



Hej!



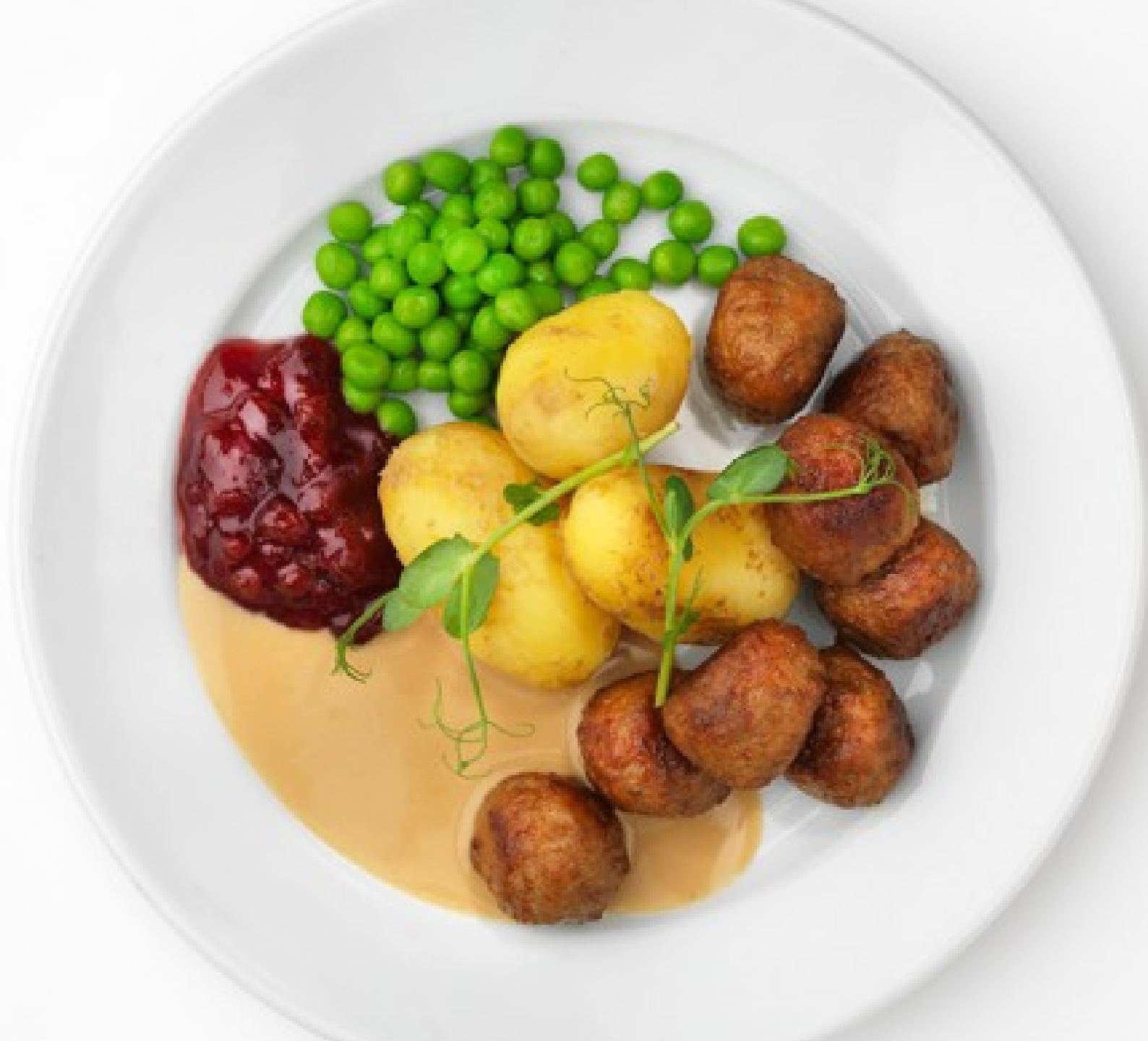
Lina Morén











1100 IKEA medarbetare på västkusten



THE VISION

To create a better everyday life
for the many people.



