



MARKETING INVESTMENT GROUP



Competency Development Program

Marketing Investment Group S.A. has been successfully operating on the Polish clothing and footwear market for over 25 years, operating as the Sizeer, 50 style, Timberland, and Symbiosis retail brands. They are the exclusive distributor of labels, such as New Era, O'Neill, Lotto, Umbro, Head, Confront, Feewear, and Lacoste Footwear.

Challenge



Retailer of the Year by
Jury Shopping Center Forum
2020 Exhibition & Awards

Marketing Investment Group S.A. is an established organisation with a broad geographic supply network of over 400 stores in Poland, the Czech Republic, Germany, Slovakia, and Lithuania. The network is **continuously growing**, according to the company's development strategy. One of the essential strategic aspects of this development strategy was to **identify and develop the talents of their employees.**

Unfortunately, the knowledge required to implement changes towards the strategic goal was not centralised or accessible, such as the **competencies, capacity and development requirements.** This had begun to hamper the decisions that managers and the HR team had to make, such as internal promotion. **Generally, there was little awareness about how developing skills and competencies can benefit the business in the long term.**

Solution

To solve this challenge, the HR team has launched an **internal campaign** to educate employees about how valuable competencies are in the workplace, and the importance of their continuing development. Alongside this, the company implemented an **integrated talent management platform** to support their newly enhanced HR processes.

The platform of choice was Skilo. Implementation began with arranging and simplifying the organization hierarchy, consisting of both job descriptions and their related skills.

When implemented into the platform, this information would be clear and concise for everyone in the company.

With the foundations in place, working in the evaluation process and related staff development activities began. Within weeks, managers were able to hold the first evaluation meeting with members of their teams.

As Skilo is an online platform, everyone in organisation is able to use it - from employees, to managers and the HR team.

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PARTNER



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Benefits

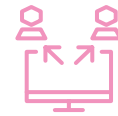
After only a few weeks after the platform launched, MIG has been able to carry out a structured review of the competencies for the first time, and have taken actions based on their findings. **The initial benefits from the implementation are:**



Increase in awareness on the importance of the evaluation, feedback and training process for managers and teams.



Online accessibility of results from the evaluation process for employees, managers, and HR specialists. This has led to faster and more informed decision making



The online platform and automated workflows mean that the whole process runs efficiently, whilst minimising the time spent on administrative tasks.

“Implementing Skilo initiated a cultural change in our organisation which was the key to our growing business. We needed a tool that could identify the competencies in our organisation to make well-informed personnel decisions. Working together with enxoo during the project meant that our model was standardised and simplified. This resulted successfully, with a roll-out a new competency framework, a better understanding of the skills behind each role and every individual’s responsibilities.”

— Agnieszka Tomczyk, HR Director
Marketing Investment Group S.A.

“We regard the implementation of Skilo at MIG Group as a great success. In working very closely with MIG over the course of the project, we have proven that Skilo is a very adaptable tool, and can respond to a client’s needs effectively.”

— Robert Augustyniak, HCM’s Partner
Enxoo Sp. z o.o.