



## ADDRESSING RECRUITMENT CHALLENGES: A WORKFORCE ACTION PLAN

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Addressing Skills Shortages and  
Strengthening Talent Management  
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# AGENDA

## 1. Introduction

- Overview of recruitment challenges and HRM's role in addressing them.

## 2. Current HR Practices

- Strengths and weaknesses of Supercell's existing HR strategies.

## 3. Benchmarking HR Practices

- Comparative analysis of industry best practices and lessons learned.

## 4. External Factors Influencing HRM

- Examination of global competition, technological trends, and local labor market dynamics.

## 5. Internal Factors and HR Decision-Making

- How internal culture and leadership shape HR strategies.

## 6. Talent Management Strategy

- Enhancing recruitment and talent retention processes.

## 7. Workforce Action Plan

- Recommendations to address skills shortages and future workforce needs.

## 8. Implementation and Monitoring

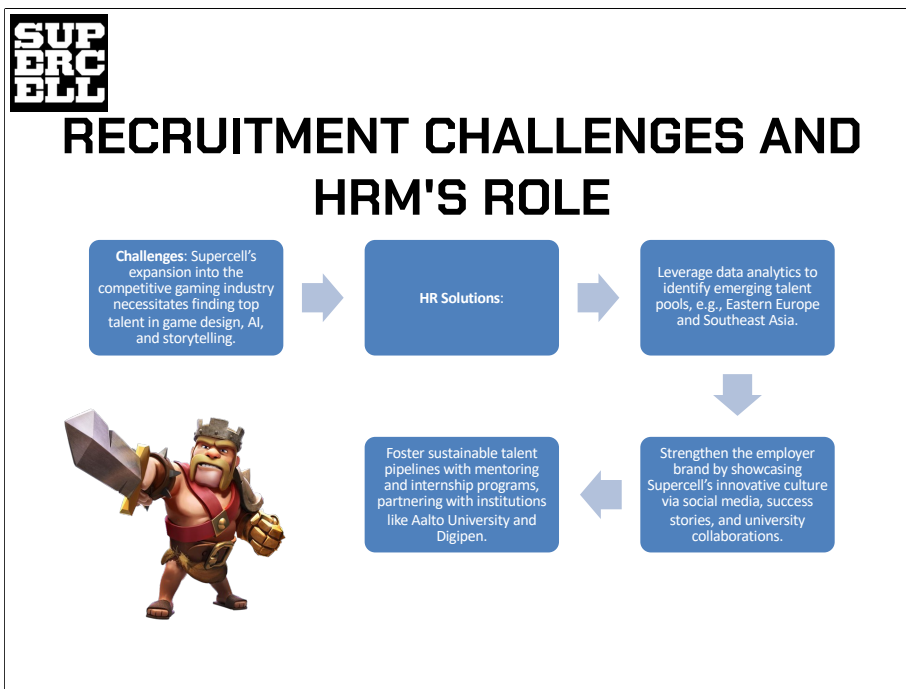
- Timeline, key milestones, and evaluation metrics.

## 9. Key Recommendations

- Summary of actionable strategies and expected outcomes.

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- Academic and industry sources used in the analysis.




Supercell's rapid expansion into the highly competitive gaming industry creates significant recruitment challenges. In particular, highly qualified specialists in design, artificial intelligence and interactive storytelling are not left out, where everyone competes for the highest level of knowledge. In response to these challenges, HR must employ a two-pronged strategy that combines data-driven recruiting with the strengths of the recruiter's brand. Harnessing the power of data analytics can help

identify unexplored talent pools and emerging talent trends. For example, in analyzing global recruiting data, Supercell identified specific areas of expertise. They focus their efforts on particular areas to attract the best candidates. Equally important is building a strong brand that represents both local and international talent.

Highlighting staff success stories, Introducing Supercell's innovative work culture and running targeted campaigns on social media can significantly increase the company's attractiveness to potential new employees. They will also collaborate with major universities and coding schools. Codes of ethics are essential to fostering sustainable talent with programs such as internships and mentoring opportunities with other organisations/ schools known for business excellence, such as Aalto University in Finland or Digipen in the United States.

Young talent can be stimulated to foster long-term loyalty by combining deep insights with an interesting and strong brand. Supercell can continually attract the best talent. Guaranteed continued lead in the job industry.




