

# **The New role of HR leaders in Energy Industry**

*Human Resources Thought Leadership Series*

**Zinnov**

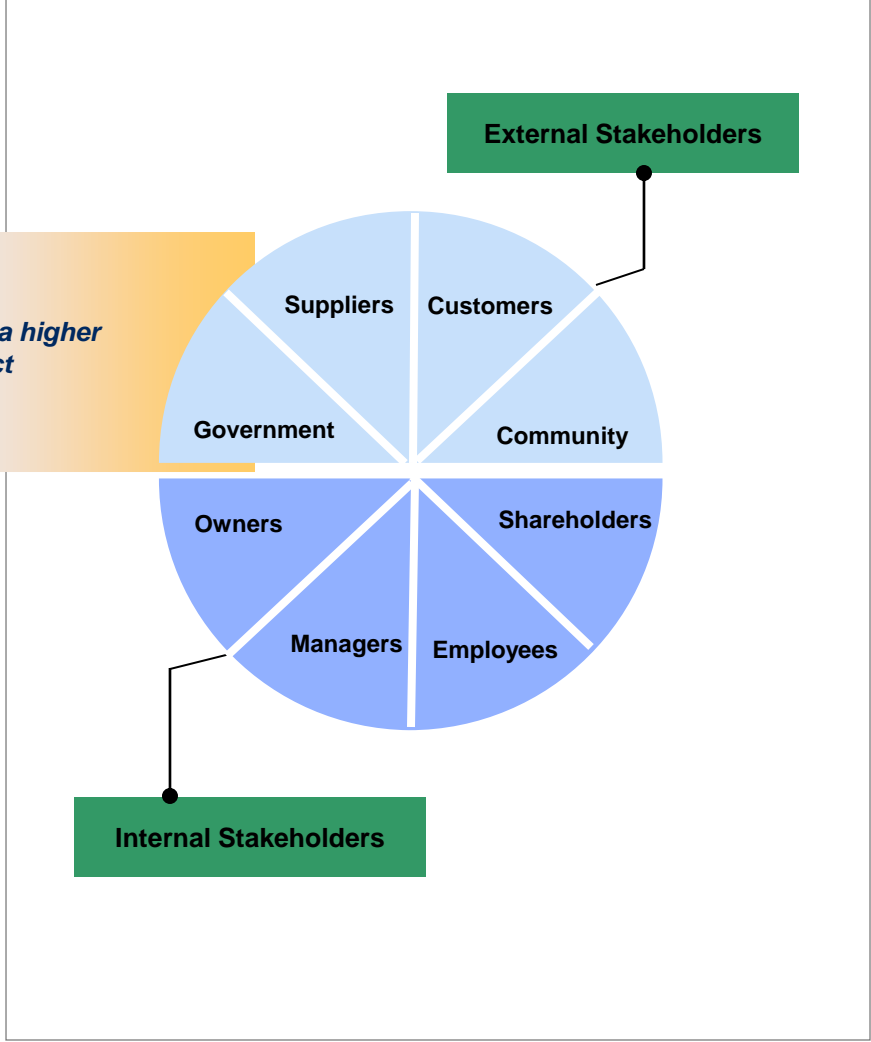
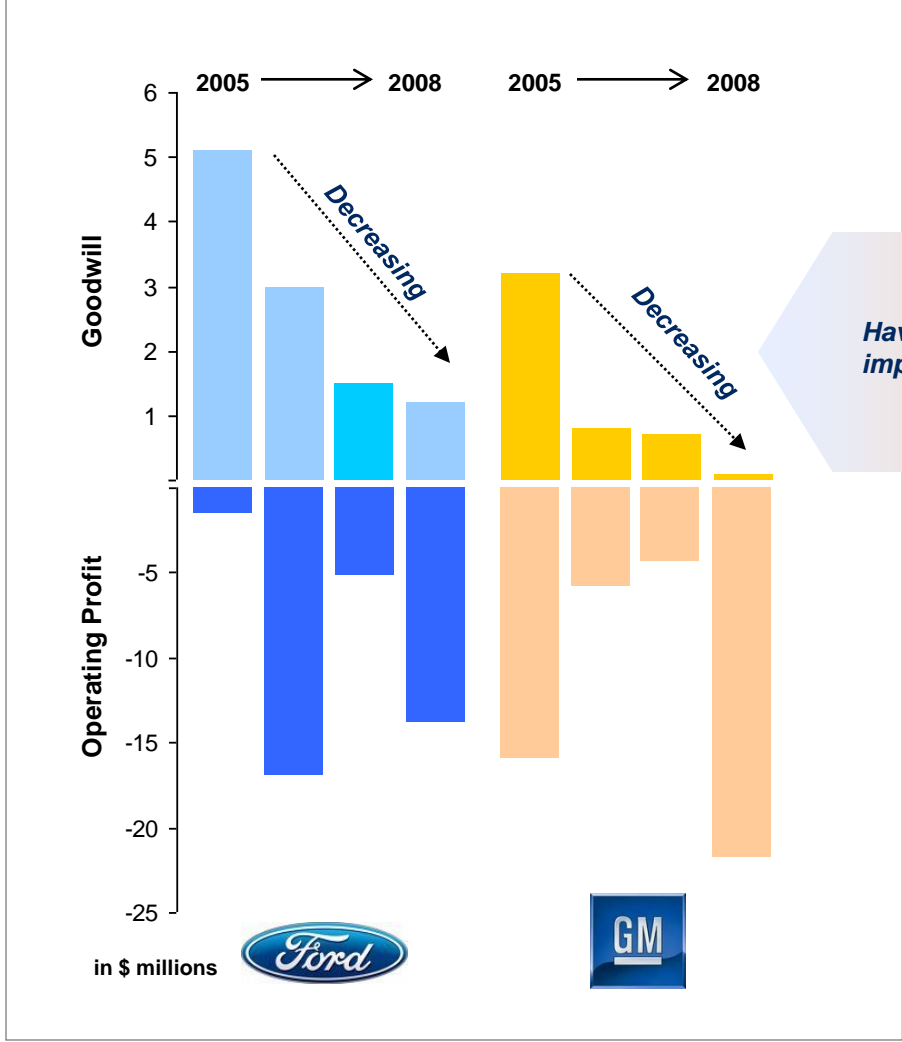
***November 2009***

