

# Engagement of “Foreign Employees”

Some random thoughts and ideas

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## **Disclaimer**

View's/thoughts described in this presentation are personal views and not that of my employer

# About Me

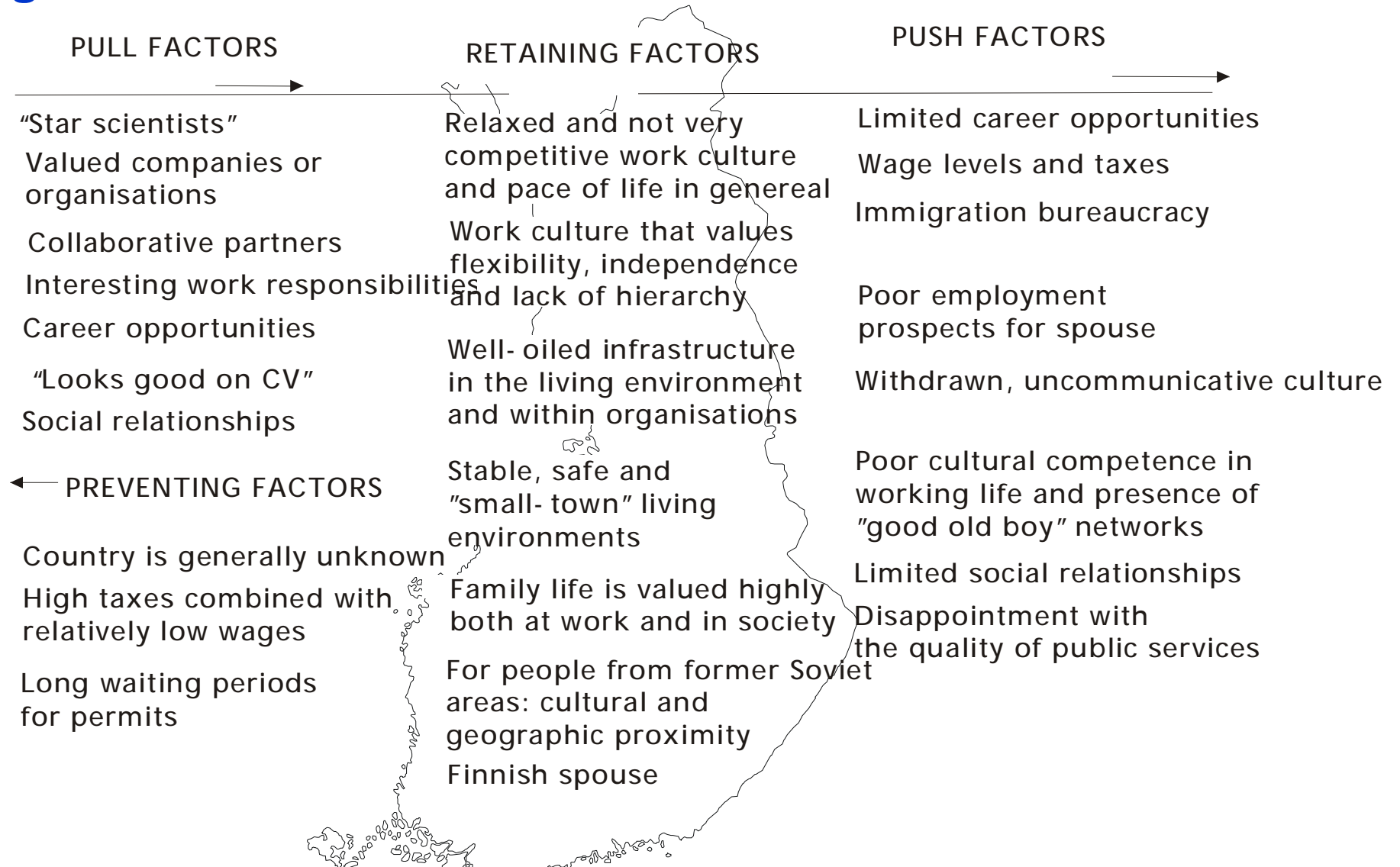
- Current status - Working at Nokia for last 4 year in Tampere. Previously 2 years in Helsinki for the same company. Of the 13 years in working life, I have spent 10 years working outside my home country. So can be considered a nomadic technology worker and you will see similar trend in other “high experts”
- First contact - 1997
- Second contact – 2000 (offer through personal network, developed during first contact to an opportunity in Nokia/Helsinki)
- Third contact – 2003, ongoing and lasting impact (I am still here J

Lessons learnt from above:

- Short term engagements not essentially a bad thing. You ease into the culture, make, develop and nurture personal network. Start to see not so obvious pros

## OR as I say SWOT analysis

# Attractiveness of Finnish city-regions



Source

<http://www.globelicsacademy.net/2007/student-presentations/Mika%20raunio.ppt>

# How Nokia attracts talent and retain them

- Nokia is a large, multinational with offices in more than 60 countries, providing wide range of opportunities in local and global target settings
  - English is official working language
  - Multilingual web site, career site with job search agents to notify you of interesting positions
  - Clear career development plans for employees (multiple tracks like management, marketing, R&D, Research etc)
  - Excellent relocation services for existing employees and new recruits right from work permits, health checkups, travel arrangements, orientation, assigned mentor etc.
  - Close working association with universities and research/academic community
  - Internship and trainee programs
  - Internal job rotation (encourages job rotation to help skill development and providing new challenges)
  - And off course active head hunting

