

EXPLORE

PLAN



PG Skills: Creativity and problem solving, why are these skills so important?

Sonia Kumari – Postgraduate Taught Employer Liaison and Development Officer

APPLY

Connecting you
to your future

HOUSEKEEPING

- If you join with your microphone enabled please stay muted unless instructed to unmute
- Please keep your webcam switched off throughout
- Please join with your full name if possible
- If you lose audio at any point, click on the blue circle telephone/headphone symbol to leave and rejoin
- You can use the public chat box to ask any questions
- Recording available on Panopto – 5th March 2021

**Please note:
This webinar
is being
recorded**

CAREERS NETWORK IS HERE FOR YOU

- 1:1 guidance support:
 - You don't need to have career ideas or a plan to come and talk to us: we help people who have no idea where to start as well!
 - To book an appointment, ask a question, have an application checked etc., please email careersenquiries@contacts.bham.ac.uk
- PGT-specific opportunities:
 - Professional Development Award <https://canvas.bham.ac.uk/enroll/BNYYHJ>
- PGR-specific opportunities:
 - Career Mentor Beyond Academia <https://canvas.bham.ac.uk/enroll/M7WCDE>

After this event you will receive an email requesting some feedback (it only takes 2 minutes)

At such a challenging time we really want to deliver what you need.

We look forward to welcoming you to future events.



Tell us what you found useful so we can do more of it.

Tell us what we could do differently and we'll make changes.



PRESENTERS

Laura Brooks - Global Capability & Engagement
Manager Information Business Services

Ali Malik - CA - Global lead, Operations excellence
programs Information Business Services

Mondelēz
International
SNACKING MADE RIGHT

CREATIVE PROBLEM SOLVING @ MDLZ

Laura Brooks
Ali Malik



WELCOME & INTRODUCTIONS



LAURA BROOKS

**GLOBAL CAPABILITY & ENGAGEMENT MANAGER
INFORMATION BUSINESS SERVICES**



ALI MALIK, CA

**GLOBAL LEAD, OPERATIONS EXCELLENCE PROGRAMS
INFORMATION BUSINESS SERVICES**

I SAY MONDELEZ, YOU SAY...

Post what you think MDLZ is best known for
in the chat window...



PAUSE FOR PURPOSE



CHOOSE A "CHECK IN" QUESTION (OR CREATE YOUR OWN) AT THE BEGINNING OF YOUR MEETINGS TO TAKE A PAUSE FOR PURPOSE

- ◆ HOW IS WHAT WE ARE ABOUT TO DISCUSS LINKED TO OUR PURPOSE?
- ◆ HOW HAVE YOU LIVED OUR PURPOSE THIS WEEK?
- ◆ WHAT'S A RECENT DECISION YOU MADE THROUGH THE LENS OF OUR PURPOSE? WHAT WAS THE BENEFIT TO THE BUSINESS/TEAM? HOW DID IT MAKE YOU FEEL?
- ◆ SHARE A TIME WHEN IT WAS CHALLENGING TO LIVE OUR PURPOSE. WHAT WERE THE BARRIERS AND HOW CAN WE REMOVE THEM?
- ◆ HOW DOES OUR COMPANY PURPOSE CONNECT TO YOUR PERSONAL PURPOSE?



MONDELEZ INTERNATIONAL

Who are we?

ABOUT THE COMPANY



POLL

What is your favourite MDLZ Brand

- A) Oreo
- B) Cadbury
- C) Belvita

BREAKING DOWN OUR BUSINESS

MDLZ

At **Mondelēz International, Inc. (NASDAQ: MDLZ)** we love snacks – they’re our world, so we do everything we can to give people the **right snack**, for the **right moment**, made the **right way**.

80K

We have approximately **80,000 employees** around the world

\$26B

2019 net revenues of approximately **\$26 billion**

150+

Our snacks are enjoyed in over **150 countries**

37%

37% of 2019 net revenues from **emerging markets**

4

4 Regions with **14 Business Units** around the world

\$800M

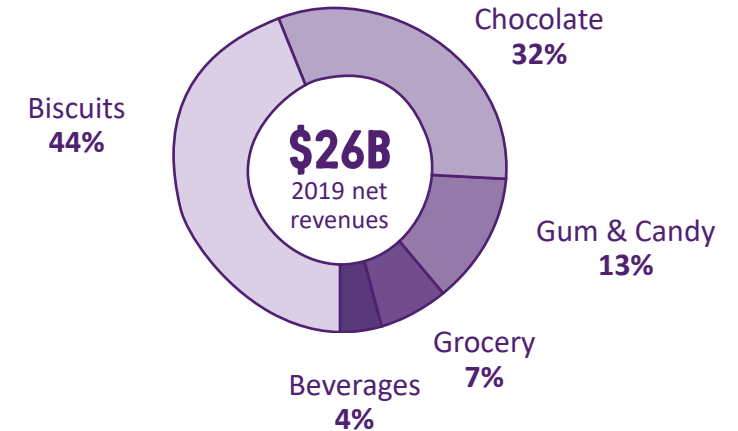
\$800M investment in local communities*

#1

#2

We hold the #1 market share globally in **biscuits** and #2 market share globally in **chocolate, candy and gum**. **