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# The automotive industry today has incurred steep losses and this has been preceded by several years of loss of goodwill

Big auto companies face critical challenges due to ..

... loss of goodwill among their external stakeholders



Source: Annual reports, Google Finance, Zinnov Analysis

# Energy industry should think leap years ahead to connect, build and preserve goodwill among multiple community circles using Social Networking Technologies

Economic downturn coupled with increasing misconception

**I** *Energy Companies*

Social Networking Technologies  
Increasingly Engaging

**II** *Local Communities*

**III** **Benefits**

- Changed Brand Perception
- Knowledge Sharing
- Enables Community Development
- Drives Profits



# Companies have a unique opportunity here to connect to communities in a radically different manner through innovative ideas – example gas stations as knowledge sharing hubs...

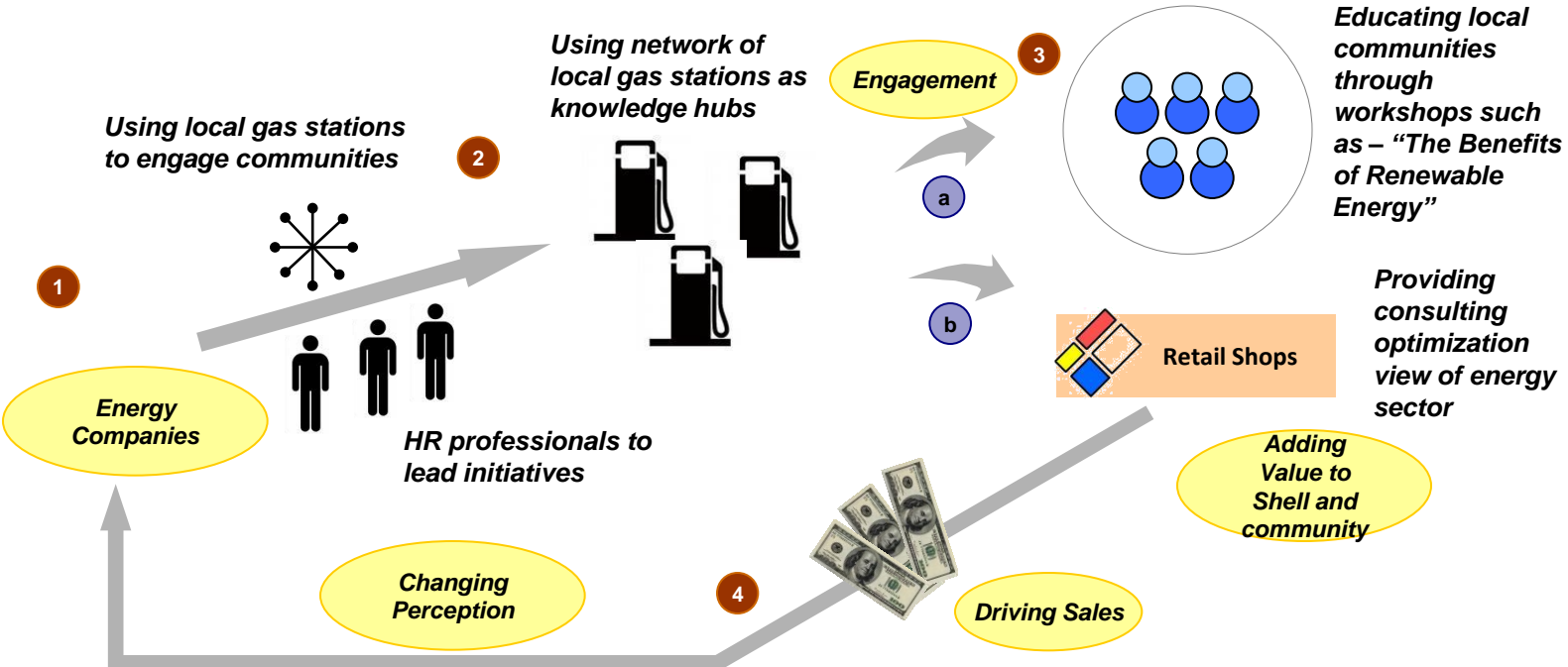
## Transforming Communities Through Knowledge Sharing Hubs

