

# Minecraft Academy by BRD



**ACADEMY**

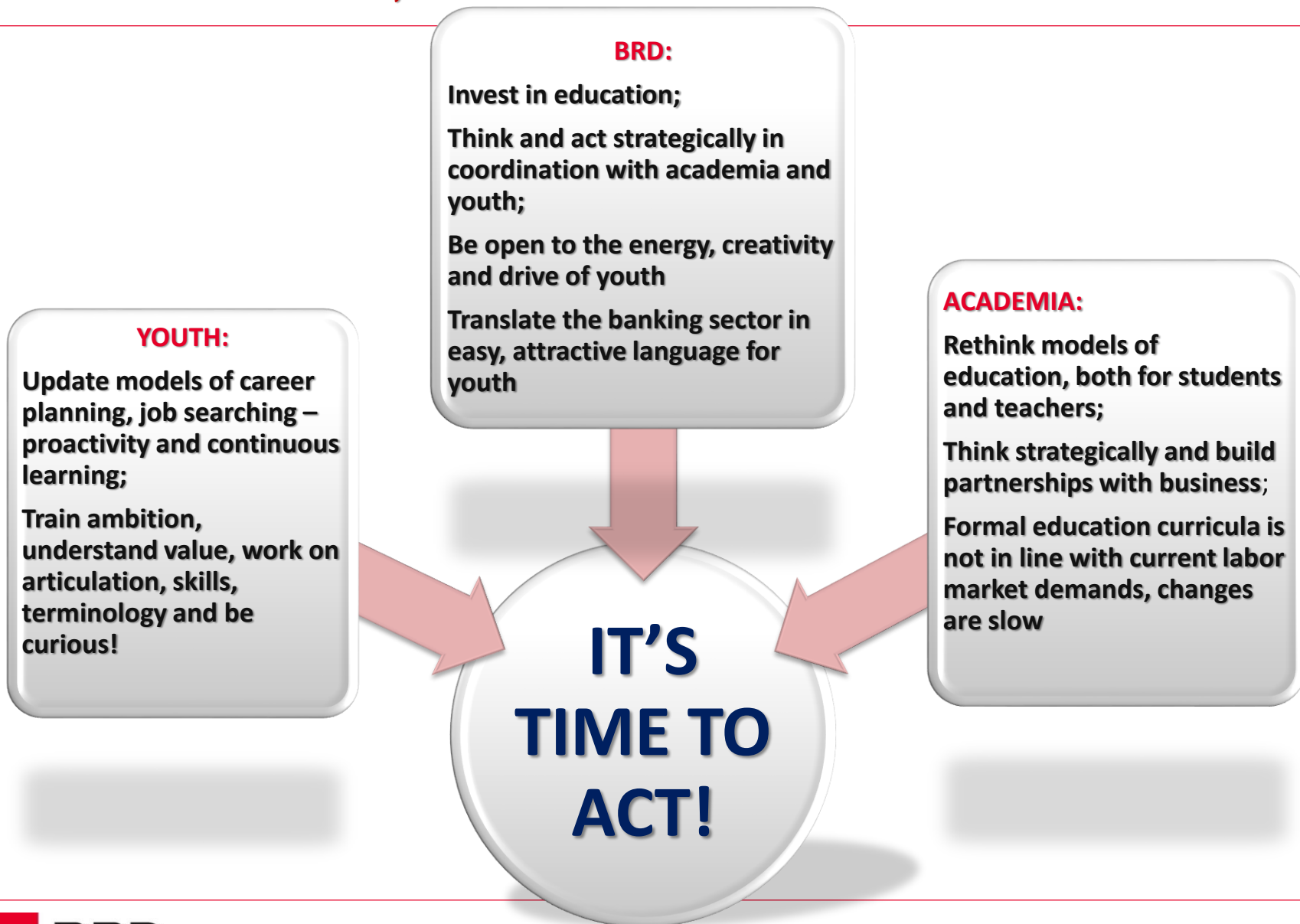
DEVELOPED BY  BRD

DEZVOLTĂM ÎMPREUNĂ SPIRITUL DE ECHIPĂ



GRUPE SOCIETE GENERALE

# WHY: BUSINESS TRENDS, YOUNG PEOPLE AND EMPLOYABILITY



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## TIMEFRAME TO IMPACT INDUSTRIES, BUSINESS MODELS

### Impact felt already

- Rising geopolitical volatility
- Mobile internet and cloud technology
- Advances in computing power and Big Data
- Crowd sourcing, the sharing economy and peer-to-peer platforms
- Rise of the middle class in emerging markets
- Young demographics in emerging markets
- Rapid urbanization
- Changing work environments and flexible working arrangements
- Climate change, natural resource constraints and the transition to a greener economy