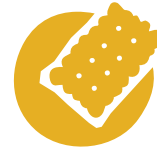
% OF 2019 NET REVENUES BY CATEGORY



% OF 2019 NET REVENUES BY GEOGRAPHY



WE ARE A SNACKING LEADER



BISCUITS

- 2019 net revenues: \$11.4 billion
- Global share position: #1 in biscuits



CHOCOLATE

- 2019 net revenues: \$8.2 billion
- Global share position: #2 in chocolate



GUM & CANDY

- 2019 net revenues: \$3.4 billion
- Global share position:
 - #2 in gum
 - #2 in candy



THINK ABOUT IT.

All around the world there's a universal cultural tension: the lines between meals and snacks are blurring.

From on-the-go "second breakfast" needs to a mindful moment of indulgence in the evening, our brands and products have opportunities to satisfy consumers throughout the day.

So there's an increasing snacking need, but consumers don't want to have to choose between snacking and eating right.

Insert Mondelēz International... and our Purpose to empower people to snack right.

Consumers decide what and how they want to eat. We simply obsess over their interests and innovate to make sure they continue to reach for the goodness of our snacks when they want a delicious, wholesome, nutritious or indulgent bite made from ingredients and packaging they can feel good about.

Our Purpose drives each decision we make. It is the lens through which we see the world. It inspires us to give our best each day. And it gives our work deeper meaning.

WE EMPOWER PEOPLE TO SNACK RIGHT.



INFORMATION BUSINESS SERVICES

Who are we?

5 DISTINCT STRATEGIC PILLARS



INVEST IN PEOPLE

Our Greatest
Asset



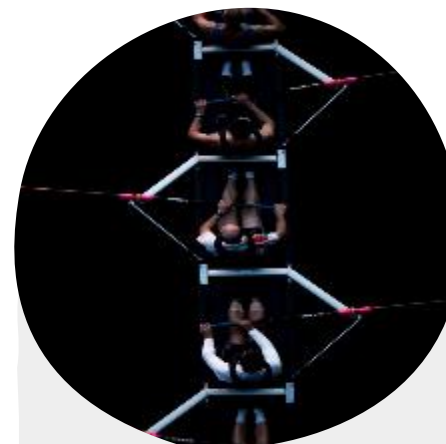
STRATEGIC SIMPLIFICATION

Speed and
Agility



DRIVE DOWN ECONOMICS

Save to
Reinvest



STRATEGIC & INNOVATIVE PARTNERSHIPS

Win Win
Partnerships



DISRUPTIVE TECHNOLOGIES & PLATFORMS

Accelerate Balanced
Growth Powered by
Digital



INFORMATION BUSINESS SERVICES
Accelerating Profitable Growth



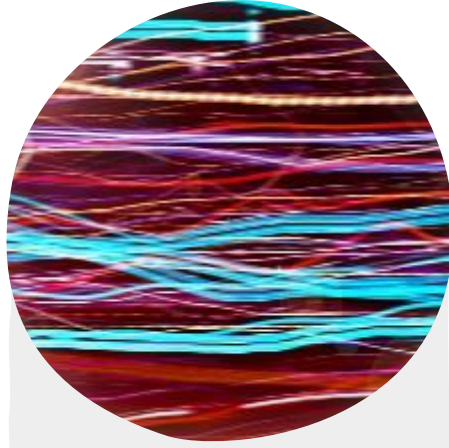
5 DISTINCT STRATEGIC PILLARS



INVEST IN PEOPLE

**Our Greatest
Asset**

Invest in digital skill sets and capabilities, empowering colleagues to grow and enable transformative processes, solutions, and platforms



STRATEGIC SIMPLIFICATION

**Speed and
Agility**

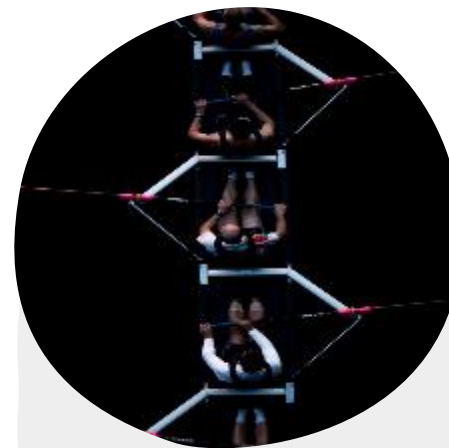
Reduce complexity in our work processes, application landscape and end to end work environment to deliver value and top and bottom line growth



DRIVE DOWN ECONOMICS

**Save to
Reinvest**

Drive the best total cost to serve and ownership through scaled technology and shared services, reinvesting in our strategic initiatives to accelerate business plans



