

How to make Norway more sexy for international talent?

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Is Norway sexy for foreign talent?



*Couple on their way to Kjerag
– visitnorway.com*

**Who are
Dilek and
Silvija?**



How does foreign talent weigh Norway's advantages?



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1. Great society
2. Work culture
3. Life balance
4. Innovation clusters
5. Transparency & trust
6. Petroleum fund
7. Healthy environment



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1. Powered by nature
2. Salmon
3. Birkebeiner



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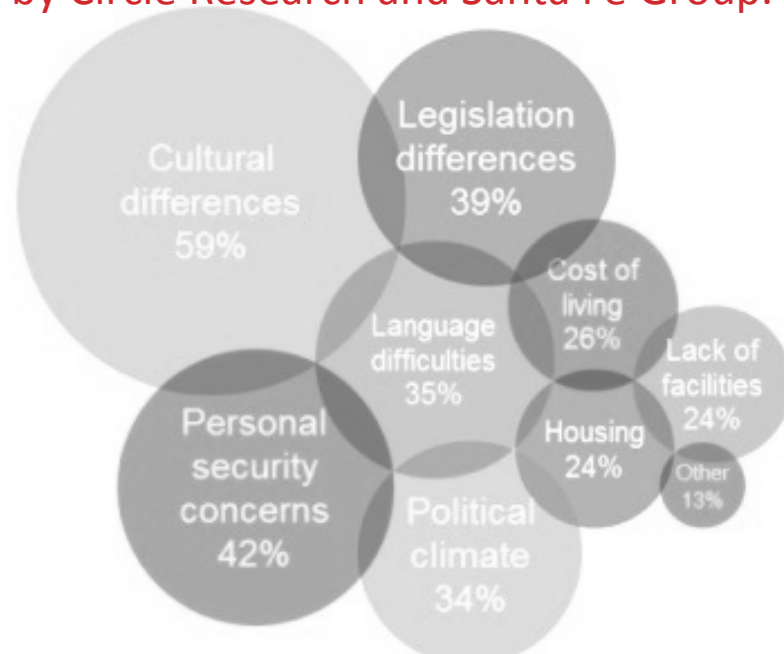
1. Weather
2. Social homogeneity
3. Immigration policies
4. Oil splurge
5. Language and geography
6. Alternative cost
7. Lutefisk

How well do WE actually do?



Global attractiveness

The Global Mobility Survey Report 2012 conducted by Circle Research and Santa Fe Group.



The survey identified 8 key factors which make a destination challenging

#1: Prosperity Index, Legatum Institute

EIU Democracy Index

Category scores						
	Rank	Overall score	I Electoral process and pluralism	II Functioning of government	III Political participation	IV Political culture V Civil liberties
Full democracies						
Norway	1	9.80	10.00	9.64	10.00	9.38 10.00
Iceland	2	9.65	10.00	9.64	8.89	10.00 9.71
Denmark	3	9.52	10.00	9.64	8.89	9.38 9.71
Sweden	4	9.50	9.58	9.64	8.89	9.38 10.00

UN's Human Development Index (HDI)

HDI rank	Human Development Index (HDI)		Inequality-adjusted HDI		Gender Inequality Index	
	Value	Rank	Value	Rank	Value	Rank
VERY HIGH HUMAN DEVELOPMENT						
1 Norway	0.943	1	0.890	1	0.075	6
2 Australia	0.929	2	0.856	2	0.136	18
3 Netherlands	0.910	4	0.846	4	0.052	2
4 United States	0.910	23	0.771	23	0.299	47
5 New Zealand	0.908	0.195	32
6 Canada	0.908	12	0.829	12	0.140	20
7 Ireland	0.908	6	0.843	6	0.203	33
8 Liechtenstein	0.905
9 Germany	0.905	7	0.842	7	0.085	7
10 Sweden	0.904	3	0.851	3	0.049	1