### 2015–2017

- New energy supplies and technologies
- The Internet of Things
- Advanced manufacturing and 3D printing
- Longevity and ageing societies
- New consumer concerns about ethical and privacy issues
- Women's rising aspirations and economic power

### 2018–2020

- Advanced robotics and autonomous transport
- Artificial intelligence and machine learning
- Advanced materials, biotechnology and genomics

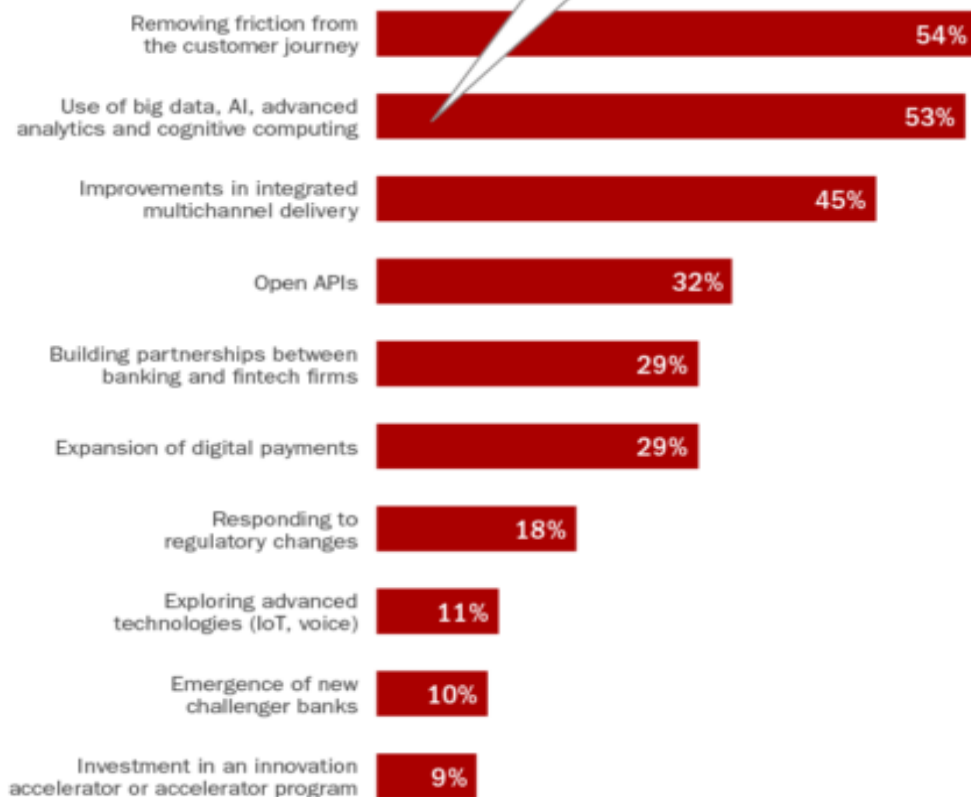
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## Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution

# WHY: BUSINESS TRENDS, YOUNG PEOPLE AND EMPLOYABILITY

## Impact on the banking industry

### Top 10 trends and predictions for 2017 financial institutions



Q: What do you think will be the (3) three most important trends for the retail banking industry in the upcoming year (2017)? (n=760)

Source: DBR Research © December 2016 The Financial Brand

# WHY: BUSINESS TRENDS, YOUNG PEOPLE AND EMPLOYABILITY

Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution



## TOP 10 SKILLS

**2020**

- Complex Problem Solving
- Critical Thinking
- Creativity
- People Management
- Coordinating with Others
- Emotional Intelligence
- Judgment and Decision Making
- Service Orientation
- Negotiation
- Cognitive Flexibility

**2015**

- Complex Problem Solving
- Coordinating with Others
- People Management
- Critical Thinking
- Negotiation
- Quality Control
- Service Orientation
- Judgment and Decision Making
- Active listening
- Creativity

Source: Future of Jobs Report, World Economic Forum

# OUR SOLUTION: MINDCRAFT ACADEMY, AN INNOVATIVE ANSWER TO YOUTH'S NEEDS

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Mindcraft Academy by BRD supports **STUDENTS** to:

- Be better able to recognize opportunity;
- Be more aware of the trends and directions in technology and society, especially in banking;
- Understand how the banking industry works and acquire specific skills;
- Become increasingly effective in your learning process;
- Be able to help, influence and lead others by your example;
- Be confident of your future employability;

**And, on the medium term... have a fulfilling and rewarding career.**

# MINDCRAFT ACADEMY, AN INNOVATIVE ANSWER TO YOUTH'S NEEDS

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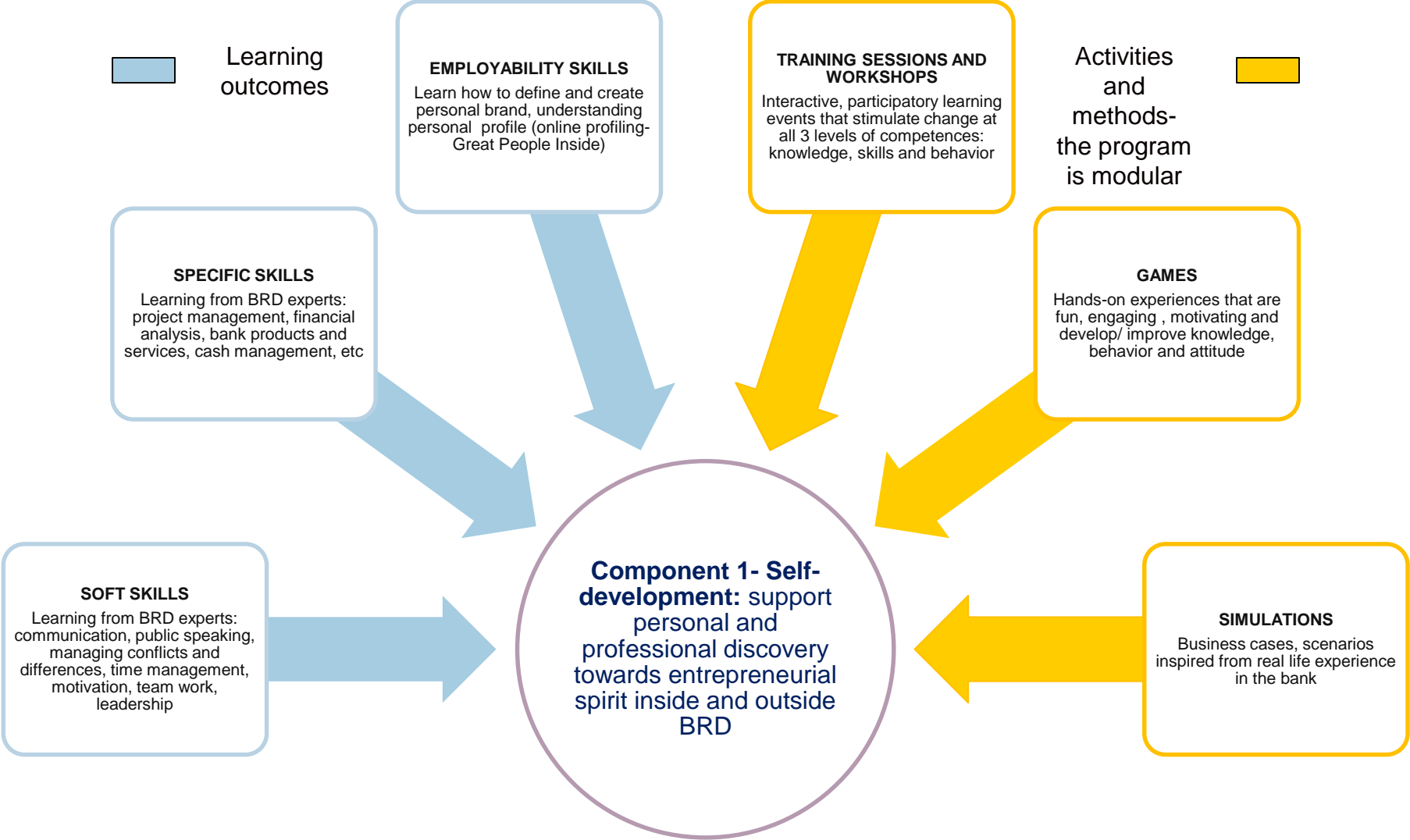


## Objectives:

- ❑ Develop students' technical capacity and interest in areas connected to banking;
- ❑ Support entrepreneurial spirit and behavior among young students as a value to be had both as a BRD employee or business developer;
- ❑ Bring additional value to the educational process through relevant and complete (theoretical and practical) learning experiences.

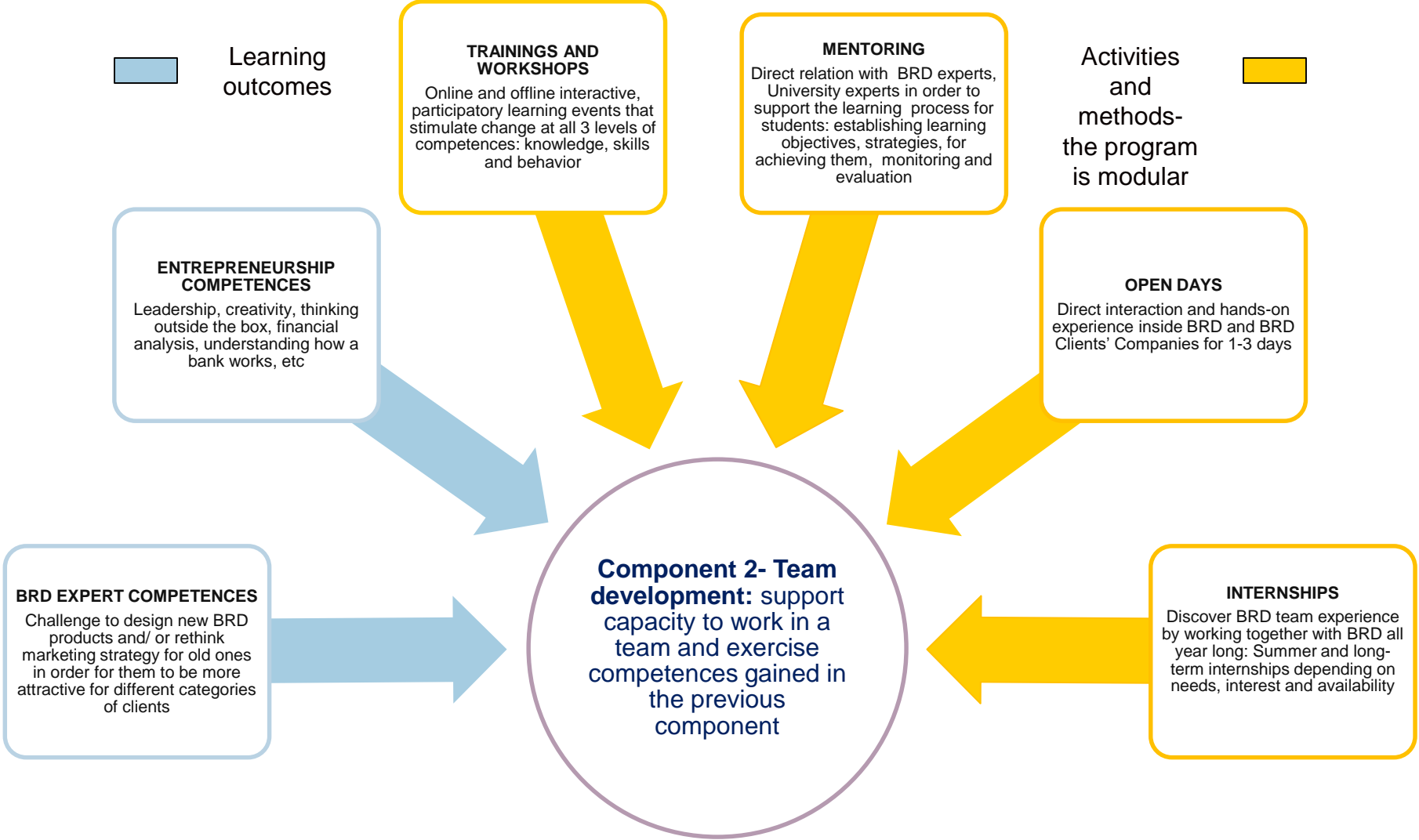
**The program is open to all faculties/  
specializations and promotes banking  
opportunities among all profiles**

# MINDCRAFT ACADEMY, AN INNOVATIVE ANSWER TO YOUTH'S NEEDS





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## Mentorship (transversal component)

- Students are supported in their learning process by BRD employees with technical advice and personal experience sharing
- BRD employees support students with their dissertation papers

## Final competition- INNOVATON (Component 3)

- Students working in teams compete to create bank products and services according to briefs presented by BRD
- Jury members are BRD employees and clients, University professors

## INSTEAD OF CONCLUSIONS...



Deployed in 4 cities in 2017

Is supported by additional activities with NGOs, students' associations, service providers- Open Days, Speeches, Conferences

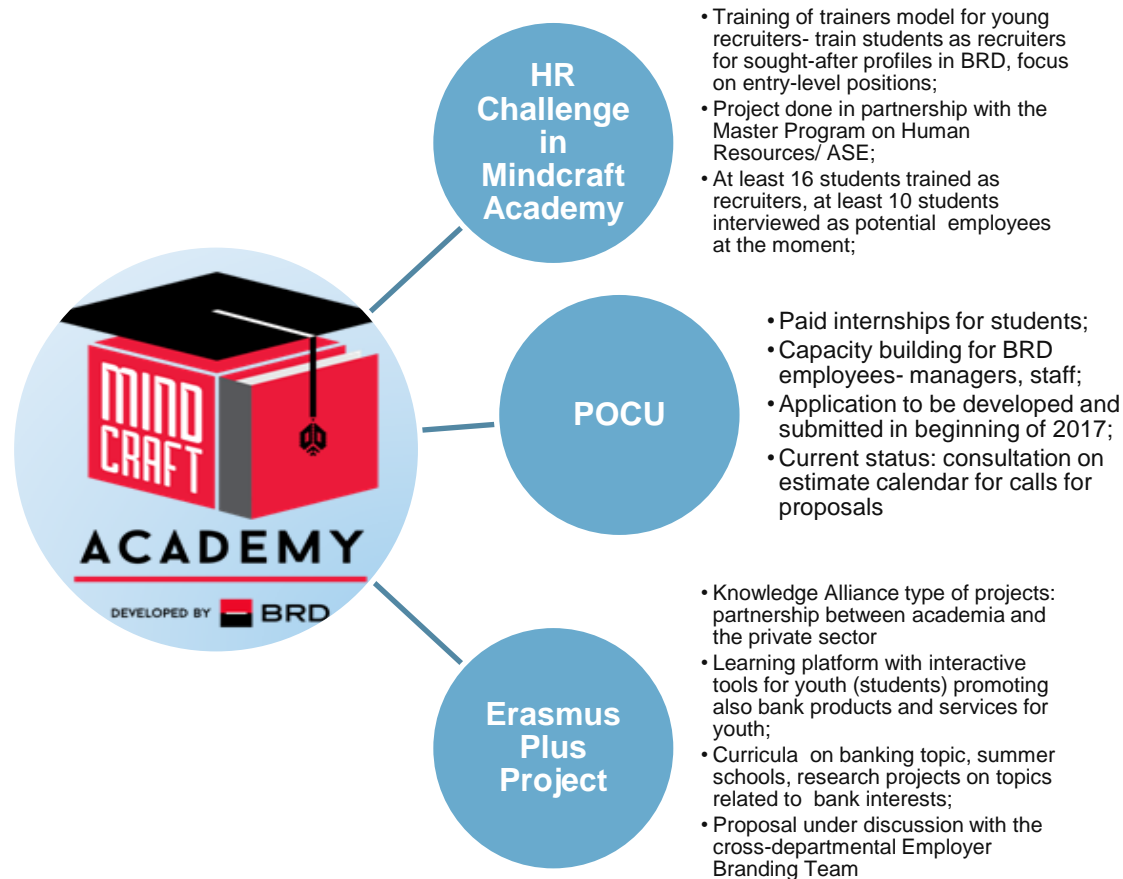
Involves BRD experts in provision of technical and soft skill input

**Where:** Bucharest, Iasi, Baia Mare, Craiova, Timisoara, Constanta and Brasov;

### **KPI in June 2018**

- Min **1000 students** as beneficiaries;
- Min **30 workshops** delivered;
- Min **50 BRD experts involved**, and expressed desire and motivation to continue;
- Min **60 innovative ideas for bank products and services** generated during the final stage, the **Innovaton**: apps, robot design, etc
- Min **200 students** engaged in practice stages
- **strategic partnerships with traditional academic institutions**

## SPIN-OFF PROJECTS FROM THE MINDCRAFT ACADEMY: PROJECTS INSPIRED OR DESIGNED TO INCREASE THE IMPACT OF THE MINDCRAFT ACADEMY- present and future



**Activities are supported by a cross-departmental Employer Branding Team:** One team of 9 BRD experts (HR, COM, MMP, PCR, INNO, Bucharest Region, Dacia Agency) is consulted on identifying internal needs and resources in the area of youth, academia/ private sector relations to be answered and deployed in employer branding initiatives. The team is coordinated by Andreea Buzec and meets once/ month.