career Marketplace Overview and Results that showcases our results- testimonials from employees, comms campaign examples, and quantitative feedback.

Supporting Document

- Video: CMP_All you need to know in 80 secs

- Power Point: Career Marketplace Overview and Results

Webpage Link

Would you like to add an additional webpage link?

No

[REDACTED FOR PUBLICATION]

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree