



Nataša Bazjak Cristini – Atlantic Grupa
OSREDOTOČENOST NA POTROŠNIKE
= OSREDOTOČENOST NA ZAPOSLENE

ARGETA®

barcaffé



Donat
Mg

CEDEVITA®

Stark
Smcki®



montana+

Stark
Bananica



kala

Bebi®



5000 zaposlenih

10 držav

več kot 40 tržišč

17 proizvodnih obratov



KREATIVNOST



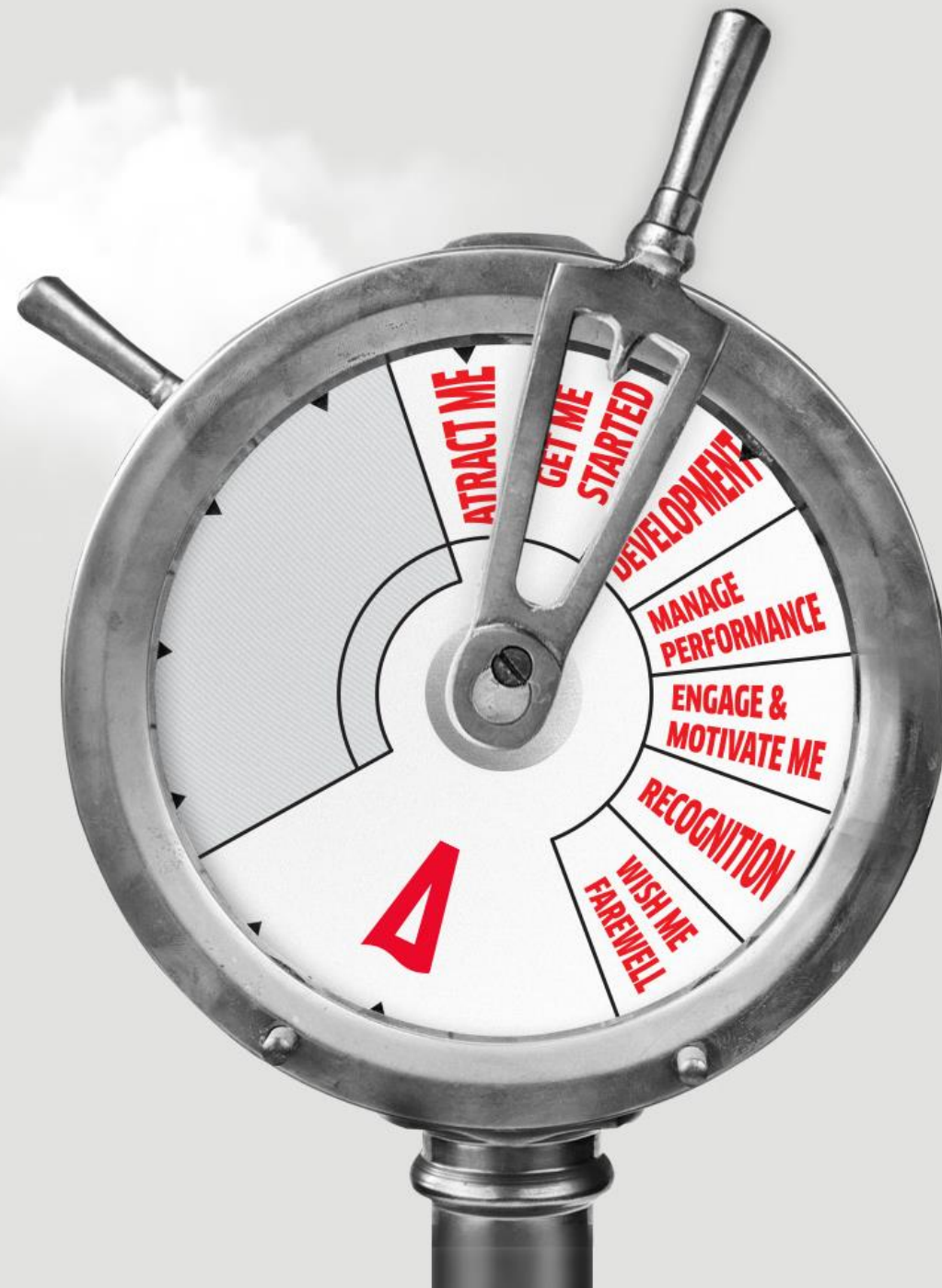
STRAST



RAST

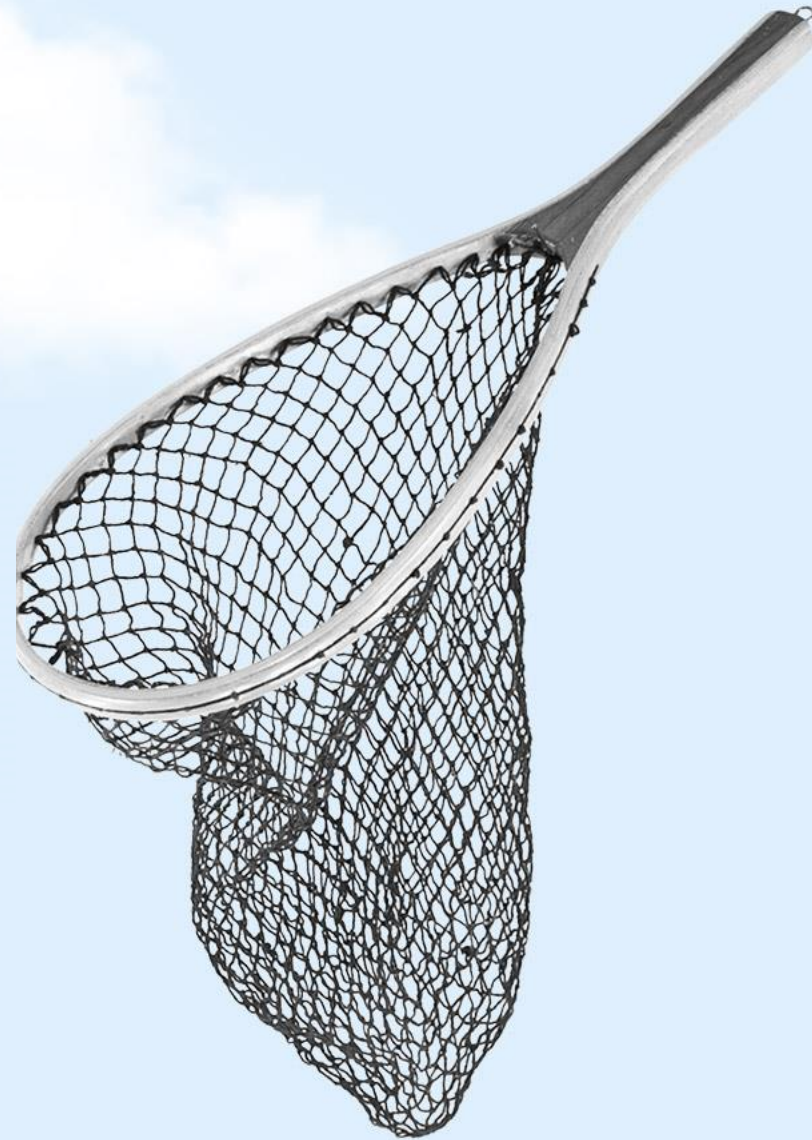
ATLANTIC Ocean of
GRUPA opportunities

Priložnosti