## CURRENT HR PRACTICES: STRENGTHS AND WEAKNESSES

Strengths:

- Emphasis on small, independent teams fosters innovation and agility.
- Comprehensive compensation and benefits package supports employee well-being.

Weaknesses:

- Maintaining the high-quality bar during rapid expansion poses challenges.
- Balancing team independence with cohesive company-wide strategies requires continuous effort.



Supercell's small, independent team is the cornerstone of its success by promoting creativity and rapid innovation. This decentralized model gives employees ownership of their work makes them feel free to experiment and take calculated risks.

This approach has been critical in creating iconic games like Clash of Clans and Brawl Stars, which have been praised for their longevity and deep player engagement. However, this model presents unique challenges as the organization increases all the time

in size and scale. One challenge is managing the autonomy of a globally dispersed workforce. This can result in inconsistencies in different processes and decision-making.

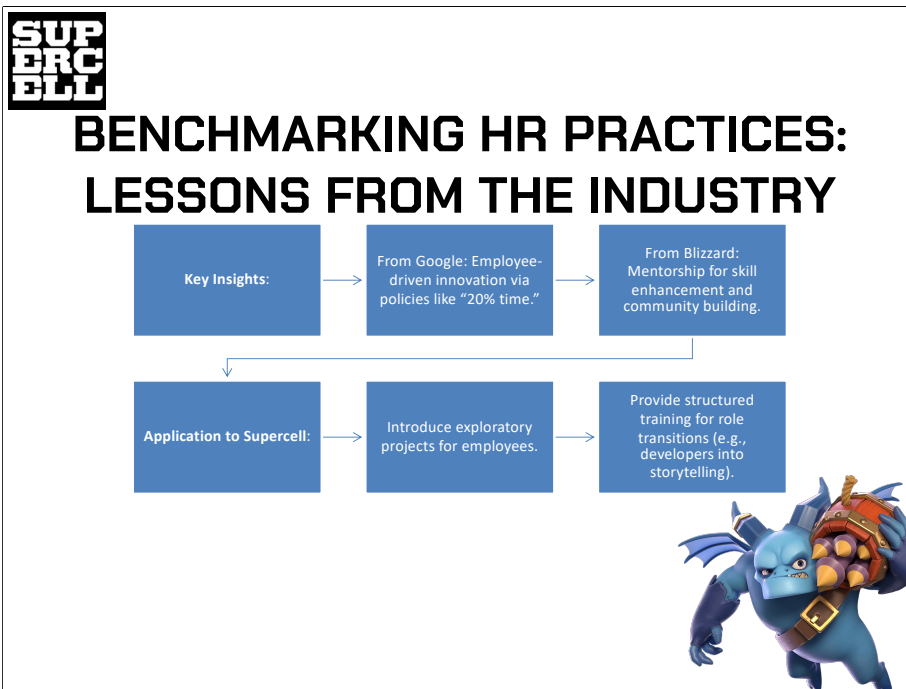
The team's independence is a strength though. But it can also create silos unintentionally where information sharing and collaboration are limited. To address this issue, HR can leverage collaboration platforms like Slack or Microsoft Teams to ensure seamless communication between different teams.

Additionally, initiating biannual cross-team workshops can foster coordination and promote the exchange of ideas and best practices. Another major challenge is treatment. Supercell's "startup spirit" as the company expands operations growth often increases complexity.

This makes it challenging to maintain the agility and flexibility that are an essential part of employee autonomy in Supercell. One possible solution is to use a "wraparound" approach, where teams work independently but within clearly defined boundaries that still align with organizational goals. This allows for structural freedom. It enables teams to innovate while

connecting to the broader mission.

