



Becoming the
HR Leader
of Tomorrow

5 Lands™ Journey

**Success in the New Era of
the Workplace**

2021

kpmg.ro





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The Outcome of the 5 Lands™ Journey

**is a lower dependency on market conditions and more control
over our future, as individuals and as organizations.**

**The only way to make sure that we are going to have a good
job tomorrow is to invest in ourselves today, to upskill
ourselves and stay relevant.**

Success in the New Era of the Workplace, A 5 Lands Journey

The Value Proposition of the 5 Lands Development Program

The 5 Lands Model is a unique model which helps leaders and employees to acquire the various mindsets and skills necessary for current and future success in the new era of the workplace. This model is based on numerous leading theories and up-to-date research on leadership, personal skills, change management, and learning and development. It is also the result of 20 years of global

experience and research, in-depth interviews with dozens of leaders, C-suite members and CEOs in various industries, and working with hundreds of leaders and employees.

The 5 Lands Model is a basis for programs that are people-centric, applicable in various business cases, from upskilling of current workforce to a separation package in times of rightsizing and reduction in force.

The program includes personal on-line report/assessment, individual feedback sessions, workshops, and up-skilling processes, with a giveaway of the book "Becoming the Leader of Tomorrow – A 5 Lands Journey."

Only the Leaders of Tomorrow Will be Able to Create the Organization of Tomorrow



The 5Lands™ model which is presented in this program describes a metaphorical journey that we should all go through in order to cultivate the skills of tomorrow.

Working on the 5Lands Model with Ayalla and her team was one of the most exciting and interesting processes I have been involved in during recent years.

We aimed to create an inclusive conceptual framework of skills for the new era of the



In the 4th industrial revolution, when people think of the skills gap, it is often about lacking technology-related skills. However, we need another approach.

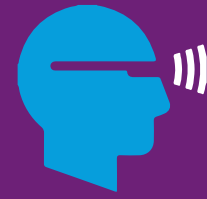
We need to think about all the employability skills that employees need to obtain to be able to develop a winning personal value proposition.

workplace for leaders, managers and employees, regardless of their area of expertise.

We wanted to create a very practical model that every CEO, leader and employee would be able to use, yet one based on profound research.

As a former executive, both in Israel and abroad, I see this model as a substantial contribution to the learning and development field.

Professor (Emeritus) Ilan Meshoulam
Former Head of School of Management at
Haifa University.



The HR Leader as one who is both an engineer and an artist: critical and strategic thinker, analytical and methodological; yet also intuitive, visionary, creative, relationship driven and passionate about his/her area of expertise, clients and employees.



The HR Leader as one who is a lifelong learner in 5 areas: professional, emotional, technological, business, and leadership.

Artgineer

Mindset

Becoming the HR Leader
of Tomorrow

EQ

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Sustainability



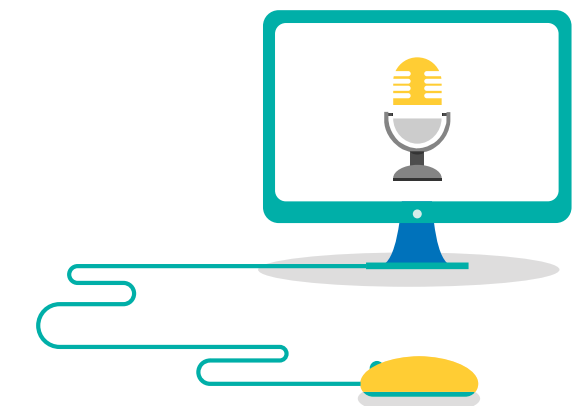
The HR Leader as one who understands his/her own emotional world, successfully manages his/her emotions and adapts to different situations. One who encourages change, solves problems, works in multicultural teams and is an inspiring leader. One who builds close relationships with his/her clients and becomes their Trusted Advisor.

The HR Leader as one who can succeed over time in the gushing white waters – who finds a deep purpose in his/her work, takes ownership over his/her career, connects with sponsors and mentors in order to learn and develop, positively frames a challenging reality (both for himself/herself and the team), and understands that one has to maintain one's own wellbeing.