STRATEGIC & INNOVATIVE PARTNERSHIPS

**Win-Win
Partnerships**

Establish strategic partnerships (quality vs. cost) driving competitive advantage through innovative processes, capabilities and solutions



DISRUPTIVE TECHNOLOGIES & PLATFORMS

**Accelerate Balanced
Growth Powered by
Digital**

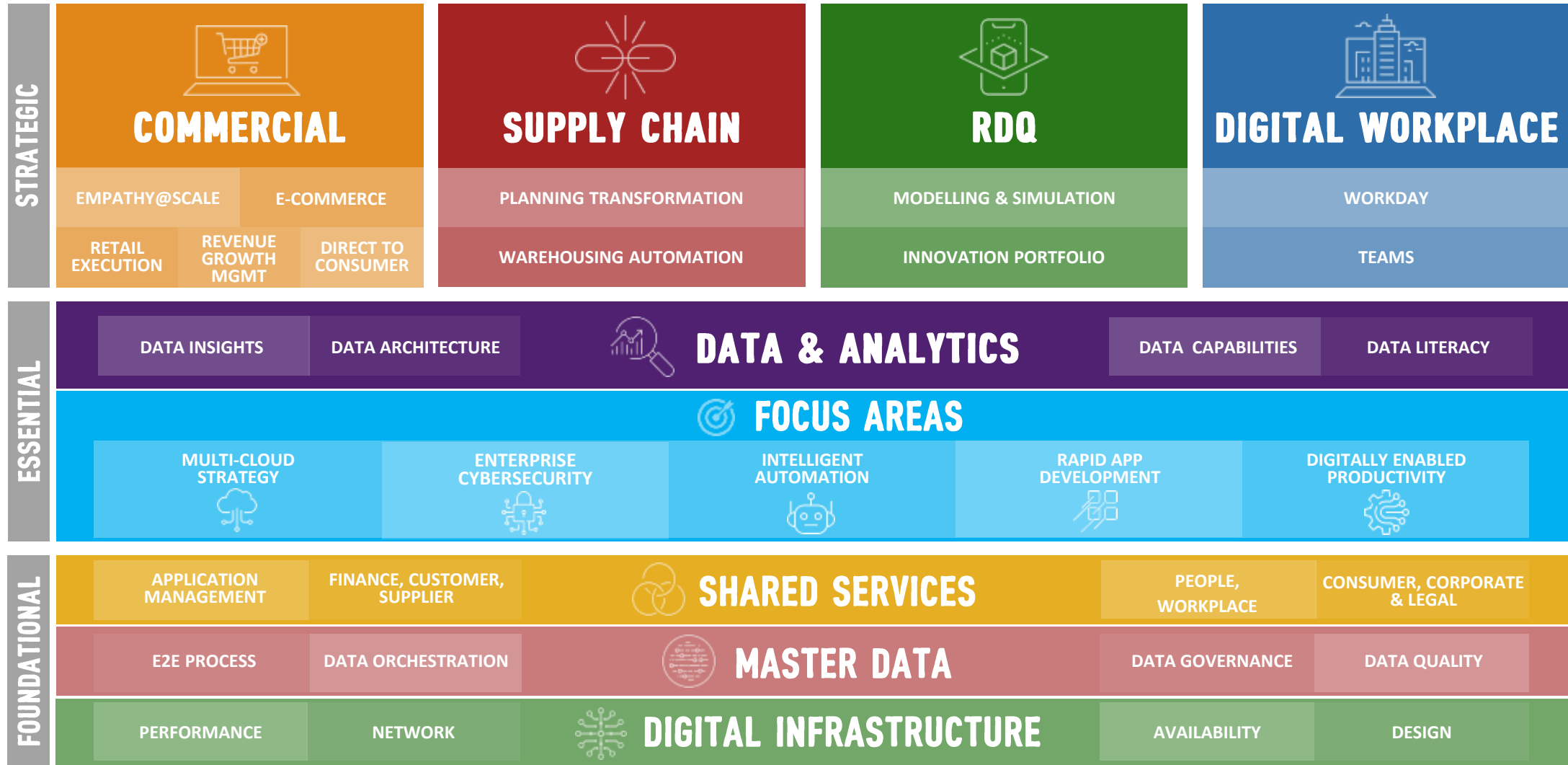
Drive top and bottom line growth through disruptive technologies, platforms, data and analytics creating new work processes and business models with unique insights



INFORMATION BUSINESS SERVICES
Accelerating Profitable Growth

Mondelēz
International
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DIGITAL CAPABILITIES TO DELIVER BALANCED GROWTH – AC20/21



WHAT IS CREATIVE PROBLEM SOLVING



PROBLEMS ARE NOTHING BUT WAKE UP CALLS FOR CREATIVITY

Gerhard Gschwandtner



WHAT IS CREATIVE PROBLEM SOLVING?

GROWTH MINDSET

A belief that that your basic qualities are things you can cultivate through **your efforts, your strategies, and help from others**. Everyone can change and grow through application and experience

AGILE MINDSET

Agile is a set of **principles and values** that guides how we work together and engage with our customers.