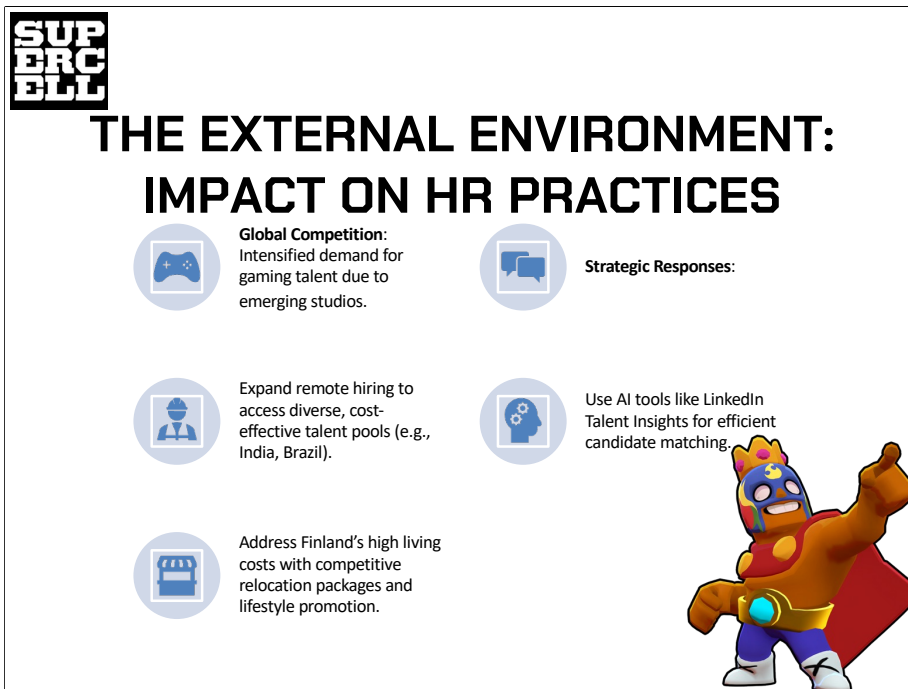
By proactively addressing these challenges, Supercell has been able to maintain its unique culture of innovation and independence. At the same time, we are dealing with the complexities of growing in the global gaming industry.



Industry-leading research provides a valuable benchmark for Google's focus on employee-driven innovation. This is exemplified by the "20% time" policy that has led to continued success in products like Gmail and Google Maps. Focusing on career development makes employees feel invested in their roles. Supercell can recommend projects on a project-by-project basis where employees spend time exploring new gaming ideas or offer flexible career paths that allow employees to switch between technical and creative roles. To enable game developers interested in storytelling to transition to

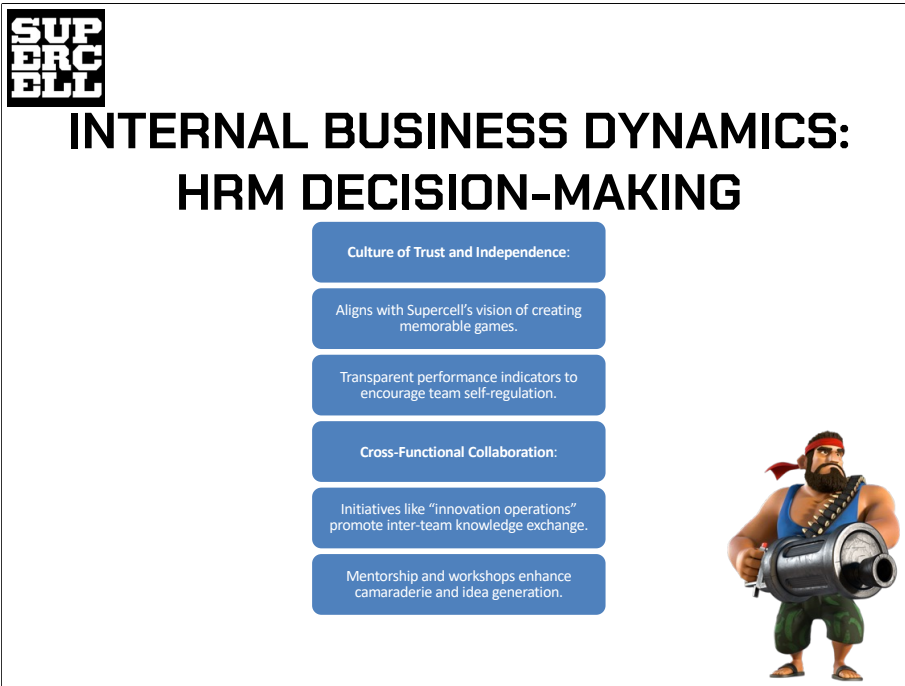


narrative production supported by structured training programs. Supercell can also embrace Blizzard's approach to employee growth by formalizing mentoring opportunities. Pairing young developers with experienced professionals not only improves their skills but also improves their skills. But it also promotes a sense of community within the organisation.