**Najprej poskušamo
pridobiti najboljše
talente....**



Kulturni fit

Referral program



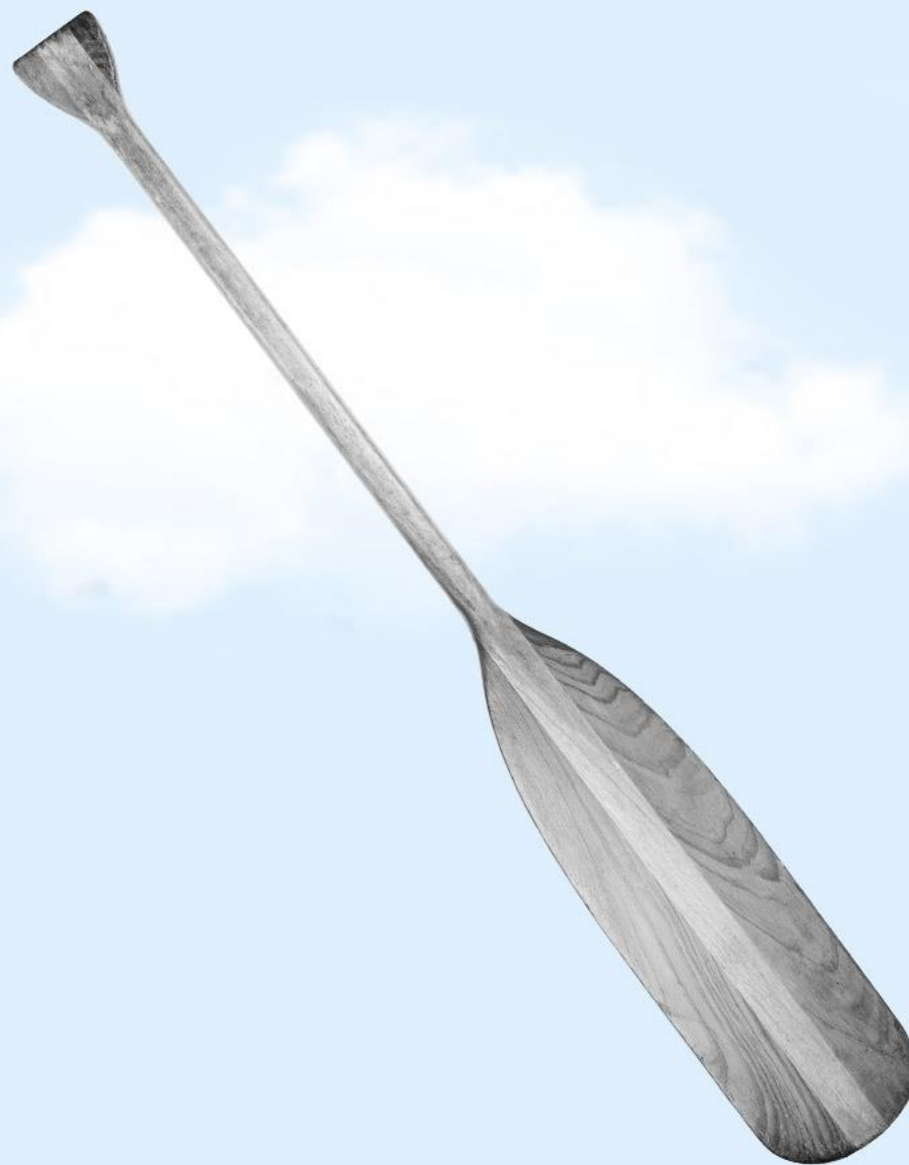
2019: 52 zaposlitev preko internih priporočil

**It doesn't matter
where you are
sailing, what
matters is whom
you are sailing with.**





**...potem vam
pomagamo začetni.**



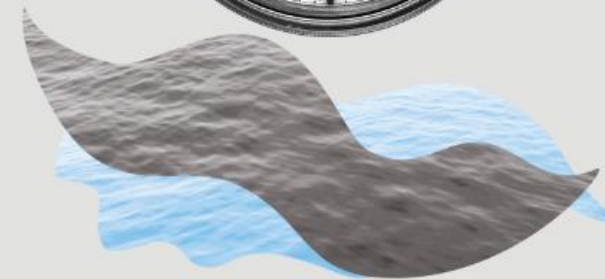
Uvajanje v delo

2019: 120 zaposlenih

trajanje: 6 mesecev

Atlantic is a big ocean so we thought you might need some help **finding your way** around here.

welcomebook.atlanticgrupa.com



PRE-JOINING - Set Up For Success

TIMEFRAME	RESPONSIBLE	PRIOR TO FIRST DAY AT WORK	STATUS	COMMENT
15.10.2019.	GENERAL AFFAIRS	Medical Check	DONE	
	GENERAL AFFAIRS	Work Security and Safety Measures	DONE	
	HR OPERATIONS	Employment contract signing	DONE	
	HR OPERATIONS	Documents deposition	DONE	
	HR OPERATIONS	Social and health insurance application	DONE	

