

HR SOLUTIONS *for* EMERGING MARKETS

birches
group 




INSIGHT

Birches Group provides tailored human resources information for organizations operating in or expanding into emerging markets.

With unparalleled reach in over 140 countries throughout Africa, Asia-Pacific, Europe and Latin America, our consultants can assist you in building a thorough understanding of the challenges and opportunities that lie ahead. Our resources will help your organization secure the key talent to build your success.

Birches Group provides advice and consulting on labour markets

around the world through our *Market Data Services*. We assist organizations in managing their human capital with *Organization Design* and *Performance Management* tools that are simple, clear and understandable.

We serve leading international employers in the public and private sectors, encompassing major international and regional organizations, Governments and NGOs, as well employers in the Financial Services, Consumer Products, Energy and Technology industries. 


MARKET DATA SERVICES

About Our Surveys

Birches Group provides labour market information for over 140 countries around the world. Our total compensation surveys cover a full range of professional and support staff positions, providing information that ensures your pay practices are aligned with the market conditions of leading employers in each country.

We design our surveys with emerging markets in mind. Our methodology captures the nuances of these markets, such as housing and transport benefits, and subsidized loan programs. With our surveys, we believe taking a focused approach in creating the market profile is best. We strive to capture data from 15-25 key employers in each market, ensuring a consistent profile of the most relevant employers in the market.

Birches Group surveys are unique in that we bring together data from both leading public and private sector employers. In emerging markets, the international public sector — embassies, development banks, bi-lateral and multi-lateral organizations, and leading NGOs — forms an important part of the local labour market. Thus, it is critical to capture data from these employers in order to form a complete picture of the competitive landscape.

Together with private sector employers, and especially multi-national employers, these organizations define the market in a given country. By capturing the leading public and private sector employers, our data provides you with a reliable window into the best total compensation information available. 


Good Data makes Good Policy

Our web-based Indigo™ survey portal provides you with consistent market data. This easy-to-use system allows you to analyze the market data, build customized reports and export results with a single click.

Indigo™ provides more detailed



information than any other international HR survey available. You can look at salaries, fixed allowances, variable pay (bonuses, profit-sharing, etc.) and benefits ranging from pensions and health care plans to country-specific practices, such as housing, transport, recreation, company products and loan arrangements.

Your Indigo™ subscription also includes detailed summaries of the income tax and social security rules, and the prevailing labour code practices such as leave, overtime and retirement age provisions. 

ORGANIZATION DEVELOPMENT *and* PERFORMANCE MANAGEMENT

Optimizing Organization Effectiveness

The emergence of globalization. The impact of technology. The role of shared services and outsourcing. These factors make it imperative for organizations to continually reinvent themselves, and align with constantly changing operational priorities. Birches Group consultants assist organizations in optimizing job design and structure, recommending tailored solutions to improve effectiveness. Today's organizations face the challenges of breaking through traditional boundaries of hierarchy, function and geography; building global teams; and fostering closer connections with internal and external customers. Birches Group will help you cross these barriers with greater ease. 🌿

Community™ - Dare to be Simple

Our Community™ system allows clients to manage job evaluations, competencies, learning, development, and multi-rater performance feedback using a simple, integrated approach. The system is based on four common measures – Nature of Work, Enabling Environment, Partnership, and Results. For each of these measures, a series of progressive values are defined, and linked to your organization's job and career progressions. These values are incorporated into custom job illustrations within the Community™ system. This allows managers and staff to fully understand how jobs are evaluated in the context of the workplace, what skills and competencies are required to

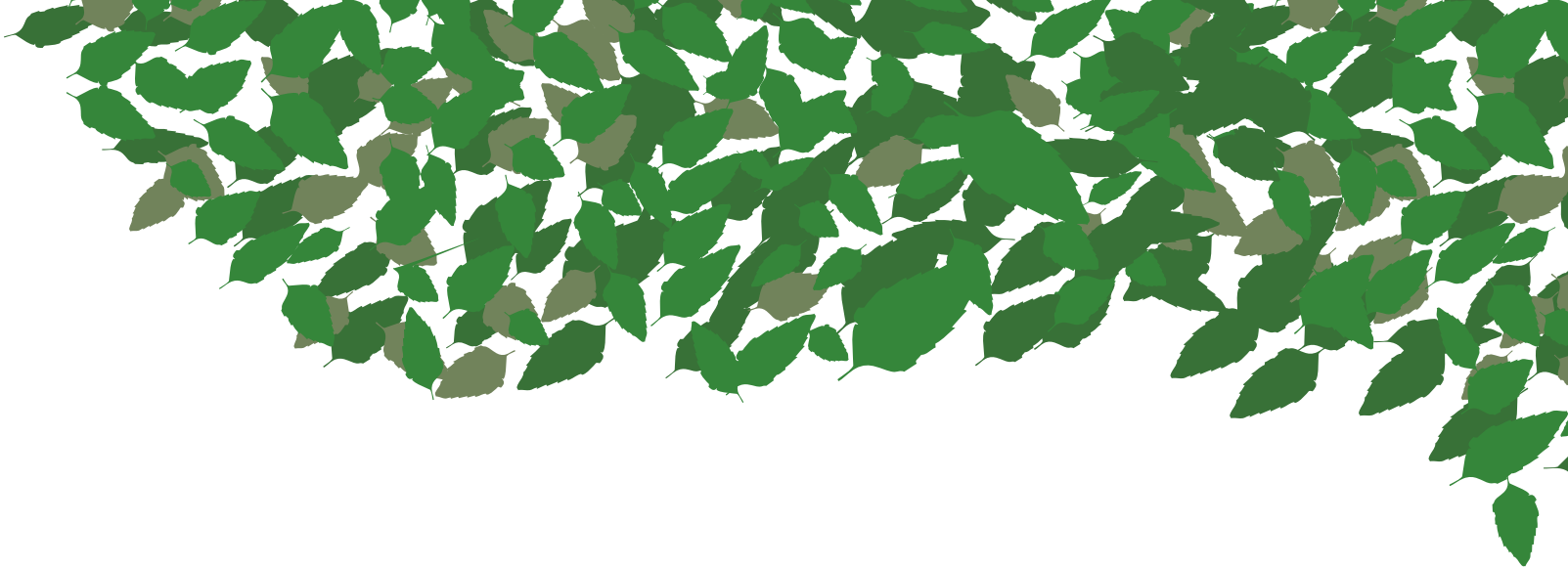
build a career in the organization, and what measures of success apply in the assessment of performance.

The Community™ approach has been tested in over 80 countries, and includes a full 360° multi-rater performance management system. This tool incorporates self-assessments, supervisor assessments, and peer/customer assessments – including customers outside of the organization.

Simplicity lies at the heart of



Community™. We made sure that the system is easily accessible for staff and managers, and requires little training or explanation. The user interface is intuitive, with no instructions needed. This approach brings clarity and shared understanding to critical areas of Human Capital management for managers and employees alike. 🌿



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