DESIGN THINKING

A customer-centric approach to problem solving that helps entire organizations scale their design processes to **create better, human-centered user experiences** and disruptive products

STRONG CONSUMER FOCUS

GROWTH MINDSET





FIXED MINDSET:

Believing that your qualities are carved in stone

A fixed mindset is based on the belief that our abilities are limited.

It tells us that we were born with a fixed amount of skills and don't have the capacity to learn new ones.

For decades, this idea was thought to be backed by science.

At the time, common scientific belief was that after early adulthood, the human brain can't change, a concept popularized by the saying, "you can't teach an old dog new tricks."





GROWTH MINDSET:

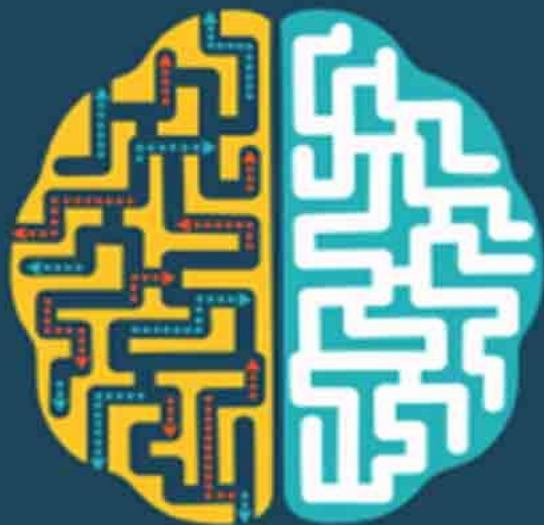
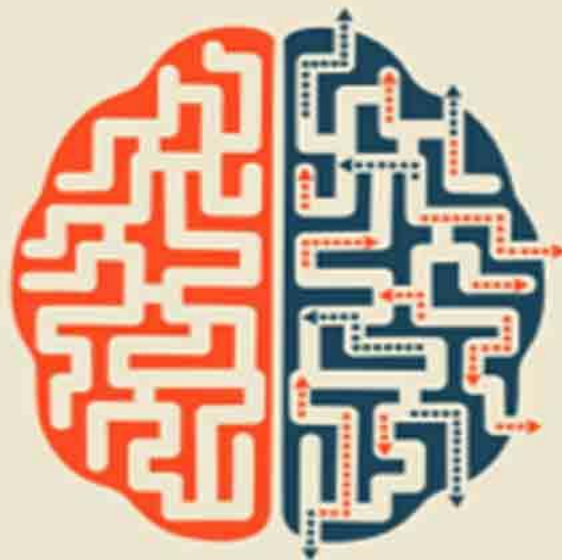
“This growth mindset is based on the belief that that your basic qualities are things you can cultivate through your efforts, your strategies, and help from others.

Although people may differ in every which way – in their initial talents and aptitudes, interests, or temperaments – everyone can change and grow through application and experience.”

WHAT IS IT IN A WORKING ENVIRONMENT THAT BRINGS OUT YOUR FIXED MINDSETS?

- I can't lead a project
- I can't take budget responsibility
- Leading a cross-functional team is too difficult
- I'm not a good presenter
- I'll never be as smart as...
- My opinion isn't worth anything
- I'm just not creative
- I'm not analytical

WHAT IS IT FOR YOU?





AGILE MINDSET

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WHAT DOES AGILE MEAN?

Agile is a set of **principles and values** that guides how we work together and engage with our customers.

