



Recruitment in UK with a Danish perspective

HR Director Coloplast Ltd., Birgitte Brink Felding

My presentation

- Who is Coloplast?
 - Our History, size and products
- Who am I?
- Recruiting in UK – compared to DK
 - Recruitment process
 - Use of agencies
- Some tips for you when going to an interview



This is
who we are

It all started with
a caring nurse and
her sister's need.

In 1954 Elise Sørensen
designed a revolutionary
ostomy bag for her sister,
who had colon cancer.



The background image is a blurred photograph of a hospital corridor. In the foreground, a person in white scrubs is walking away from the camera. In the middle ground, two people in grey scrubs are standing near a white medical cart. The corridor is filled with similar white medical carts, and the walls are light-colored with windows in the distance.

Today

we're leading the market
within Intimate Healthcare

Coloplast Annual Report 2014/15

We're a global company

10,000
employees

13.9 BN
DKK revenue

Represented
in 42 countries

Products sold
in 136 countries



And we have a global production cycle

USA

Mankato



Minneapolis



France

Sarlat



Denmark

Thisted



Mørdrup



Hungary

Tatabánya



Nyírbátor



China

Zhuhai



By the numbers

13.9 BN DKK REVENUE

7% ORGANIC GROWTH **33%** EBIT margin

Urology Care

~40% Global market share
in Continence Care

Outgrowing
the market

35-40% Global market share
in Ostomy Care

Fastest growing
Wound Care business
in the world

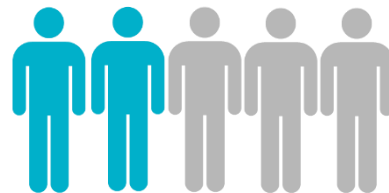
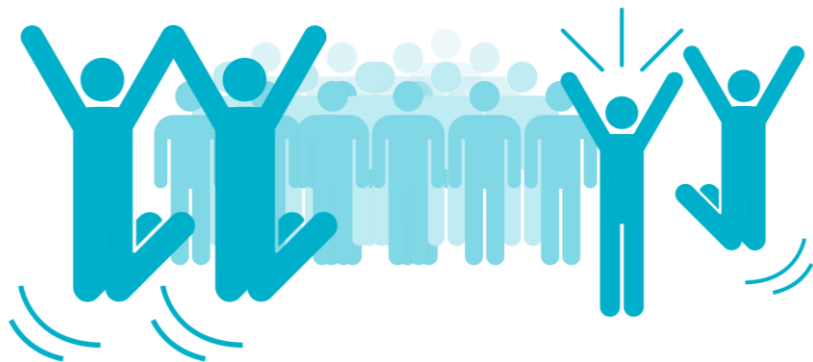
500,000

People use an ostomy or continence
product in the UK

The single
commonality is that
everyone needs to
obtain their products

The Coloplast population is growing

And we believe in hiring
for a career, not just a job



500+

additional employees
joined us last year

10,000

people are now working at
Coloplast

2 out of 5

positions were filled
by internal candidates!



**Harvard
Business
Review**

Best performing CEOs
Top 100, 2015

UK



440
employees

Sales
Marketing
Call-center
Distribution

1 out of 3
positions were filled
by internal candidates!

This is
what we do

Who are our typical consumers, and how do we help them?



People who have had their intestines redirected to an opening through the abdominal wall

**We help with
Ostomy Care**



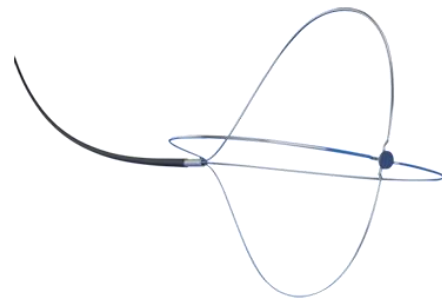
People in need of bladder or bowel management

**We help with
Continence Care**



People with difficult-to-heal wounds

**We help with
Wound & Skin Care**



People suffering from urological and pelvic health disorders

**We help with
Urology Care**

Design also matters to our consumers

SpeediCath® Compact Set



reddot design award
winner 2013



SpeediCath® Compact Eve



reddot award 2015
winner



Who am I

My Career

JOB EXPERIENCE:

Jan 2016 -	HR Director, Coloplast Ltd. (UK) (400 people)
April 2007 – Dec 2015	HR Director, Coloplast A/S Within this period I have been HR responsible for several areas:
2013 - 2015	Global Marketing/Sales EX. (107 people) and Global Wound Care (450 people/50 people in HQ)
2012 - 2013	Nordic countries (150 people) and Global Marketing (130 people)
2010 – 2012	Region EU (11 European countries (~ 400 people)
2007 – 2010	Global Marketing and Commercial Excellence (150 people)
April 2006 – March 2007	Senior HR Business Manager – Ostomy Division, Coloplast A/S (130 people)
Oct. 2004- March 2006	HR Manager – People Development, Alparma Aps.
Oct. 2000 –Oct 2004	HRD Consultant, Alparma Aps. (today Xellia)
March 2000 – Sept. 2000	Development Consultant, Danish School of Public Adm. – Center for Management and Competence