TIMEFRAME	RESPONSIBLE	WORK EQUIPMENT CHECKLIST	STATUS	COMMENT
15.10.2019.	CORPORATE INVESTMENT	Designated office/work area	DONE	
	CORPORATE INVESTMENT	Furniture	DONE	
	CORPORATE COMMUNICATIONS	Nameplate	DONE	
	ICT INFRASTRUCTURE & TECHNOLOGY	Laptop	DONE	
	ICT INFRASTRUCTURE & TECHNOLOGY	Network connection	DONE	
	ICT INFRASTRUCTURE & TECHNOLOGY	Authorization to access databases	DONE	
	ICT INFRASTRUCTURE & TECHNOLOGY	E-mail address/account	DONE	
	ICT INFRASTRUCTURE & TECHNOLOGY	Mobile phone	DONE	
	NEW HIRE	Mobile phone - Outlook & Skype	DONE	
	NEW HIRE	Email signature	DONE	
	HUMAN RESOURCES (ONBOARDING)	Stationery	DONE	
	GENERAL AFFAIRS (RECEPTION)	Entry card	DONE	
	GENERAL AFFAIRS (RECEPTION)	Business card	DONE	
HUMAN RESOURCES (ONBOARDING)	Welcome package (Welcome book)	DONE		

TIMEFRAME	RESPONSIBLE	COMMUNICATION
22.10.2019.	RECRUITMENT & ONBOARDING	Good Catch of the Year photo wall
	RECRUITMENT & ONBOARDING	Notification of key internal contacts
	RECRUITMENT & ONBOARDING	Onboarding / Orientation program announcement
	LINE MANAGER	Notification of key external contacts

INTEGRATION - We Are Atlantic

TIMEFRAME	RESPONSIBLE	SOCIAL INTEGRATION	STATUS	COMMENT
15.11.2019.	LINE MANAGER/HR	Introduction to department staff and key personnel	PENDING	
	HR (RECRUITMENT & ONBOARDING)	INTRODUCTION LIST	DONE	
	LINE MANAGER/HR	Team lunch	PENDING	

TIMEFRAME	RESPONSIBLE	GOALS & EXPECTATIONS	STATUS	COMMENT
4.11.2019.	LINE MANAGER	Goals and current priorities	PENDING	
	LINE MANAGER	Organization and structure	PENDING	
	LINE MANAGER	Operational activities	PENDING	
	LINE MANAGER	Relationship and function with other departments	PENDING	
	LINE MANAGER	Procedures & Processes	PENDING	

TIMEFRAME	RESPONSIBLE	CULTURAL INTEGRATION	STATUS	COMMENT
15.11.2019.	HR	HRnet	PENDING	
	HR	Talent & Development	PENDING	
	HR	HR Operations	PENDING	
	HR	Performance Management	PENDING	
	<i>StartA International</i>	COMPANY CULTURE, HISTORY AND STRUCTURE OVERVIEW CORPORATE QUALITY MANAGEMENT	PENDING	

TIMEFRAME	RESPONSIBLE	SELF - EFFICACY	STATUS	COMMENT
15.11.2019.	GENERAL AFFAIRS	Travel Management	PENDING	
	CORPORATE SECURITY	GDPR	PENDING	
	ICT INFRASTRUCTURE & TECHNOLOGY	Basic Security Awareness	PENDING	
	LEGAL AFFAIRS	Market Competition	PENDING	
22.10.2019.	LINE MANAGER/HR	Location facility tour	PENDING	
	LINE MANAGER/HR	Entrances and exits	PENDING	
	LINE MANAGER/HR	Conference rooms	PENDING	
	LINE MANAGER/HR	Restrooms/kitchen	PENDING	
	ICT INFRASTRUCTURE & TECHNOLOGY HR (RECRUITMENT & ONBOARDING)	Photocopiers/fax printers FACILITY TOURS	PENDING	



In vas razvijamo...



LEARN@Atlantic



70% On-the-job Experience



20% Informal Learning



10% Formal Learning



Leader lab

Atlantic Leader programi:

Manage, Lead,
Inspire, Cutting edge
Leadership in Action



Function lab

Marketing in Prodaja

Kakovost in Varnost
Farmacija
Korporativne funkcije

**„Offline“ izobraževanja
(ure/zaposlenega):**
2016: 10,2

2017: 10,6

2018: 10,8



Talent lab

Trainee program

Adventure

„Online“ izobraževanja:
2019: 793 ur



My lab

Atlantic šola

Odprta izobraževanja
Konference
Certifikacijski programi

Upravljanje s kariero

Potencial

Individualni razvojni načrt

Identifikacija naslednikov za ključne pozicije

Steer us in the
right direction,
Captain!