Consumer
Centricity

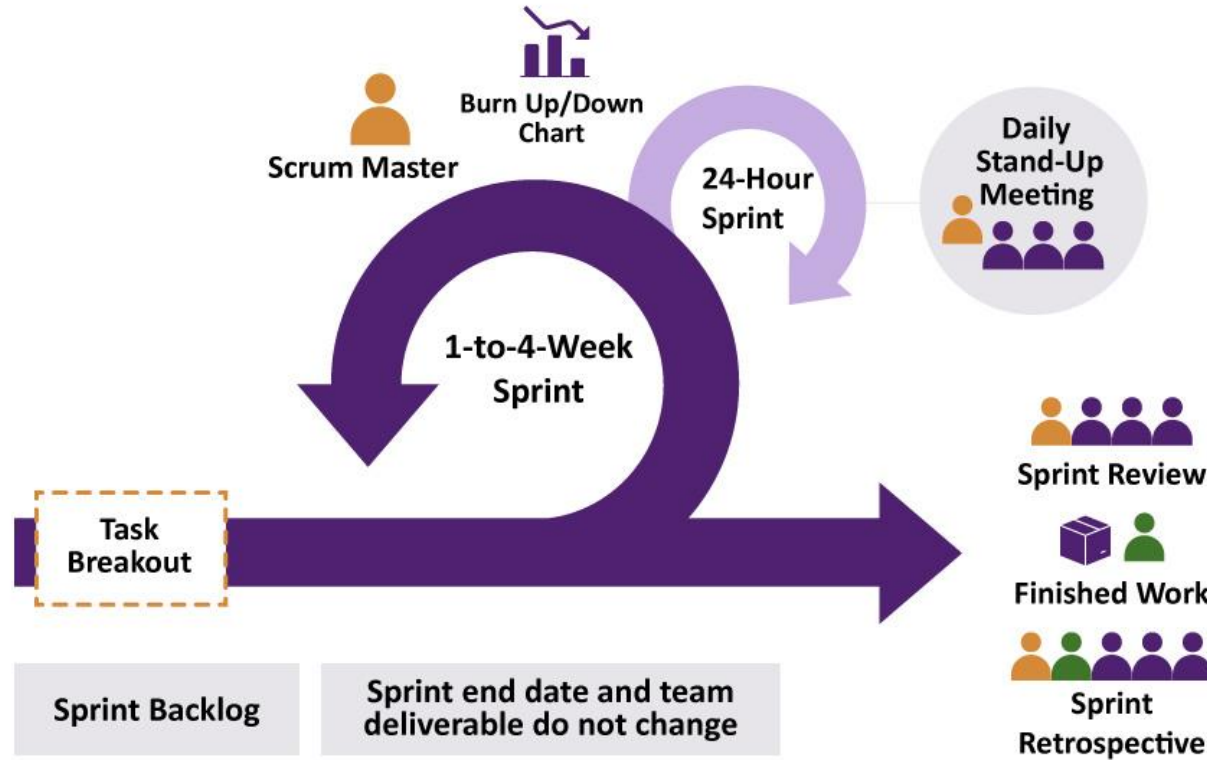
Testing &
Learning

Responding
to change

Self-directed/
autonomous
teams

WE ARE DEFINING AGILE IN TWO WAYS: "DOING" AGILE AND "BEING" AGILE

Agile Methodology – Doing Agile



GO NUTTIER – TEAM STORY



THEY WERE GIVEN TWO THINGS...



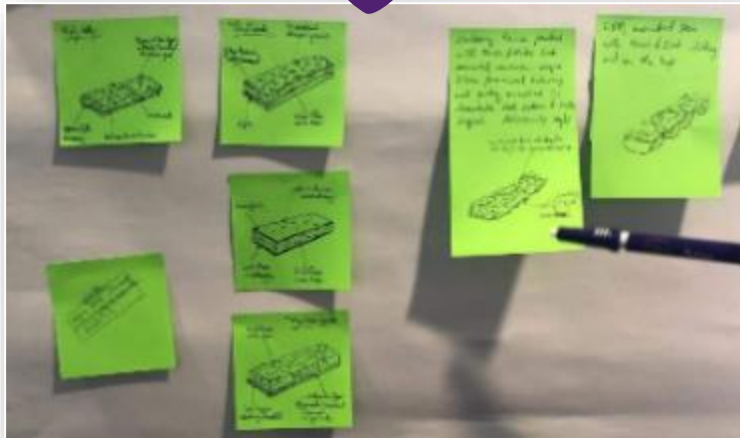
Ambition

**In six months,
demonstrate viability of
a Cadbury wellbeing
offer in the UK to
recruit consumers in
the afternoon
occasions.**



IT WAS CHALLENGING UNTIL THEY FOUND THE RIGHT INGREDIENTS

Mapping the Category - nut, fruit and chocolate bars

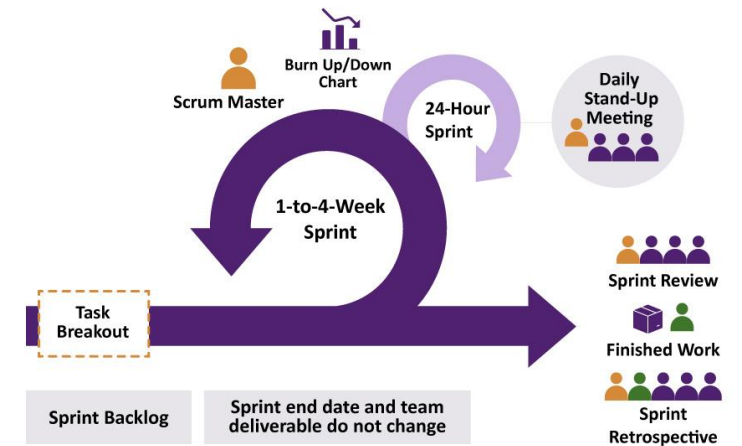


WHAT DID THIS TEAM DO DIFFERENTLY?
POST YOUR THOUGHTS IN THE CHAT
(OR COME OFF MUTE)

DOING AGILE

The team members who worked on the Go Nuttier project were **Doing Agile**.