EDUCATION:

Sep. 1993 - Dec. 1995	Master of Science. Human Resource Management, CBS, Copenhagen
Sep. 1989 - June 1992	Bachelor, Business Administration, CBS, Copenhagen

Recruiting in UK

UK vs. HQ (DK) 2015 figures

Recruitment HQ

- 131 positions (48 by headhunter or other agency)
- 3,8 mill. DKK (incl. test and assessment)
- ~ 800 position in HQ

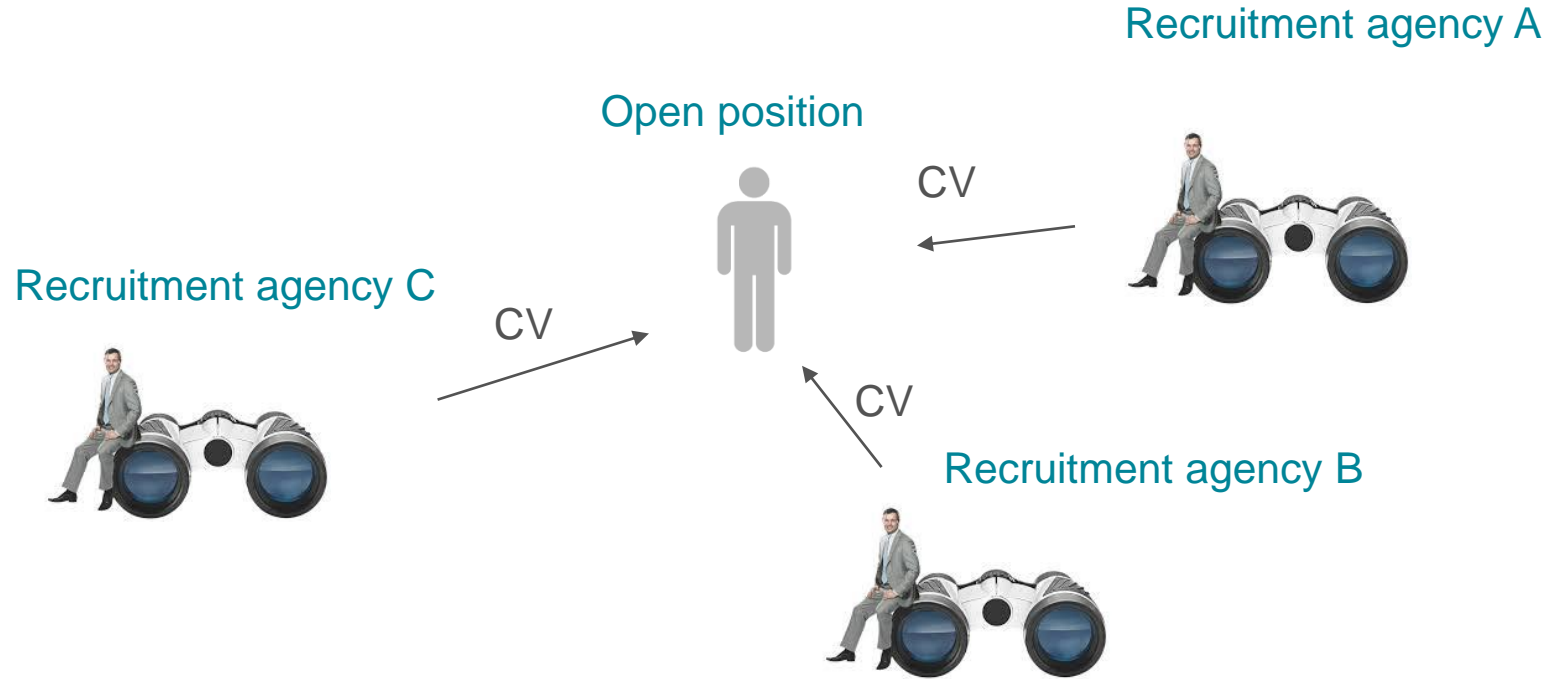
Recruitment UK

- 207 positions (48 filled by agency)
- £308,400 ~ 2,96 mill DKK (incl. test and assessment)
- 440 positions in total in UK

Observations

- We recruit 63% more in UK than HQ despite we are half the employees. Turnover in UK is around 15%! (HQ around 8-10%)
- We pay less per recruitment which is due to less use of expensive headhunters (lower positions we hire for in UK)
- **But** we use external help for the same amount of positions (48) as is HQ
- Does the lower image and knowledge of Coloplast in UK mean that we need to use agencies to help us finding the candidates or
- Is it due to historic reasons that Coloplast Ltd. use agencies a lot?