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GRUPA



**...ter vam pomagamo
biti učinkoviti.**



„kaj“
in
„kako“

1. Profitni cilji
2. Procesni cilji
3. Cilji povezani z ljudmi



% vključenih zaposlenih:
28%



**Trudimo se, da vas nenehno
motiviramo.**



Atlantic Body

- Več kot 30 športnih klubov
- športni vikend z več kot 700 udeleženci
 - solidarna pomoč
- zdravstveni pregledi za vse zaposlene

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Atlantic Soul

- Kreativni impulz
- Dan vrednot

~



Atlantic Balance

Fleksibilen delavni čas in lokacija dela

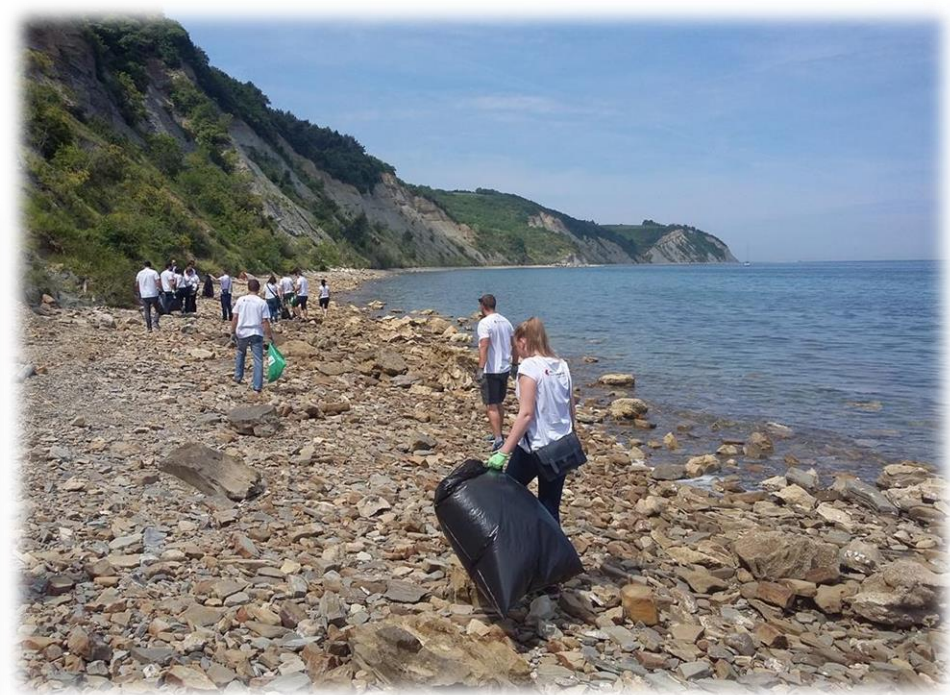
Prost dan za starše prvošolčkov „Sabbatical“ – plačan dopust, ki traja največ 6 mesecev

~





PASSING BY
Days pass by and say nothing.
They don't look back.
They don't regret.
They just rush ahead
and keep you there (around)
in parallel time and space
the only change is the physical place.



In between you loose
body and face
but grow in your soul
everlasting space
for all your love,
for all your people
and moments enjoyed
being alive,
breathing the air
and not minding
days that are passing by.
Live. Now.





Prepoznamo vaš trud...



Model fleksibilnih ugodnosti - zaposlenim ponujamo številne ugodnosti, ki jih izberejo glede na lastne potrebe (npr. življenjsko, pokojninsko ali zdravstveno zavarovanje, dodatni dopust, izbrano izobraževanje, IT pripomočke ...).