- Were able to be totally **dedicated** to the project and had no other competing priorities
- Followed a **Scrum methodology** that included full-day planning sessions every two weeks
- **Tested** concepts and prototypes regularly with consumers
- **Made recommendations** on how to move the project forward to stakeholders every two weeks
- Held retrospective / **reflection meetings** every two weeks



WE ARE DEFINING AGILE IN TWO WAYS: “DOING” AGILE AND “BEING” AGILE

Agile Culture – Being Agile



BEING AGILE DEPENDED ON THREE KEY BEHAVIORS

The ability to
decide their
own direction

**DECISION
MAKING**

The ability to
prioritize the
most important
work

PRIORITIZING

Getting
feedback early
and often
through
prototyping

PROTOTYPING

DESIGN THINKING



WHY

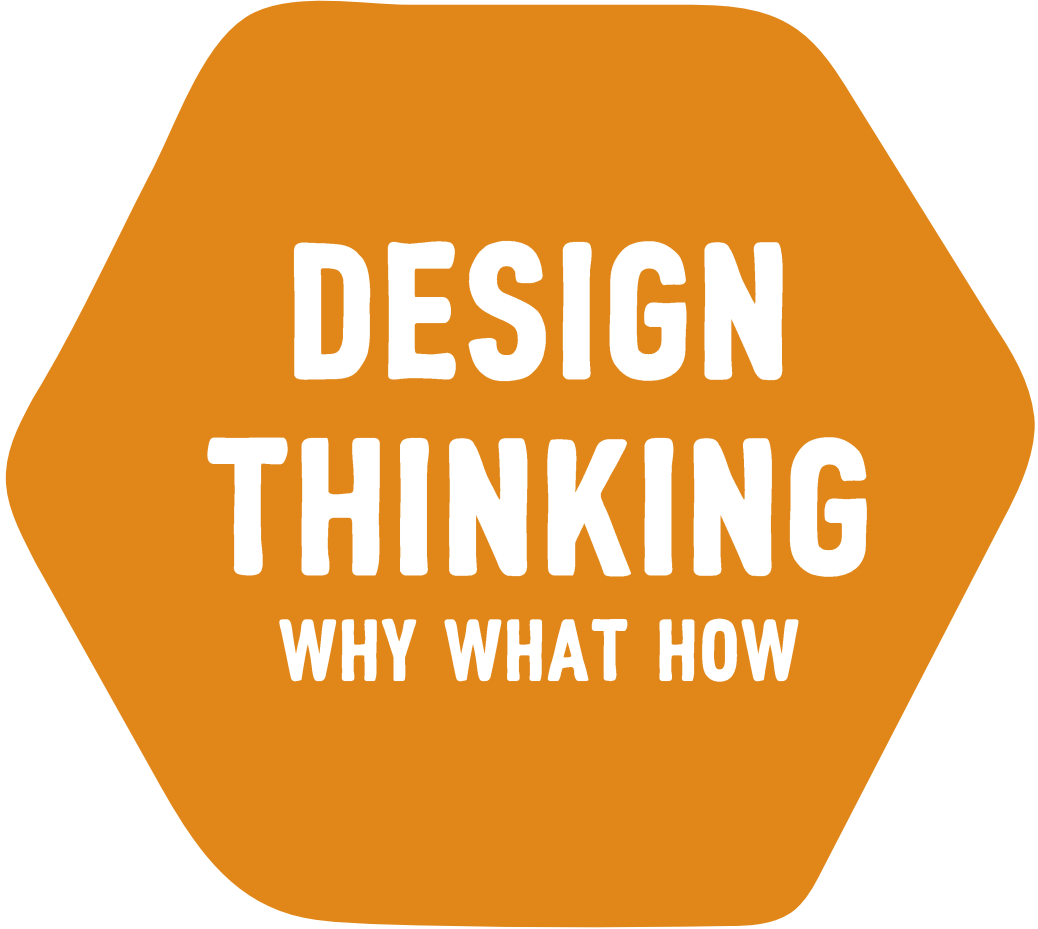
- helps entire organizations scale their design processes to create better, human-centered user experiences and disruptive products
- drives action

