

3 Fragen an 3 Influencer



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How do you see your role as an HR Influencer?

I'm just someone who's trying to push the development of the market further and perhaps even make it a little better. I hope that our programmatic job advertising software „Jobspreader“ will be able to change some old-fashioned and outdated structures in human resources departments for the better. Our mission is to make the daily recruiting-work easier and to bring jobs and applicants together much faster and more efficiently.

The main role is inspiration. I hope to inspire HR professionals and others around the world. Life in around organisations can be a lot more pleasant, rewarding and meaningful than it is today. By using people analytics, by using scientific findings, by working in an evidence-based way, by using innovative HR tech solutions and by our ability to listen to people, we, as HR, can contribute a lot! There are several other roles: curator, connector and critical reflector, to mention a few.

I see myself as someone with a rich variety of experience in all aspects of HR, a very good professional network and coverage, always interested or even engaged in change and transformation. Based on this, I try to push opinion forming and agenda setting not making others think my way but creating a variety and diversity of opinions to make (HR-) strategies more sustainable and decisions more balanced. Driving force and facilitator of an opinion-marketplace: that's how I would call the role.

What is the most important topic in the field of HR right now, in your opinion?

The biggest shortcomings in the HR departments have too little reach, too few applicants, insufficient applicant management and a poor candidate journey. Before reaching for the stars, recruiters should focus on how to reach matching people and how to get them excited about their jobs. Still by far the most important topic as it's a pre-requisite for successful recruiting.

For me, the most important topic is people focus. HR has been focused too much on the organizational and managerial needs. Important is personalization. Are we willing and able to take the individual needs, wishes and capabilities of people into account?

From my point of view, there are two big topics: First to create, manage and make use of diversity. Not only women's quota but real diversity. Second is the digital transformation with its effects on leadership, cultural implications and the massive qualification needs we are facing as a result of it.

What is your vision for HR?

Automation already is and will be more and more important in the future. It makes the recruiting process more efficient and creates more room for the really important decisions.

HR should not be about the HR function, but about the way we can make life in and around organizations more pleasant, rewarding and meaningful. Finding ways to utilize everybody's potential is key.

My vision is HR as developer of potential and enabler of business, concentrating on its core entrepreneurial task: to organize cooperation of people doing business together – not more, but not less.