The HR Leader as one who re-invents himself/herself and develops a compelling and winning value proposition (both for himself/herself and for the team).

The Value Proposition of the Program

- An inclusive conceptual framework for the **new era of workplace skills**
- Based on **research** and **practice**
- Can be measured **personally** and **organizationally**
- Skills can be developed at **any age and position in the organization**
- Designed and shaped based on the **new reality**
- Tailor-made to various **professions, industries and organizations**
- Could be applied in **multiple business situations**, addressing the need for upskilling in times of growth and in times of rightsizing.
- Enables organizations to create a **winning culture**
- Can become an in-house **training program** – selected staff can be trained to deliver it (cost effective)
- **Personalized** to any specific group and each participant within the group
- Tailor-made to **the Story and the culture** of our clients
- Connected to the future of the **profession of our clients**
- Tailor-made to the **various departments** of our clients' organizations
- Tailor-made to **each position** within the organization
- Connected to our clients' **Strategy**
- Connected to the ability of leaders and employees to provide a **winning value** proposition to clients
- Contains a **full package** – a workshop, a one-on-one feedback session, a group profile, and a book (*Becoming the Leader of Tomorrow – A 5 Lands Journey*)



The program

Outcomes:

Participants Will:

- ▶ Develop a new mindset in relation to the role of employees and leaders in the new era of the workplace.
- ▶ Connect the dots between the new reality we are all facing now and the skills of the future.
- ▶ Develop a sense of urgency to take full ownership of their personal development process.
- ▶ Learn what is the main obstacle to success in the reality we are all facing now.
- ▶ Get a set of strategies to develop the skills and abilities of the 5Lands Model.
- ▶ Practice key elements of the 5Lands Model.
- ▶ Build capabilities to deliver on the organizational strategy in the fast-changing reality.
- ▶ Gain critical insights about the set of skills employees and leaders need to obtain in order to continue and succeed in the fast-changing reality.
- ▶ Get a personal profile to reflect upon the areas of strength and the areas which require continuous learning and development.
- ▶ Get a group profile that indicates the group's areas of strength and areas which require continuous learning and development for organizational success.
- ▶ Learn about the journey that employees and leaders need to go through in order to provide their clients with a winning value proposition and become their first choice.
- ▶ Acquire a reliable and inclusive conceptual framework for the skills of the future and be able to pass it on to their team members and internal clients.
- ▶ Learn what their organization needs to do to create a desirable work culture that attracts and retains high-performing talent, empowers employees, and values entrepreneurship.



The program

Steps

1

A Self-Assessment Questionnaire

Reflect upon the areas of strength and the areas which require continuous learning and development

Approximately one week before starting the workshop the participants will fill out a personal self-assessment questionnaire.

It is designed to provide a clear and accurate view of where a group, as well as each participant within the group, stand in relation to the skills required for success in the 21st century.

The assessment is intended to capture the group's current profile with respect to 21st-century skills and to support the design of a tailor-made program. It is also required to create a sense of urgency and to connect the team members to the process on a deeper level.

The innovative questionnaire is composed of statements that were developed on the basis of leading theory, research and practice in the fields presented in the 5Lands model.

Content validity of the statements was approved by experts in the fields of emotional intelligence, learning & development, leadership, and diversity.





2 A One-Day Workshop to Present the Main Concepts of Each Land

Gain critical insights about the set of skills leaders need to obtain in order to continue and succeed in the fast-changing reality

The workshop is uniquely designed to meet the new professional reality which is typified by complexity, multi-tasking, ambiguity, independence, interdependence, and collaboration.

The group will be divided into three smaller work-group teams to explore the lands while learning how these lands can contribute to our personal and organizational value proposition.

It is aimed at:

- Getting familiar with the theory of the 5Lands Model, acquiring the language and creating a shared language.
- Understanding the concepts and underlying skills required for leaders and employees in the new era of the workplace.
- Understanding the relevance of the concepts behind the lands to the success of organizations in the new reality we are all facing.
- Starting to develop the skills of the 5 Lands model.