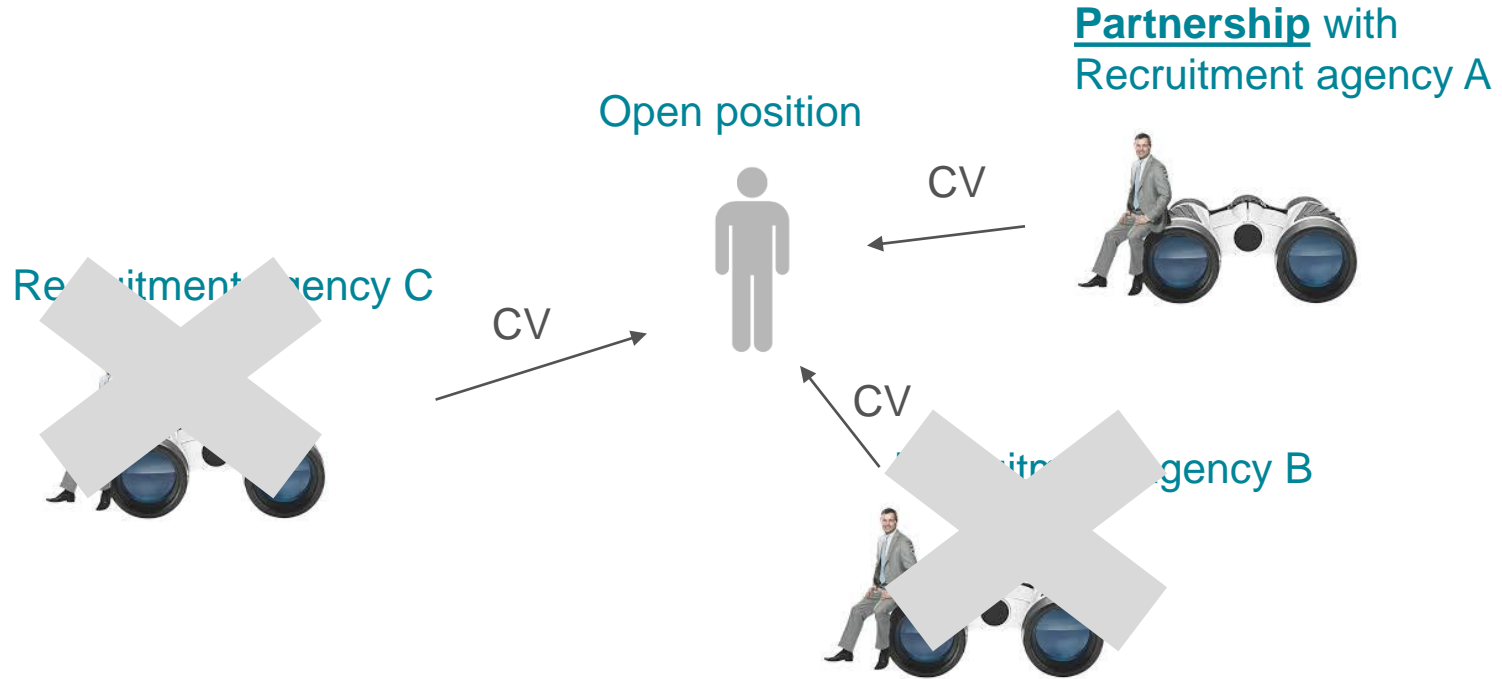
Recruitment proces UK



Recruitment process UK

- Potentially same CV/candidate can be sent from several agencies
- Any agency can send in any candidate they find interesting/suitable for the position
- Often no real understanding of the position and what it requires -> just a question of sending some candidates and hope we continue with the candidate.....
- No payment before we hire and only 1 agency get money
- Warrant period (refund if not succesful within 12 weeks)

Recruitment process DK



Recruitment proces DK

- Partnership with few recruitment agencies to cover the entire range of positions you have
- Use one recruitment agency to solve the specific search and you are obliged only to work with them unless you cancel the agreement
- The good agencies due a lot of pre-work and interview to fully understand the position
- Payment are done in installments (1 upfront and the last payment when the contract is signed)
- Warrant period (replacement if not succesful within 1/2 year)

How does your companies handle recruitments in UK?

Is it market conditions or tradition that determine the high use of agencies?

What does this means for the individual candidate?