## Some ideas to recruiting companies

- Advertise jobs in at least English (same job ads in print media , may have a few lines of text in English with larger font, as to where a international aspirant can get more info and provide an indication that international candidates are welcomed.
- Advertise jobs on online job websites (new technology makes it easy to provide language localized version of content)
- Go to universities (which I assume you go to , job fairs etc. Please have some material to handout to international aspirants. Put a board on your table , “I can help in English J” Post jobs at university newsgroup and usenet
- In a global economic environment, do you expect employee loyalty when you can not guarantee job security?
- Expect and plan for attrition (every industry has one, and its cycles)
- Hire or train at least 1 person in your H&R to know the hoops/loops related to international employee employment related paper work (e.g student visa, work visa etc)

## Some ideas to public players

- Foreigners don't read local Finnish newspapers or visit local companies websites. So please, lower the barrier to first contact. An English website targeted to foreigners.
- Provide support to companies by providing enablers or services to understand the paper trail associated with hiring and firing international employees.
- Enable possibility of different business dynamics supporting short 1-5 year engagements (different combination of taxes, social support etc)
- Provide opportunities for educated and motivated spouses (Finnish households run on 2 salaries) – Run a “Hire a Spouse campaign”, even provide incentives to companies for doing so
- Increase new venture possibilities in Tampere (market them and make them accessible)
- Market Tampere as “Open to International Career Seekers”

## Some ideas to public players

- Has anybody here planned to buy or sell property/cars? “Etuovi” is a weekly free publication which is delivered home supported by online website (magazine pretty much have same content), there are similar magazines also for cars/auto etc.
  - Where is the parallel here? Start a similar Job magazine delivered bi weekly. Companies, advertising, and city can support so it result in a win-win situation for all
    - Remember not everyone buy Finnish newspapers
    - Not everyone can track job opportunities at local companies
    - Not every company uses job sites (and even if they do there are multiple of them)
    - Have focused sections (industry wise)
    - Maybe even have a smaller section of job ads in English
- Tampere.fi is a great website, it has lots of information BUT I think it can be enhanced for job seeker and business fostering. Information pretty much exist but accessibility is difficult for a foreigner e.g I found this link by chance [http://www.ensimetri.fi/in\\_english/](http://www.ensimetri.fi/in_english/)

## In conclusion

- Each effort to integrate and engage foreign people is praiseworthy. Studies are first such steps to identify and prioritize plan of action
- Each parties have to take active role and work together to solve “a not so easy problem” especially when the variance and parameters to problem set are huge and difficult to quantify i.e it will take empirical problem solving
  - Take small steps or small initiative, tailor and configure based on feedback to optimize desired result. Some initiatives will fail and some will work, but IMHO that’s the only way to find what works and what does not (off course take the learning from other countries but unfortunately what worked their may not work here. So there are no golden rules)

**Thank You**

# **Backup Material**

# Motivation

- Different people have different motivations
  - Some come because of Finland's technology leadership e.g in Paper, BioTech, Environment Management, Telecommunication
  - Personal reasons like family
  - Search for better opportunities than available in home countries
  - Some come for adventure/new experience

# Finland as a destination

- Pro
  - Good and almost free education
  - Higher standards of living (social stability, safety)
  - Least corrupt country
  - Clean environment
- Cons
  - Finnish as a language is tough (if not impossible)
  - Weather
  - Fewer international companies and brands
  - No clear recognition of international degrees and their equivalent Finnish counterpart degrees
  - Some find taxes quite steep and salaries low
  - Village where everyone knows everyone, i.e things happen in personal networks

# SWOT Analysis from a Foreigner Perspective

- Strengths

- City is ideal by size (not too big, not too small). Something for everyone.
- Living costs reasonable
- Excellent universities
- Working culture in Finnish companies regarded as pleasant, no rigid hierarchies

- Weaknesses

- Salaries low and taxes high compared to other countries like US, UK etc
- Few international companies
- Difficult to find jobs for spouses
- Outsourcing trend (this is an opportunity for entrepreneur)

- Opportunities

- Reducing active workforce
- Increased business model shift to knowledge intensive and service oriented

- Threat

- Globalization/outsourcing (shifting manufacturing bases)

## Some interesting study facts

- Mika Raunio 6/2003 (for more details please read the study “Should I stay or should I go”)
- Top 3 reasons to come to Finland
  - Interesting and challenging work
  - Family reasons (Finnish spouse, spouse’s work, relatives, roots, etc.) Career opportunities
  - Exotic experience (curiosity etc.)
- Top 3 used method to search for a Job
  - Internet (Job sites)
  - Friends/Personal network
  - Employer
- Spouse unemployment among one of the biggest factors for leaving Finland

# Links

- Institute for Social Research (<http://www.uta.fi/laitokset/yty/english.html>)
- <http://www.globelicsacademy.net/2007/student.presentations/Mika%20raunio.ppt>