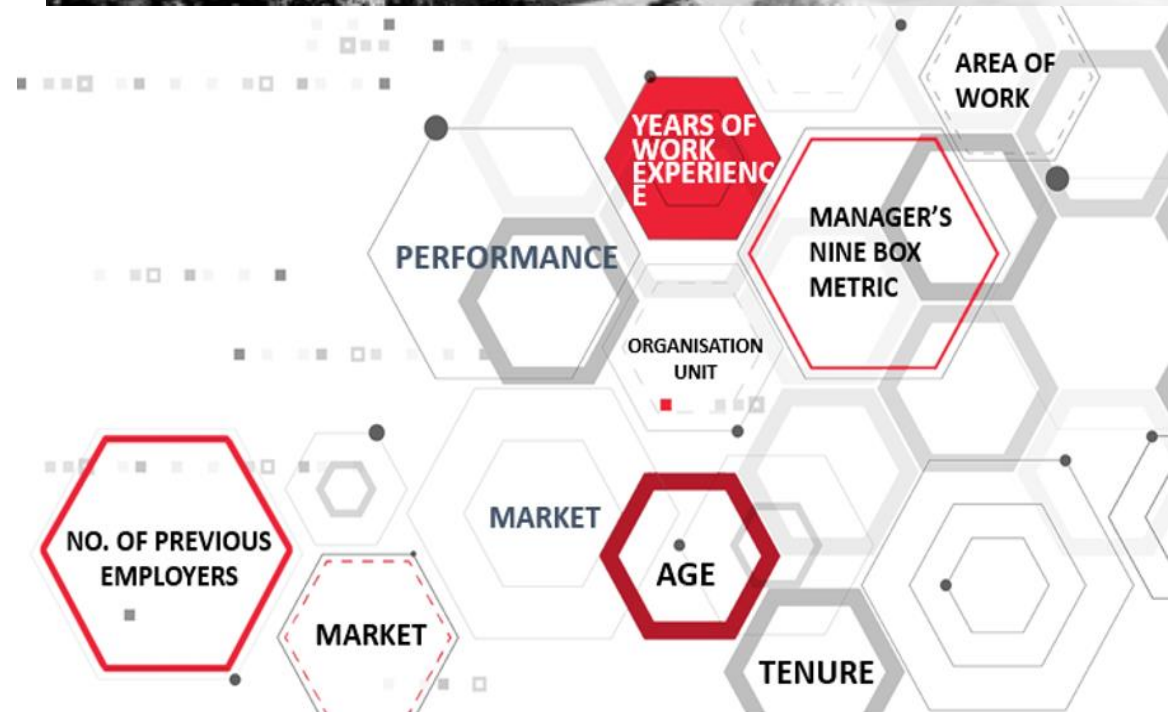
Možnost odloženega bonusa, ki omogoča, da se del bonusa odloži za obdobje 1-3 let s povprečnim donosom 20% na leto.

Prediktivna analitika

20 „stay“ intervjujev



Neželeni odhodi 2017: 15%
Neželeni odhodi 2018: 6%





WIND OF CHANGE

OPPORTUNITY TO CREATE

Inovativnost se na splošno nanaša na prenavljanje, spreminjanje ali ustvarjanje učinkovitejših procesov, izdelkov ali načinov dela

14 prijav je prineslo več kot **350.000,00 EUR** prihrankov / dobička

Večino predlogov za inovacije podajo sodelavci iz proizvodnje in marketinga



We are looking for ideas
out of this world





**In vam zaželimo vso srečo,
ko se odločite stopiti na
novo pot.**



Izhodni intervju

Atlantic Alumni Club



**Atlantic Alumni Club
Members**

Search members

upiši ime, prezime ili naziv kompanije



Ocean of opportunity
to be yourself



5. Bodi povezan

- 5.1. Atlantic Alumni Club
- 5.2. Izhodni intervju

1. BE INVOLVED

- 1.1 Zaposlovanje
- 1.1.2. Priporoči ali predlagaj
- 1.2. Uvajanje v delo
- 1.3. Kodeks oblačenja

4. Bodi prepoznan:

- 4.1. Upravljanje z učinkom(U3)
- 4.2. Nagarjevanje
- 4.3. Real Time Feedback
- 4.4. Ambasadroji
- 4.5. Wind of Change
- 4.6. Individualni programi beneficij

2. BE EXCEPTIONAL

- 2.1. LEARN@Atlantic
 - 2.1.1. Leader Lab
 - 2.1.2. Function Lab
 - 2.1.3. Talen Lab
 - 2.1.4. My Lab
- 2.2. Upravljanje s kariero

