



Unlock your HR talent in this  
revolutionary blend of  
**HR Strategy and Innovation!**



# So...RUHR?



- Discover L'Oréal **HR organization** from the inside
- Put yourself into the **HRD's shoes** & make a **difference**
- Challenge **your ideas** with **international** HR students
- Win a great **Week-End abroad** & a **visit** of a L'Oréal branch!



# Last year's edition...



**21** students from **6** countries...



...attending the **international final** in **Paris**



The **Russian team** from the **Graduate School of Management St. Petersburg State University** won a **Weekend in London** & a tour of **UK** headquarters!

# Calendar



## ROUND 1

- **22 February – 5 March** – work on Case 1 – **Operational Case** – «How to attract, develop, and retain talents within a competitive, and fast evolving emerging market?» for L'Oréal India
- **6 April** – presentation of Case 1 in Moscow (**10** minutes for presentation + **5** minutes for Q&A)

## ROUND 2

- **7 March – 22 March** – work on Case 2 – **Innovation Case** (will be sent via email)
- **23 March** – presentation of **Innovation case** in Moscow
- **24 March – 17 April** – work on details for International Final presentation

## ROUND 3

- **18-19 April** – International Final in Paris



# Round 1



## Operational case

- Registered teams get printed version of the **case**
- Your team works on **HR vision & strategy** – How to attract, develop, and retain talents within a competitive, and fast evolving emerging market?
- Present **your conclusions** to the **Jury** of L'Oréal HR managers (**10 minutes**) + Q&A (**5 minutes**)
- **Only the best team** will be **selected** for Round 2!



# Round 2



## Innovation case

- Develop your **communication strategy** around key HR initiatives, based on your Round 1 conclusions
- Your team will receive the **case study brief** by **email**
- Present **Operational Case + Innovation Case** with PowerPoint in Moscow
- Each L'Oréal country will **select their finalist** to compete to the International final in Paris, France





# Round 3



## International Final in Paris, France

- Meet the **finalist teams** and present your 2 cases at the Headquarters in Paris
- A **L'Oréal VIP jury** will select the winning team of RUHR 2012
- The prize: a **Week-End in a major Capital** with a tour of a L'Oréal branch!
- Celebrate the **final** with all the **international students!**



# RUHR 2012 at a glance



L'ORÉAL  
INDIA

An emerging, competitive market...  
...a unique **Employer Value Proposition** to create!  
...a **REAL** managerial development program to  
implement!

- ✓ *Strategic thinking*
- ✓ *Entrepreneurship*
- ✓ *Innovation*
- ✓ *Business focus*
- ✓ *HR vision*
- ✓ *Team spirit*







# R U up 4 it?

REGISTER YOUR TEAM TILL 22 FEBRUARY 2012  
and GET STARTED WITH HR CASE

SEND YOUR REGISTRATION FORM TO  
[RUHR@futuretoday.ru](mailto:RUHR@futuretoday.ru)