THE BUSINESS IDEA

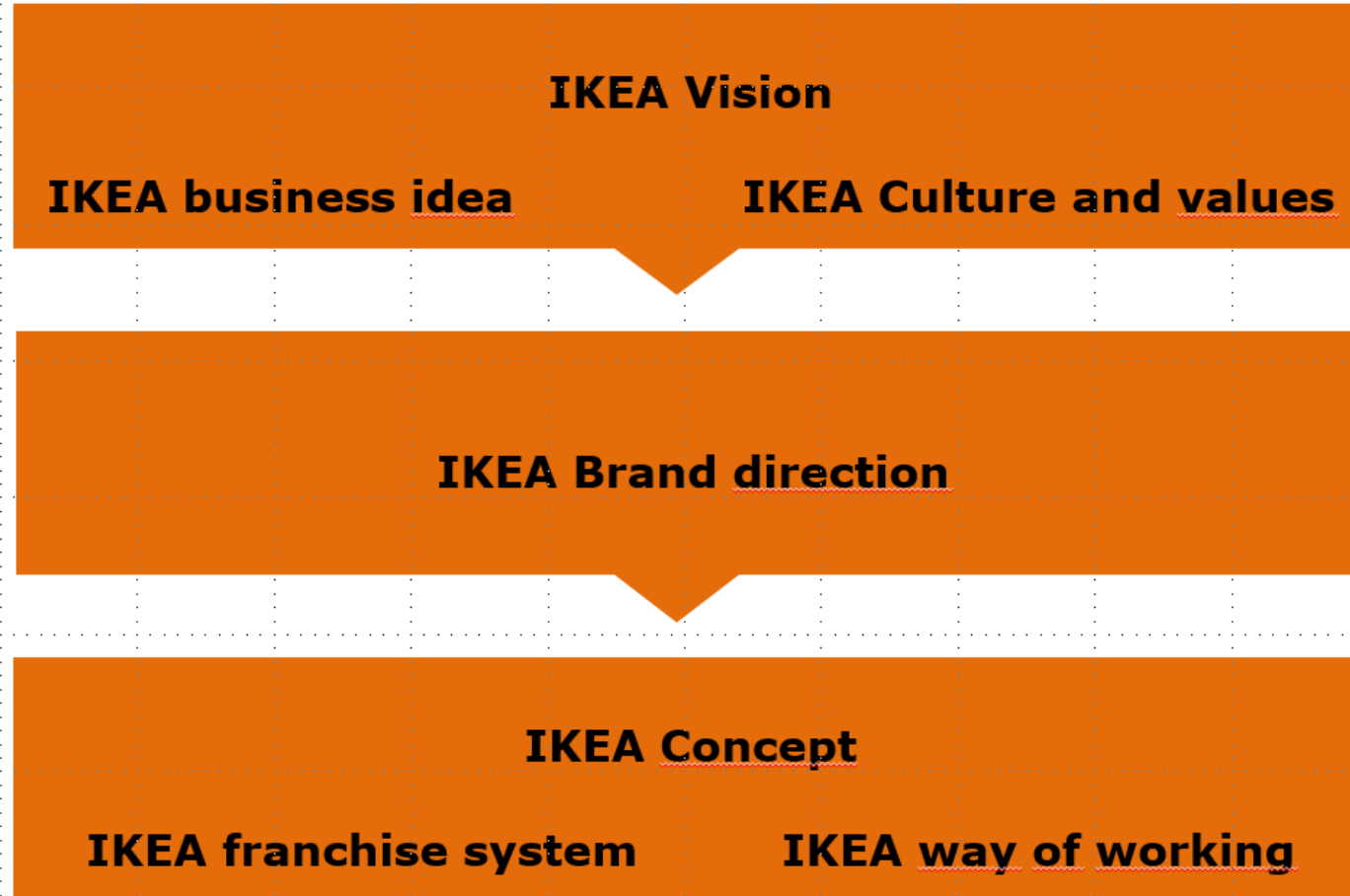
We shall offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