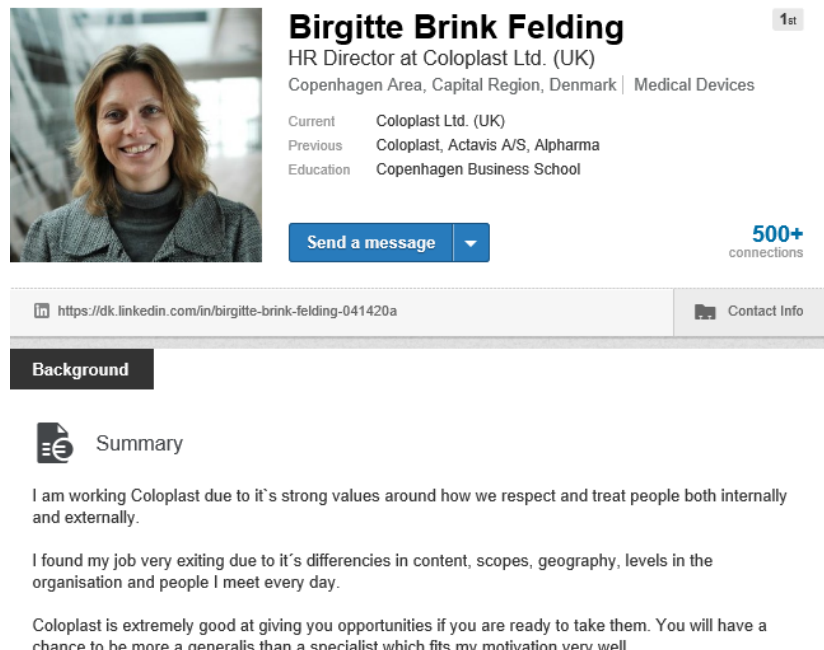
Recruitment going forward

- ✓ Selection of preferred partners within recruitments
- ✓ More use on LinkedIn search and share open positions in own network
- ✓ Brand Coloplast in the local community and on social media (LinkedIn, Twitter, You.tube)
- ✓ More use of job databases like Reed
- ✓ Continue using our referral scheme “Recommend a friend”

Interview tips

- ✓ Search the agency market and find the agency that you think fits to your personality and what you are looking for (company wise, business, culture, experiences in the market with your skill set...)
- ✓ Set up job alerts (Job agent) or send unsolicited application
- ✓ Be clear what your strenghts and development areas are and which position would help you closing the gap
- ✓ Tailor your application to the specific job (relate to required competencies)

- ✓ Update your LinkedIn profile and ensure you add all relevant details regarding scope of job, responsibilities, achievements



The screenshot shows a LinkedIn profile for Birgitte Brink Felding. On the left is a profile picture of a woman with blonde hair. To the right of the picture, the name 'Birgitte Brink Felding' is displayed in bold, followed by 'HR Director at Coloplast Ltd. (UK)' and 'Copenhagen Area, Capital Region, Denmark | Medical Devices'. Below this, a table lists her current, previous, and education details. A blue 'Send a message' button is visible. To the right of the button, it says '500+ connections'. Below the profile information, there is a URL bar with the link 'https://dk.linkedin.com/in/birgitte-brink-felding-041420a' and a 'Contact Info' button. Underneath, a 'Background' section is visible, followed by a 'Summary' section with a list icon. The summary text reads: 'I am working Coloplast due to it's strong values around how we respect and treat people both internally and externally. I found my job very exiting due to it's differencies in content, scopes, geography, levels in the organisation and people I meet every day. Coloplast is extremely good at giving you opportunities if you are ready to take them. You will have a chance to be more a generalis than a specialist which fits my motivation very well.'

Current	Coloplast Ltd. (UK)
Previous	Coloplast, Actavis A/S, Alpharma
Education	Copenhagen Business School

<https://dk.linkedin.com/in/birgitte-brink-felding-041420a> [Contact Info](#)

Background

Summary

I am working Coloplast due to it's strong values around how we respect and treat people both internally and externally.

I found my job very exiting due to it's differencies in content, scopes, geography, levels in the organisation and people I meet every day.

Coloplast is extremely good at giving you opportunities if you are ready to take them. You will have a chance to be more a generalis than a specialist which fits my motivation very well.

How to stand out

- ✓ CV most important part of your application
 - Easy to read, max 3 pages
 - Highlight on achievements and responsibilities, main competencies
 - Qualifications is important
- ✓ Invited for a digital interview or telephone interview; why do you want this job (motivation), what do you know about our company, bring relevant material)
- ✓ Research the company and the job (look at websites and LinkedIn profile of the manager)
- ✓ Reflect on own strenghts and developments areas, What are my values, which culture will suit me best

How to stand out

- ✓ Be honest and fair about yourself, what you are looking for and competencies
- ✓ Expect to be assessed on your competencies, numerical/ verbal skills, role play and presentation or business case and meet several managers from the business (Not normal to be given feedback on personality)
- ✓ Be curious in the interview process – ask questions
- ✓ Expect to get open and honest feedback. Be open to the feedback -> you might want to apply for another position in the future!

Thank you!