WHAT

A customer-centric approach to problem solving

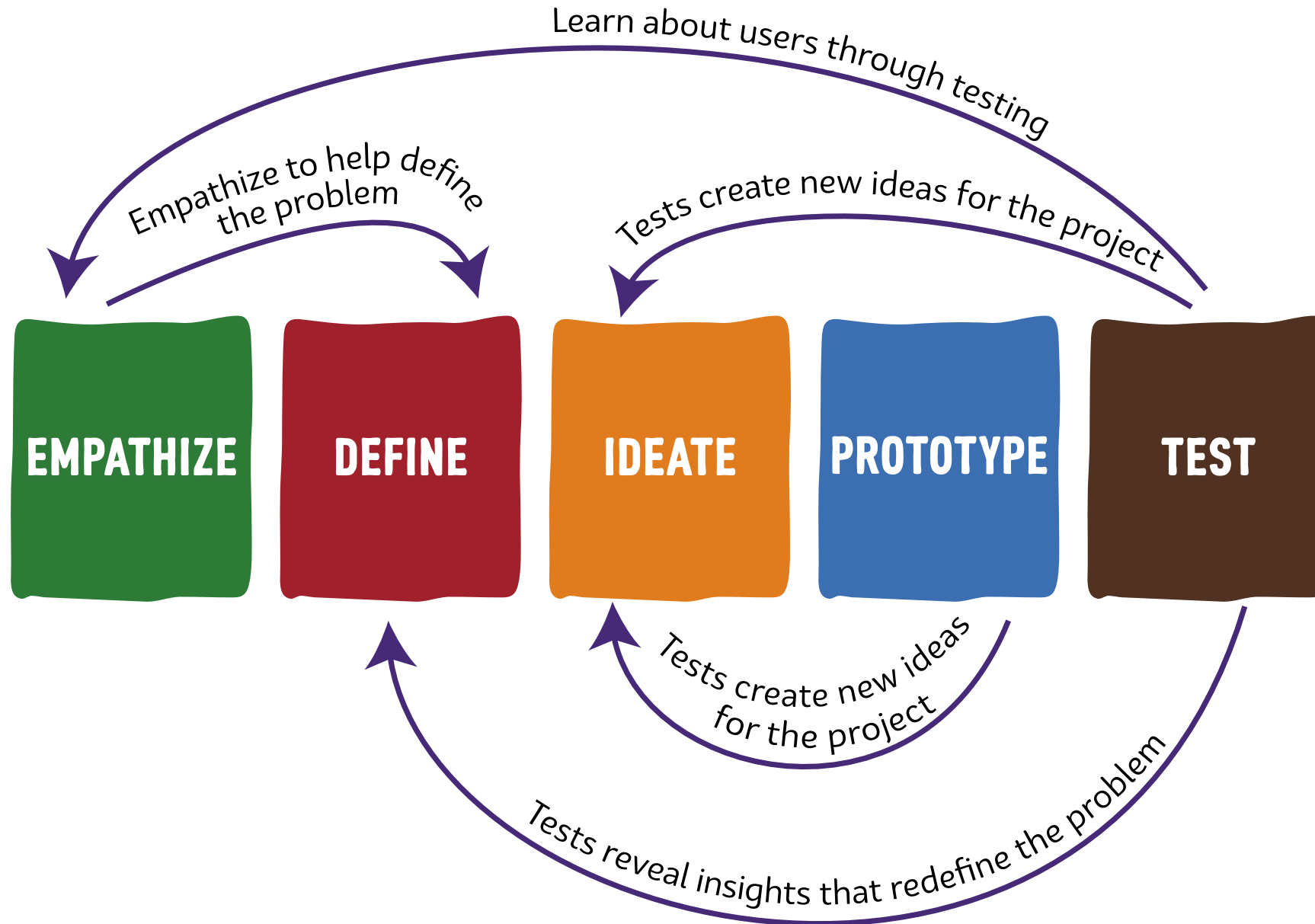
HOW

By bringing everyone, not just designers, into the design process.

A large orange hexagon with rounded corners, containing the text 'DESIGN THINKING' and 'WHY WHAT HOW' in white.

**DESIGN
THINKING**
WHY WHAT HOW

DESIGN THINKING PROCESS: NON LINEAR



**“DESIGN IS NOT JUST WHAT IT
LOOKS LIKE AND FEELS LIKE.
DESIGN IS HOW IT WORKS.”**

Steve Jobs



COMMON ELEMENTS TO ENABLE CREATIVE PROBLEM SOLVING

WHAT'S THE PROBLEM?

- Carefully define the problem you need to solve
- Ask Questions
- Review your scope regularly throughout the process

WHO CAN HELP?

- Know your consumer – they are the people who can help the most
- Work out who you need to help you
- Be clear on who are the decision makers

WHERE ARE THE IDEAS?

- Who says you're not an ideas person?
- Review your ideas with your consumers, early and often
- Don't be afraid to submit the crazy ideas



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International
SNACKING MADE RIGHT

**LEADING THE FUTURE
OF SNACKING**

MONDELEZ EARLY CAREERS

EARLY CAREERS

Our schemes & Opportunities

GRADUATE SCHEMES

- **GRADUATE SCHEMES**
 - 3 YEARS IN LENGTH
 - AIMED AT RECENTLY GRADUATED STUDENTS
 - AVAILABLE IN FINANCE, ENGINEERING, SALES & MARKETING, INFORMATION BUSINESS SERVICES, CUSTOMER SERVICE AND LOGISTICS

INTERNSHIPS

- **INTERNSHIPS**
 - 12 MONTHS IN LENGTH
 - AIMED AT CURRENT STUDENTS, IN THEIR 3 YEAR OF THEIR DEGREE, OPEN TO RECENTLY FULLY GRADUATED STUDENTS
 - AVAILABLE IN ENGINEERING, SALES, MARKETING, RESEARCH AND DEVELOPMENT, INFORMATION BUSINESS SERVICES, COMMUNICATIONS

OUR RECRUITMENT PROCESS

STEP 1 – ONLINE APPLICATION

Our recruitment process starts with an application form, including some background information, motivational questions and competency based questions

STEP 2 – ONLINE TESTS

If you pass the online application stage, you will be invited to complete online tests

This could include:
SJT
Ability tests
Or other!