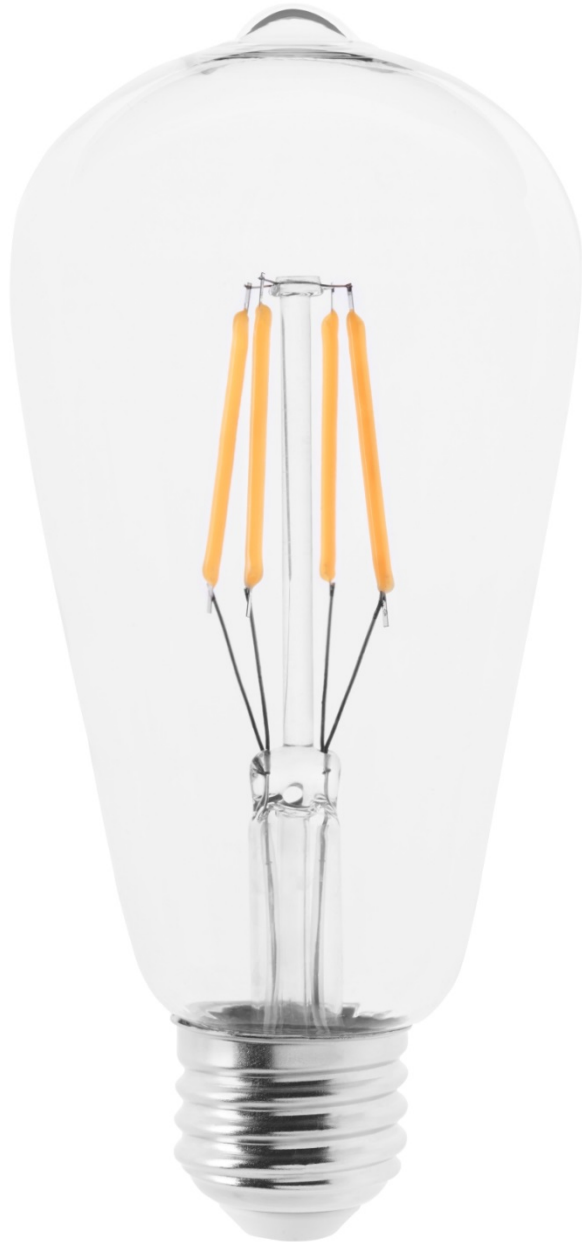
THE HUMAN RESOURCE IDEA

To give down-to-earth, straight-forward people the possibility to grow, both as individuals and in their professional roles, so that together we are strongly committed to creating a better everyday life for ourselves and our customers.



