

nordic productivity a survey from Lumesse

Lumesse recently conducted a major online survey of over 200 Nordic Business Leaders to establish the bottom line on Nordic productivity and how it can be improved. It revealed some hard truths and a powerful argument for a much greater role for the HR Department.

Profile 21% Top Executives, 16% Senior Executives, 31% HR/Training & Learning Executives, 32% Other.



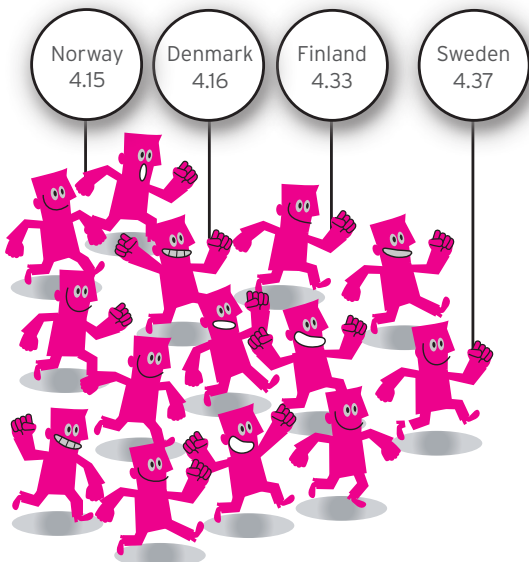
03 Productivity Targets 2012-13

35% of respondents have a productivity improvement target of up to 10% in their Business Unit/Department. However 28% don't know their target.



04 The HR Department

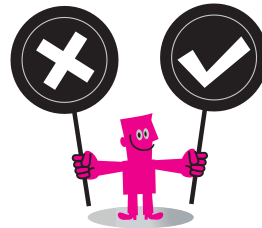
The majority strongly believe that the HR Dept can impact productivity for the better.



Scale: Strongly Agree 5

01 The Nordic Perspective

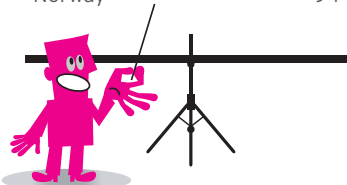
77% of respondents believe productivity levels in the country where they work are comparable with other countries.



The Global Reality

Productivity levels in all Nordic countries are below the OECD average.

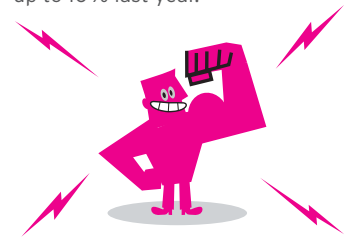
| | |
|----------------|-----|
| Korea | 132 |
| Slovakia | 121 |
| Estonia | 118 |
| USA | 109 |
| OECD Avg ----- | 108 |
| Sweden | 104 |
| Finland | 104 |
| Denmark | 100 |
| Norway | 94 |



Average Labour Productivity 2011 Index
Source OECD

02 The Nordic Perspective

44% of respondents say productivity in their Business Unit/Department increased by up to 10% last year.



The Global Reality

Productivity increases are significantly lower in Denmark and Norway - a worrying trend.

| | |
|----------------|------|
| Korea | 4.4% |
| Estonia | 3.9% |
| Slovakia | 3.7% |
| USA | 1.9% |
| Sweden | 1.8% |
| Finland | 1.6% |
| OECD Avg ----- | 1.5% |



Average Annual Productivity Increase 2000-11
Source OECD

05 Improving Value Chain Productivity

The majority believe that **Training & Learning** will provide the biggest Productivity Increases in their value chain.

| | |
|--------------------------------------|------|
| Training & Learning | 4.07 |
| Recruitment & Talent Management (HR) | 3.95 |
| Sales & Marketing | 3.83 |
| R&D | 3.75 |
| Other | 4.04 |

Scale: Strongly Agree 5

06 Productivity Per Worker

The majority believe that **training existing personnel better** is the most effective way to improve productivity per worker.

| | |
|------------------------------------|------|
| Training Existing Personnel Better | 4.13 |
| Better Management | 4.11 |
| Improve Recruitment Criteria | 3.74 |
| Improve Technology | 3.51 |

Scale: Strongly Agree 5

08 Measuring Personal Productivity

53% measure their own productivity by the financial value they create.



7% By Tasks They Complete Per Day



5% By Speed of Tasks They Complete Per Day



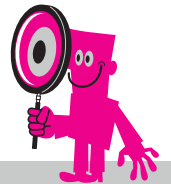
9% By Other Methods



26% Don't Measure It At All

07 Tracking Performance

73% believe that tracking performance can impact productivity by up to 20%.



09 The Nordic Model

66% are positive about the benefits of the Nordic Model. Only 28% believe it is a constraint on productivity growth.

Don't Know 9%



Probably 15%



Yes 13%



Now let's analyse these results