Average world wages in PPP dollars: International Labour Organization

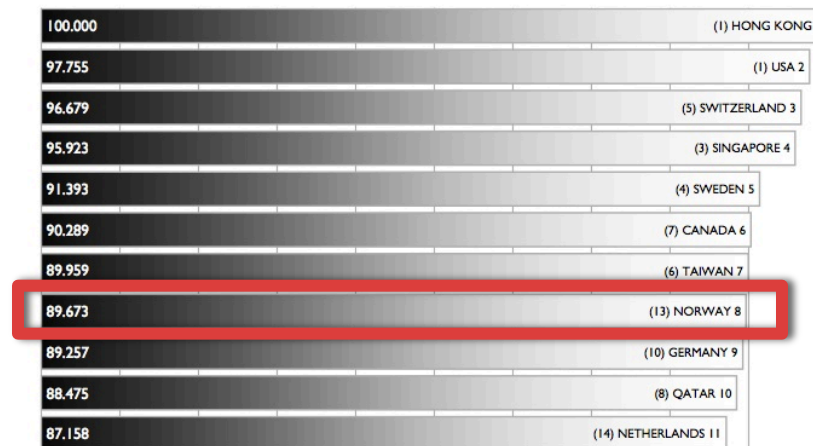
Competitiveness

The Global Competitiveness Index 2012–2013 rankings World Economic Forum

GCI 2012–2013				
Country/Economy	Rank/144	Score (1–7)	Rank among GCI 2011–2012 sample	GCI 2011–2012 rank
Switzerland	1	5.72	1	1
Singapore	2	5.67	2	2
Finland	3	5.55	3	4
Sweden	4	5.53	4	3
Netherlands	5	5.50	5	7
Germany	6	5.48	6	6
United States	7	5.47	7	5
United Kingdom	8	5.45	8	10
Hong Kong SAR	9	5.41	9	11
Japan	10	5.40	10	9
Qatar	11	5.38	11	14
Denmark	12	5.29	12	8
Taiwan, China	13	5.28	13	13
Canada	14	5.27	14	12
Norway	15	5.27	15	16
Austria	16	5.22	16	19
Belgium	17	5.21	17	15
Saudi Arabia	18	5.19	18	17
Korea, Rep.	19	5.12	19	24
Australia	20	5.12	20	20
France	21	5.11	21	18

Other scores:
 #118 population size
 #25 economy size
 #2 BNP in Europe
 #6 ease of doing business
 #4 per capita income
 #1 lowest unemployment in OECD

World competitiveness scoreboard IMD



Education

Times Higher Education ranking 2012

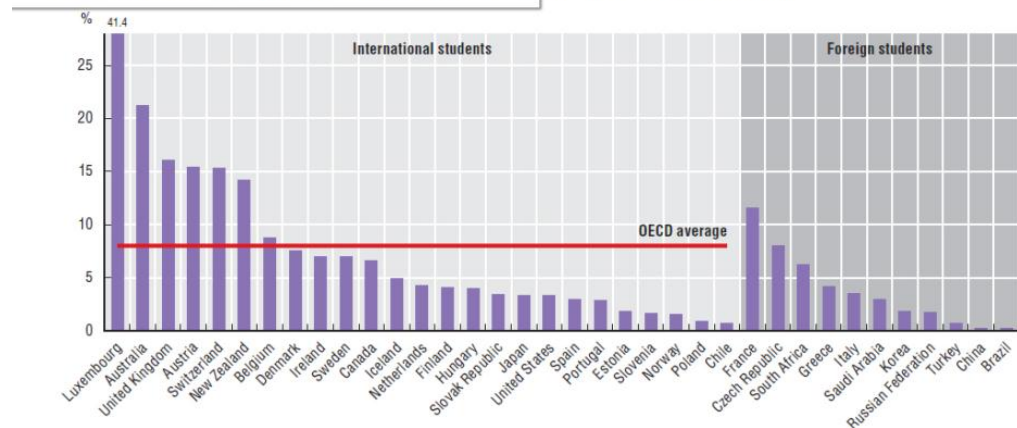
Norwegian universities not among top 200

- University of Oslo – no. 202
- University of Bergen – no. 228
- NTNU in Trondheim – no. 251
- University in Tromsø – no 301

Student mobility in tertiary education

Figure 1.14. Student mobility in tertiary education, 2010

This figure shows the percentage of international students at the tertiary level in each country.



Emotional hurdles for international talent...



Remember –
People learn to love a new country
one person at a time,
one experience at a time.

And this takes time !

1. Norway's corporate employer branding
2. World class universities
3. Attract top international students
4. International schools
5. Promote Norway's real advantages
6. Promote top achievers
7. Integration policies for talent
8. Teach cross-cultural management
9. Public information in English
10. Variety of int'l cultural experiences



Our top 10 advice to policy makers

Our top 10 advice to companies

1. Be an international player in your field
2. Be flexible and open to change
3. Speak English
4. Accommodate international social expectations
5. Recruit internationally, also from top universities
6. Recruit a critical mass of international talent
7. Give your talents international exposure
8. Drive culturally-agnostic promotions and recruitment
9. Onboarding-programs for international talent
10. Make international talent attraction and retention a strategic part of your HR



Out top 10 advice to foreign talent

1. Be focused, be best
2. Reach out, be seen
3. Teach your culture
4. Learn Norwegian culture
5. Be patient with career
6. Be patient with people
7. Choose the right company
8. Cherish Norway's advantages
9. Raise your company's game
10. Be flexible, take on new opportunities



Our conclusions:

1. We must decide whether we really need more int'l talent!
2. If yes, we need to promote our advantages and our heroes.
3. If yes, we need a complete “talent value chain” approach.



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5 minute working session for your table:

Our questions to you:

- 1)What is Norway' s most sexy attribute for foreign talent?
- 2)What are the main gaps in Norway' s ability to attract foreign talent?

Please submit your written answers at the stage to Dilek or Silvija.