### Initiative

Energy companies such as Shell can use their local presence to engage surrounding communities at ground level

### Advantages

Enhancing scalability of the model, providing insights about the energy industry, increasing public confidence



Benefits

# HR leaders in energy companies should play a pivotal role in redefining benefits in this new economy

## New Role of HR Leaders

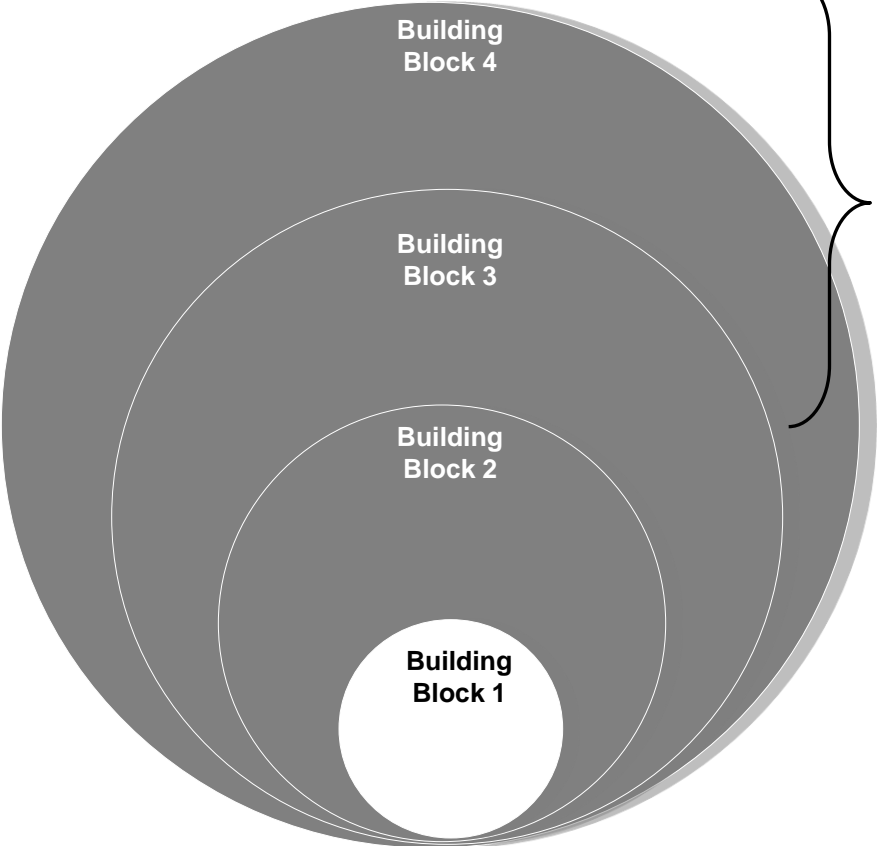
Increase Social Networking Capabilities

Enhanced Diversity

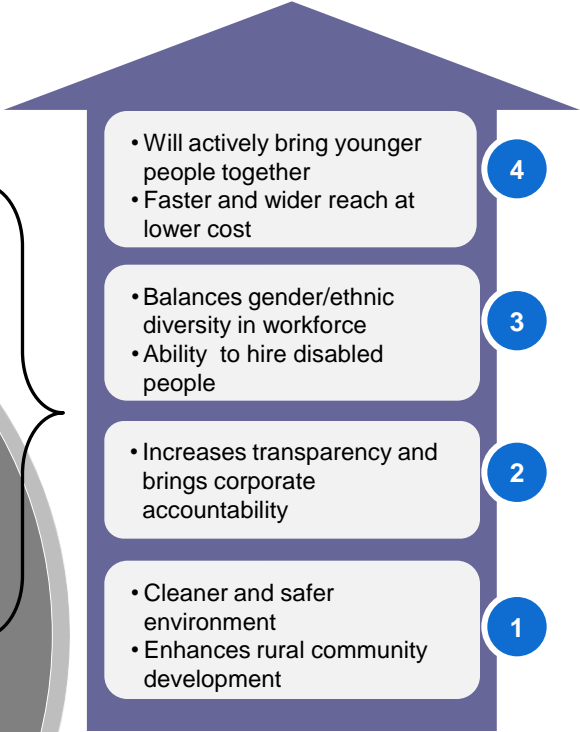
Direct and Clear Communication

Drive Corporate Social Responsibility Initiatives

## Multiple Layers of Benefits



## Impact on Society



# Thank You !



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