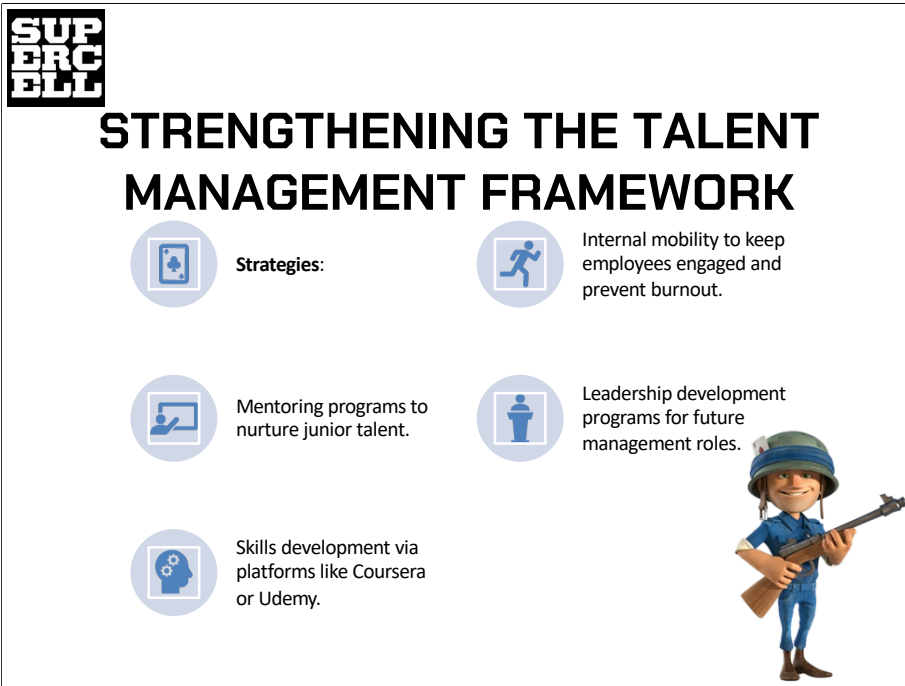
As new studios and platforms emerge the global competition for gaming talent is also intensifying. Supercell needs to improve its recruitment strategy to stay competitive. Remote working offers strategic advantages. This allows access to a diverse talent pool without the constraints of physical location, for example, recruiting talent from regions such as India or Brazil. It provides access to skilled professionals at competitive costs. Technological advances in AI and machine learning in particular are transforming recruitment. AI-powered tools like HireVue or LinkedIn Talent Insights can improve candidate screening.

Reduce hiring time and enhance the quality of hires. Supercell can use these tools to analyze candidate profiles. They are matched to specific roles and anticipating cultural appropriateness. Economic factors also play a role. The relatively high cost of living in Finland can be a deterrent for some international applicants. Supercell is able to solve this problem by offering competitive immigration packages. and by showcasing Finland's high quality of life through targeted campaigns.




Supercell's internal culture of trust and independence is the cornerstone of its HR philosophy. It promotes an environment where employees are trained to take responsibility for their work. This approach aligns closely with the company vision: "Play for years and be remembered forever" to preserve and improve this culture. Human resource policies must actively promote independence while promoting responsibility. One effective way is to introduce transparent performance indicators that allow teams to self-regulate while remaining aligned with the company's overall objectives. These indicators may

include player participation rates. Compliance with the project schedule and a framework that represents key innovations. By setting clear, measurable goals, Supercell helps teams independently evaluate their progress. Promote a sense of ownership and responsibility Multifunctional collaboration is another key area where HR can have a significant impact. Supercell's reliance on a small and creative team promotes innovative problem-solving. But integrating knowledge across those teams can amplify results. HR can facilitate initiatives like "innovation operations," where team members from different disciplines come together to tackle specific challenges. These meetings not only stimulate creativity; but also promotes the exchange of knowledge This leads to new ideas and solutions. HR can also support this collaborative culture by providing platforms and frameworks that make communication and knowledge sharing across teams easier. Promoting mentoring programs and workshops between departments. It will help strengthen the relationship between officials. Increase innovation and camaraderie by integrating these practices into its HR strategy, Supercell is able to maintain its unique culture while staying ahead of the curve.



