

Ingka Group (IKEA)

Ingka Group

As part of the global communications department at Ingka Group, the Communication Business Partner People & Culture team consists of three Business Partners and one Business Partner Manager. The most important tasks are to from an external perspective position IKEA as a leading employer, leader in equality and to create a meaningful place to work by initiatives such as caring for our people.



Business areas

Ingka Group is a franchisee to **Inter IKEA Group**, and consists of three business areas: IKEA Retail, Ingka Centres and Ingka Investments. **IKEA Retail** is our core business. We currently operate 378 IKEA stores in 30 countries, generating over 90% of all IKEA store sales. **Ingka Centres** operates shopping centres under different trademarks, always anchored by an IKEA store. **Ingka Investments** makes responsible investments to strengthen Ingka Group's long-term growth, secure its financial position and support its sustainability goals.

The IKEA vision, business idea and values

The vision for IKEA is to “create a better everyday life for the many people”, which is pursued by the business idea “to offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them”. IKEA strives to create a positive impact on the world from a people and planet perspective to meet the challenges of climate change, unsustainable consumption, and inequality.



My role in the Comms BP P&C team at Ingka Group

I supplied the business with strategic planning, participated in collaborations within the business and co-led the planning of Talent Focus Week 2021. I made a strategic plan for and lead the implementation of developing the internal websites based on a succession and motivational perspective. I also worked closely to co-workers within Group People & Culture and Group Communications and took part in diverse initiatives and projects.

My Internship - Working Areas

Talent & Leadership

Talent Approach

- Reaching our goals will rely on the most valuable resource we have: the talent of our people. This is what the IKEA Talent Approach is all about. At IKEA you can both perform & deliver and learn & develop. We believe in your ambition to do your best, your curiosity, your willingness to meet new situations and to learn. You contribute to the growth of IKEA. We believe in you and want to invest in your development. When you grow, IKEA grows too.
- Employer Branding, Competence Development, Recruitment & Sourcing and Leadership.



My main projects as an intern

- **Talent Focus Week 2021**
Together with two co-workers I have been project leading and planning the event for 2021. Some of my main tasks were to recreate and develop content for the activities and workshops that the event is based on. The content needed to be strategically communicated since it where to be used by the coordinators in the countries as guides for how the activities and workshops could be organized during Talent Focus Week 2021.
- **Annual Summary and Sustainability Report FY20**
The Annual Summary and Sustainability Report is the annual Ingka Group report that aims to summarize our achievements of the past fiscal year (FY20). My main task was to supply with content and statistics and to participate in the strategic planning for the communication of the content.
- **Inside**
Inside is the intranet for all 166.000+ co-workers at IKEA globally. My project was to make a strategic plan for changes needed of the content for all the areas within People & Culture.

Co-Worker Experience

We want to create a great working experience for everyone at Ingka Group – rewarding their efforts, treating them fairly and responding to their feedback.

We want to know how our co-workers feel about their jobs, their teams and Ingka Group as an employer.

- Meeting & Travel, People Planning, Total Rewards Co-Worker Relations.



Equality, Diversity & Inclusion

At Ingka Group, we embrace diversity and want to create a workplace where everyone has equal opportunities, feels included and thrives. Our goal is to become a world leader in equality. The plan is a call to action for all of us and focuses on three movements:

- **Co-workers:** A diverse and inclusive workforce
- **Business:** Equality throughout our business practices
- **Society:** A more equal world

More about my main projects

Talent Focus Week 2021

The Talent Focus Week was launched with the purpose to make our Talent Approach a living reality. It is a globally coordinated people event where we get to explore our uniqueness and possibility to grow and develop; in our current role or across functions and processes. Together with two co-workers I have been project leading and planning the event for 2021.

Inside

Inside is the intranet made in a CMS-system for all 166.000+ co-workers at Ingka/IKEA globally. My project aimed towards finding out what information co-workers found most relevant about their company. The wished outcome of the project was to communicate information about Ingka/IKEA as a workplace, including development opportunities, areas of People & Culture (HR) and other information about the company.

My goal was to recreate an educational, logical and attractive place with relevant information about being an employee at Ingka/IKEA, which in a long term could motivate co-workers to keep learning and developing within the organization.

After getting a wider understanding of the co-workers needs, I rearranged the information within P&C on Inside accordingly. To be able to do this, behavioural scientific theories regarding social and organizational psychology and pedagogy was implemented.

Think beyond.

Live to learn. Stay curious.

Learning and innovation go hand in hand. When we stay curious, we stay open to new opportunities and have the ability to find new solutions to the challenges we face. Life is about evolving, both mentally and emotionally. Because when you change the way you think, you change your world.

This year, Talent Focus Week is all about the importance of curiosity and exploring the many learning opportunities around you.



Annual Summary and Sustainability Report FY20

This is a yearly external report giving an account of the performance of how a new IKEA will be developed in three years, transforming and performing at the same time.

To succeed with the transformation of the business, IKEA are seeing strong movements in digital developments, store and meeting place transformations, city expansion, fulfilment services and sustainability initiatives. IKEA have also accelerated its investments in innovative new companies and renewable energy to support our growth, business transformation and sustainability goals. The aim is to become more convenient and more affordable for its customers, and more sustainable for our planet.





Communication Business Partner

within People & Culture
at Ingka Group (IKEA)

Role described in an employment ad

A day in your life with us

In your role as Communication Business Partner for People and Culture you will:

- Contribute to driving business outcomes in alignment with the People Strategy
- Contribute to or lead People and culture communication initiatives, together with the People & Culture Team
- Be a strategic communication sparring partner (and coach) to Group People and Culture and the management team
- Contribute to position IKEA as a truly meaningful & trusted brand in people's hearts & minds, with a focus on us as an employer and our positive societal impact.
- Help to promote and encourage new ways of working within the Group Communications function and the matrix organisation across Ingka Group's 30 retail countries.

Who are you

You enjoy a real communication challenge, in an environment where everything is changing. You are an experienced professional having worked at least 7 years in internal, external and change communications either within a global brand or strategic communications consultancy. You thrive on making complex topics simple and demonstrating how strategic communication can enable the business to achieve its objectives. You are passionate about communication relating to People and Culture (our equivalent to HR) including employer branding; equality, diversity & inclusion topics and creating a meaningful co-worker experience.

You build strong and meaningful interpersonal relationships enabling you to coach and advise stakeholders. You are comfortable defining, planning, executing and following up on varied reactive and proactive communication initiatives, and partnering effectively with colleagues in the full range of communication disciplines, such as media relations, public affairs, and campaigning. All the while, you keep the needs of relevant stakeholders, customers and co-workers' at heart.

You are a team player and find energy and results in collaboration. Last but certainly not least, you embody the IKEA values and are not afraid to find your way and test and learn in changing times.

In this assignment you will have the opportunity to be strategic communication advisor for a wide range of initiatives that are part of the Ingka Group People strategy.