3 Presenting the Group Profile

The book “Success in the New Era of the Workplace – A 5 Lands Journey” authored by Ayalla Reuven-Lelong, will be provided to all participants

In the case of applying the program for the current workforce, aggregative reports and group profiles are also available.

Following the processing of the questionnaires, feedback will be given at the group level. Description and analyses of the group’s profile will include points of strength, areas for enrichment, and their significance for the continued success of employees and leaders in the new era of the workplace.

Capturing the starting point for the group is a crucial benchmark for the continuous development of the group as well as that of each participant in the group.

The 5Lands group profile aims to map the group's ability:

- To continue and **succeed in the new era** of the workplace
- To win the hearts and minds of leaders and employees and **to inspire** them
- To provide clients with a winning value proposition, and become their **Trusted Advisors**
- To become an organization of Artgineers, **inventing and reinventing themselves**



4

One-On-One Feedback Session:

The aim of providing the book to participants is to further engage the team in a deeper understanding of the 5 lands and their role in preparing for continued success in the new reality we are all facing. It corresponds to the prevailing 21st-century theme of Life-Long Learning.

About one week after the workshop, each participant will get a one-hour personal feedback session face to face or via Skype.

The feedback objectives are to assist employees and leaders to reflect upon their 5Lands profile (their strengths and their 'Next Jumps' – the areas for enrichment they choose to develop), to provide them with some insight for their personal journey and to create willingness and interest in engaging in personal development.



5

A Wrap-up Session – Our Next Steps:

Approximately one week after the one-on-one meetings, a 2-hour wrap-up session with the group leaders will take place: presentation of the group profile, the result's explanation (strength and "next jumps" of the group), and the main insights of the facilitator – suggestions for future processes

Optional Programs



A One-Year Personalized Development Program:

Based on the group profile and the strategy of the organization or the department, we will provide a one-year tailor-made continuous development program which includes workshops, strategic development meetings, and one-on-one sessions.

Each participant will keep a one-year personal Travel Diary to follow-up on self-development goals and KPIs. This personal development journey can also include 360-degree feedback



Pass it Forward - From Leaders to Team Members

Leaders who participate in the One-Year Personalized development program become the mentors of their team members or other leaders and employees.

In this mentoring program, they support their mentees and help them develop the 5Lands skills and create a personal winning value proposition.



Train the Trainer - A Certification Training Program

EQ-EL provides a 5-day training and certification program to selected potential trainers in the organization who will support leaders and employees in developing the important skills for their personal and organizational continuous success.

Such trainers will be selected among the organization's professionals from Learning & Development, HR or suitable leaders. At the end of the program, participants will be accredited to provide the 5Lands program in their organizations.

In this program, the participants will learn how to provide the various steps of the program, including the first workshop, group profiles, one-on-one feedback sessions, and the one-year personalized development program.

For the first time in Romania

The Readiness of HR professionals for the Post Covid Reality

- ▶ The program was developed at KPMG Israel 10 years ago and reshaped in different industries in different countries.
- ▶ Professors from different faculties, CEOs, partners, leaders, L&D, and HR professionals took part in the program development.
- ▶ The program is based on profound research on the plasticity of the brain, the future of the workplace, and the future of accountants and advisors.
- ▶ The questionnaire has 4 different validity and reliability types.
- ▶ The program helps leaders and employees acquire the needed skills for their future personal success.
- ▶ The program is connected to the Organisational Story, Strategy and Culture.
- ▶ The 5 Land insightful group profile indicates the strengths and 'the next jumps' of the group.
- ▶ The 5 Lands insightful personal profile indicates the strengths and 'the next jumps' of the leader.
- ▶ The program helps leaders contribute to the success of the organization while considering all the stakeholders – employees, clients, and society at large.
- ▶ A 'Train the Trainer' program is possible.

Why should we embark on this Journey?



All participants will receive an inspiring lecture about the skills of the future and the 5 Lands journey



The organization receives the Organizational Readiness Assessment profile of all participants



Each participant will receive an insightful Personal Readiness Assessment Profile for the Post Covid reality



Each participant will receive an electronic version of the book

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