IKEA strategic framework





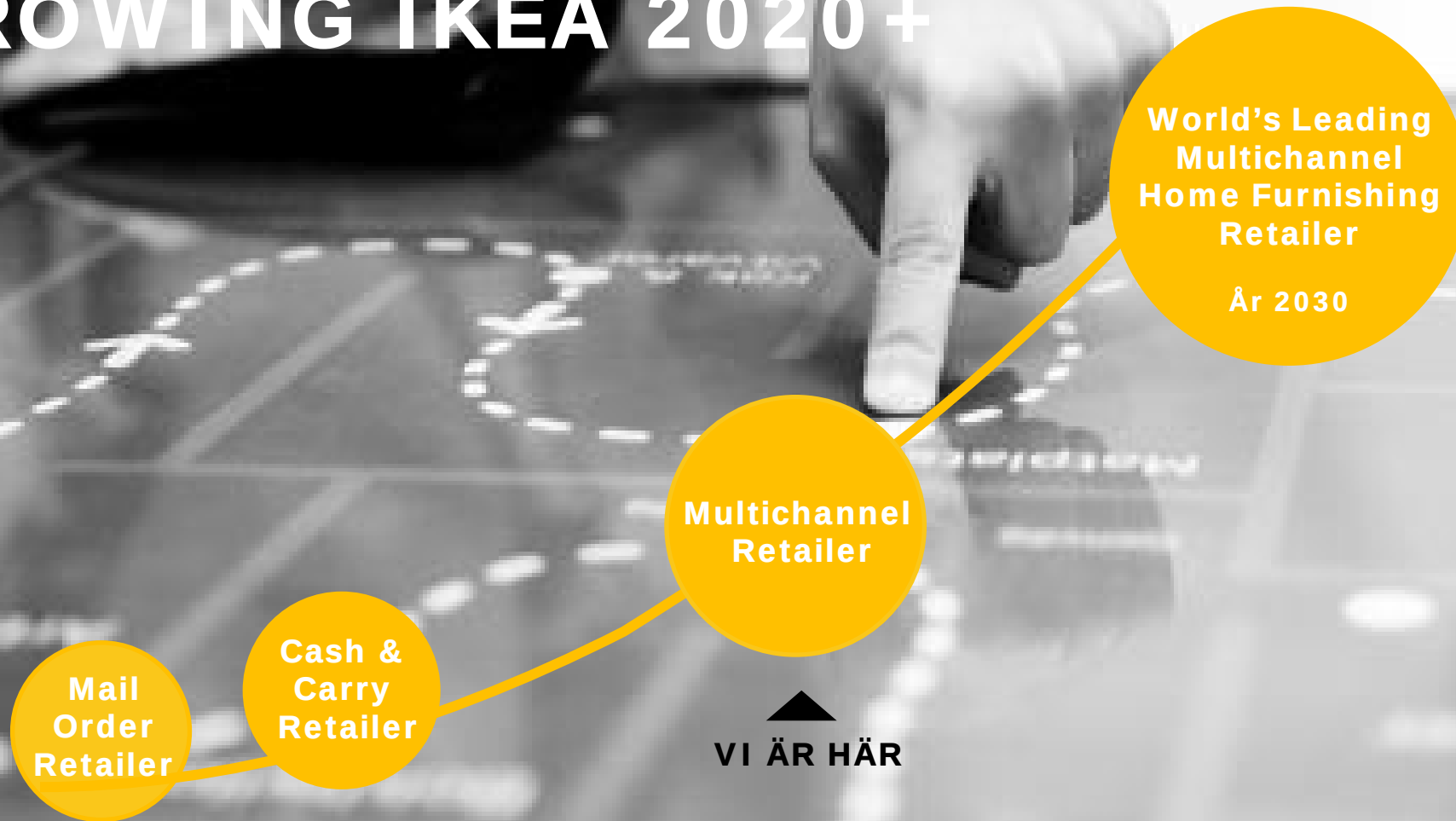
Our strategies

- 1 To have competent and **engaged co-workers** truly living our values.
- 2 Offer **products and services to love and feel proud of** – always affordable.
- 3 Share inspiring and insightful **home furnishing solutions** for the many different individuals.
Create a rewarding **customer experience** with great quality throughout.
- 4
- 5 Make a **positive difference** to people, society and the environment.



**What is Multichannel
at IKEA?**

GROWING IKEA 2020+





**Nya sätt att möta
våra kunder digitalt**



**Nya sätt att
koordinera orders
och services**



**Nya sätt att
leverera och bli
mer tillgängliga**

Nya verktyg,
system,
arbetssätt...



Ett
uppdaterat
mindset



HR
behövs som
förändrings
ledare





The world's
leading
multichannel
home
furnishing
retailer

1

Mind shift

2

Organisation

3

Kompetens





The world's
leading
multichannel
home
furnishing
retailer

1

Mind shift

Generation Z – entreprenöriella,
autonoma, "mobile first"

2

Organisation

Flexicurity, "ny" arbetsrätt,

3

Kompetens

Agilt, kombi-kompetens,
"vara kommer killarna in"



HR
behövs som
förändrings
ledare







Tack!