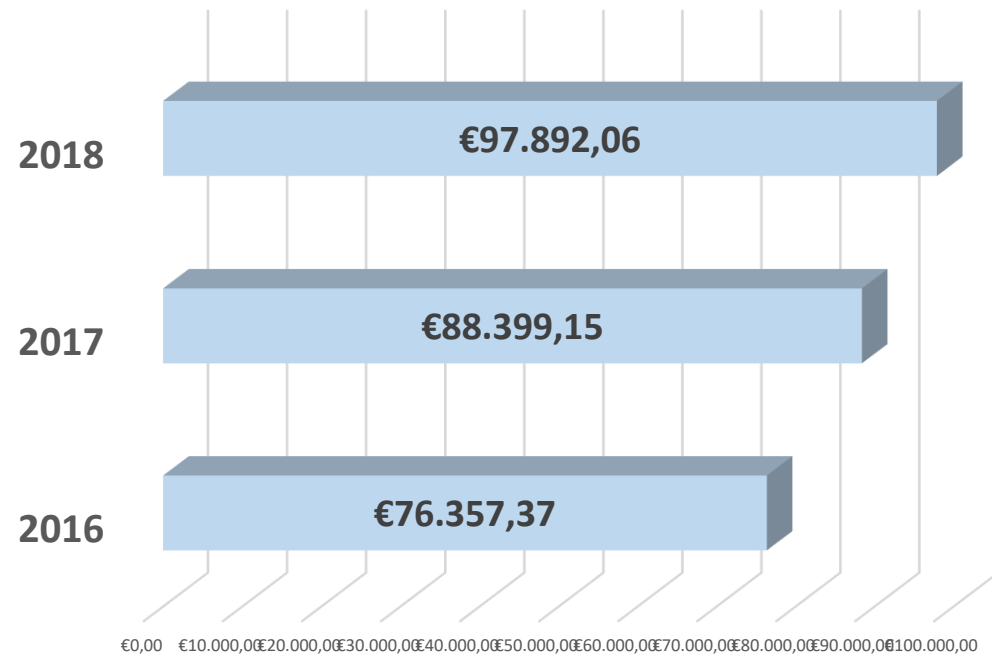
3. BE WELL

- 3.1. Atlantic Body; Madical Chack, Sport Clubs and Weekend
- 3.2. Atlantic Mind; Personal Finances, Healthy Food
- 3.3. Atlantic Spirit; Value Day, Solidarity program, Creative Impulse, Kids at Work
- 3.4. Atlantic Soul; Flex Tima and Place, Sabbatical, Engagement Survey

Rezultati

Droga Kolinska d.d.

Dodana vrednost na zaposlenega



- ✓ **Številka 1. mesna pašteta v Evropi** (Nielsen, 2019).
- ✓ **Povprečna tržna vrednostna rast BZ Argeta 2018 /2017: 11%** (Interni podatki, 2018, 2017)
- ✓ **Prisotna na 32 trgih.**
- ✓ **Vodilna v kategoriji paštet v 7 državah** (BSIT Valicon 2019).
- ✓ **Del 0,03% evropske elite z zaščiteno barvo blagovne znamke.**
- ✓ **Med 5 najmočnejšimi blagovnimi znamkami v regiji** (Valicon, 2017).
- ✓ **Prepoznana in nagrajena na številnih festivalih ter v stanovskih združenjih.**
 - DiggIt 2019: Zlata nagrada za spletno mesto & Zlata nagradna za spletno platformo Juniorjeve dogodivščine.
 - Digital Creative Awards 2019: Juniorjeve dogodivščine.
 - Websi 2019: Nagrada za najboljšo produktno in pristajalno stran & Za najboljšo aplikacijo & Najboljšo uporabniško izkušnjo.
 - AmCham 2018: Nagrada „ Najboljši med najboljšimi / Zaščita barve kot blagovne znamke.
 - Marketinška odličnost 2018 v kategoriji velika podjetja v B2C segmentu.
 - Oglaševalec leta 2018: Droga Kolinska / Atlantic Grupa & Oglaševalska osebnost leta 2018: Enzo Smrekar
 - Effie 2018: Zlata nagrada (Zelenjavni namazi), Finalist (Argeta Junior).
 - Izvoznik leta 2018 (Droga Kolinska).
 - Effie 2016: Zlata nagrada za kampanjo Dobra stran kruha & Oglaševalec leta (Droga Kolinska).
 - EACCA Euro Effie 2014: Zlata nagrada za kampanjo „Mame potrjujejo“.





Hvala!

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