Talent management is critical to maintaining long-term success. One effective strategy is internal mobility. Allowing employees to transition between projects according to changing interests This helps ensure continued engagement and reduces burnout. For example, developers who have spent years working on combat mechanics may find new inspiration. From moving on to projects that focus on storytelling. Mentoring programs can further strengthen the talent pool. Senior developers and designers can mentor juniors. Promote a culture of continuous learning and transferring important

industry knowledge, Supercell can also explore leadership development programs. To prepare high-potential employees for future management roles. Additionally, creating a formal skills development framework allows employees to earn certifications or attend workshops. For example, providing access to platforms like Coursera or Udemy can help employees stay ahead of technology trends.



## WORKFORCE ACTION PLAN: ADDRESSING SKILLS SHORTAGES

**Short-Term Actions:**


Revise remote work policies and provide ergonomic home office setups.

Establish regional recruitment hubs (e.g., Bangalore, Warsaw).

**Long-Term Actions:**

Collaborate with universities for hackathons and career fairs to discover and nurture talent.

**Goals:** Address skill shortages while enhancing Supercell's brand as an employer.



Addressing the skills shortage in the toy industry requires a combination of immediate action and long-term strategic intervention. One impactful long-term approach is expanding partnerships with universities to include interactive and participatory activities, such as Hackathons. These events challenge students to solve real-world problems. Promote innovation and talent discovery. In addition, these events position Supercell as an innovative leader and sought-after entrepreneur in the toy industry. This will help strengthen the brand of entrepreneurs. In the



short term, revisiting remote work policies could address barriers to attracting and retaining talent from around the world. Provide financial support for creating a home desk, such as providing ergonomic furniture and high-quality equipment. This ensures that employees can work effectively across locations. Additionally, including ethical team-building activities and regular check-ins promotes a sense of belonging and connection among remote staff. This is essential to maintaining morale and cohesion in distributed teams. Recruitment efforts can be improved by creating specialized regional entrepreneurial centers in talent-rich areas such as Bangalore or Warsaw. These centers can act as local job centers. Facilitate access to target groups and promote opportunities to build relationships with potential applicants. Organizing employment activities, career fairs, and local workshops will help strengthen Supercell's presence in these regions. and help explore a wider talent pool. Supercell can effectively address capacity gaps by combining these targeted interventions with long-term initiatives. This ensures a strong and sustainable flow of personnel. At the same

time, it reinforces its leadership position at that level.

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## IMPLEMENTATION AND MONITORING PLAN

**Phased Approach:**


Short-term: Fill immediate talent gaps in six months.

Long-term: Build partnerships with educational institutions over a year.

**Monitoring:**

Use metrics like hiring rates, retention, and employee satisfaction.

Gather feedback from new hires and existing employees for continuous improvement.



A phased implementation approach is essential to ensure that HR strategies are effectively implemented and that success can be accurately measured. This approach allows for structured progression. Starting with short-term objectives that yield immediate results. at the same time, paving the way for more ambitious, long-term initiatives. For example, a short-term goal might involve primary employment within six months. This will ensure that urgent talent gaps are quickly filled.

Meanwhile, a blueprint might include a longer-term framework, such as a partnership with a leading university or coding institute over the course of a year. To promote a sustainable flow of qualified talent. Tracking progress through data-based indicators is critical to measuring the success of these initiatives. And identifying areas that need improvement on indicators such as employment rates. Employee retention rate and satisfaction index This provides quantitative insights into the efficiency and effectiveness of recruitment and integration processes. For example, reduced time to recruitment may indicate that a new recruitment method or on-site strategy is working more effectively. This is because employee retention rates align with employee expectations and needs. Regular feedback from new hires and staff will help refine these processes to ensure they remain consistent with the organization's objectives and management culture. Research to find new employees Delegation interviews And performance assessments can offer valuable qualitative information that complements quantitative indicators. Using a step-by-step, measurable approach The human resources

department can adjust strategies to align with the organization's objectives. Remain agile or sufficient to adapt to changing challenges in the labour situation.



Supercell should employ the following strategies to meet current challenges and prepare for future growth.

- Flexible team structure: Prevents burnout. Improve production efficiency - Structured career path: Ensure employees see clear growth opportunities, reducing turnover.
- Continuous Learning Culture: Adapts to technological advancements by promoting skill development.

- Diverse talent pool: Leverage remote working and global hiring to expand your candidate base.

Expected results include improved employee satisfaction. Reduce the skills gap and increase the efficiency of the organization. By implementing these strategies, Supercell has been able to maintain its reputation for innovation and creativity. Ensuring continued growth in the dynamic gaming industry.

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