

Building together Strategic Human Capital, through Analysis and Battle

Best Practices of the Netherlands

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The International NRG Battle

The shortage of talent in the competitive gas and oil industry has become a critical business issue. In the Netherlands, the company StudentsMedia started the International NRG Battle as an groundbreaking event for attracting and retaining talent in order to innovate the energy business in 2009. The International NRG Battle started as a pilot project and has become the most successful annual returning event for attracting talent in the energy sector since 2009 in the Netherlands. StudentsMedia has expanded the NRG Battle with their own NRG magazine and the winners of each battle win a documentary on National Geographic Channel.

Online selection in the Energy Talent pool

StudentsMedia has an online Energy Talent pool (StudentStock) where international bachelor and master graduates (for example: finance, engineering, commercial, energy) sign up if they are interested in working in the energy sector. These students are tested online on their personality and four types of IQ. With the test results, in combination with their resume, we know exactly what the students' full potential is (for example: leadership-, management-, innovator-, strategic -, entrepreneurial potential and excellent talent). The Energy pool of students can be found online and is unlocked for all the companies that participate in the NRG Battle. Companies select and contact the talents they need for their cases/companies directly and online.

The students and companies meet during the NRG Battle to compete and innovate. These students are selected from the online Talent pool. Each company sends a case instructor and young professional to present a current energy issue and to assist the student teams in solving the case. The student teams battle for the best ideas and solutions.

At the end of the day, all the student teams pitch their idea to an expert jury. The jury selects the most innovative ideas based on three criteria of the American patent; novelty, utility and non-obvious of character. The winning teams will go to the finals at the end of the year.

Once a preliminary round has finished, the teams and experts of the companies meet to improve and implement their ideas. Some companies choose strategic issues and ask the students to work out a part of the solution with the help of experts.

Some students are asked to join a team by more than one company due to their exceptional talent. These *most wanted students* are free to pick their own company or project of interest. In addition they will be rewarded with an honorable reference and rise in ranking in the Energy pool.

International Ambitions NRG Battle

The Energy Talent pool and the NRG Battle have the potential to become a worldwide application for the sector. Moreover, the energy pool could assist in online attracting and retaining talent worldwide. For 2012, we will organize the NRG Battle – World Edition in Kuala Lumpur during the World Gas Conference. The NRG Battle will be part of the Youth Carnival. A world wide campaign will be launched to attract even more global talents to the energy pool. StudentsMedia's ambition is to become a worldwide online Talent hub for the Energy sector.

Personality structure winning teams

We discovered that innovative (winning) teams have a certain type of personality structure. In 2011, StudentsMedia started a research to the personality structures of winning teams. With the results of this research, we expect to predict which teams will come up with winning solutions and boost innovation, based on their personality type and structure in teams in 2012. This is interesting for recruiting top teams for innovation and projects in the worldwide energy sector.

Building strong Human Capital

StudentsMedia also assists companies in discovering the personality structure of their most excellent people. When you know who your best people are and what their talent is, you can recruit in a more strategic way. We discovered there is a strong relation between excellence and accomplishing strategic goals. We use the Corporate Identity Model for this analysis and perform an internal benchmark in the companies.

The Battle, Analysis and Collective action for filling critical positions

We are honored that the NRG Battle will take place for the first time during the World Gas Conference at the Youth Carnival in Kuala Lumpur, because attracting and retaining talent is critical for growth. By joining the IGU at the Youth Conference with the NRG Battle we can demonstrate that this could be one of the solutions to attract enough talent to fill critical positions in the energy sector. The Battle is a successful formula where companies and top students from all over the world meet to compete for the most sustainable and innovative solutions. We experienced that building an positive image of the gas industry, presenting the showcases to bright students and challenging the students is together a forceful tool to attract the brightest students from all over the world. Studies show that talent ones attracted they will retain in the sector. Our worldwide online energy community of young talents could provide the energy sector with young human capital. To stay outstanding and enable growth as a sector it should be a top priority to join forces and work together to attract talent for critical positions. Because top talents can choose every sector.

All the universities in the world can register their top talents in our online Talent Pool, as well as individual ambitious and motivated students from around the globe. These students accelerate innovation and provide the sector with new perspectives on energy mixes or techniques. The strategically interesting projects are needed for IGU in order to build the positive image of the Gas sector. The combination of students and experts from companies accelerate the learning curve, can lead to a prototype, provide new ways of improving your business or lead to a real innovation.

The Gas sector seems to be trapped in a Prisoner's Dilemma, passively accepting the suboptimum strategy of competing for talent. We suggest another way and cooperate on attracting talent and create an institution for collective action that will benefit all. Through cooperation you can change the rules of the game of attracting talent.

Should you recognize this problem and also feel this a top priority, lets join forces and make the NRG Battle - World Edition one of the instruments for the next triennium of the IGU to attract young talent, in every continent and with every three years a World edition, Paris 2015, Washington 2018. The US Department of State nominated the NRG Battle as the best example for Global Climate Change in Europe.