STEP 3 – VIDEO INTERVIEW

If you are successful from the online tests, we would invite you through to a video interview. This is your opportunity to meet with someone in the recruitment team. They will ask motivational and competency questions

STEP 4 – ASSESSMENT CENTRE

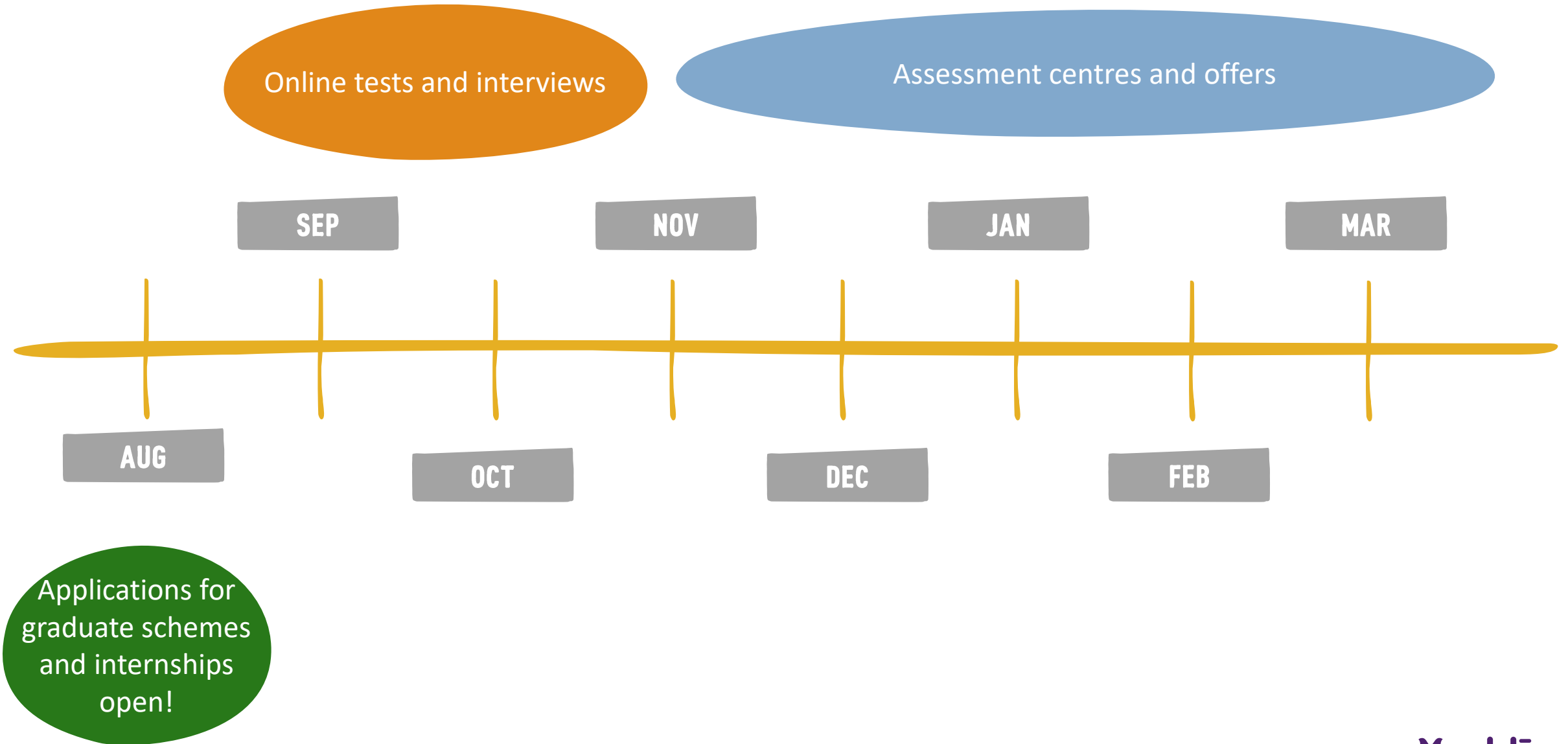
Finally, we have the assessment centre. This is currently a range of tasks that allow you to see the day in the life of a Mondelez member, and we get to see you! Currently this includes presentations, group work, and an interview

STEP 5 – OFFER!



OFFER!

THE RECRUITMENT TIMELINE



KEY TIPS FROM THE EARLY CAREERS MANAGER



**USE THE STAR
APPROACH
TO ANSWER
COMPETENCIES**



DO YOUR RESEARCH



APPLY EARLY



**BE PREPARED TO
ASK US
QUESTIONS TOO**

ANY QUESTIONS?

