



Case study series:

Samsung

In the pursuit of Global Excellence

Facet5 UK

In the pursuit of global excellence, Samsung Europe is continuously looking for dynamic new leaders. Samsung is passionate about its people as it is these people who help make Samsung a market leader and innovator, driving technology and solutions.

The Business Opportunity

Samsung Electronics has been using Facet5 in Europe for over 2 years in order to continue to develop its people and ensure they are achieving their full potential. When Samsung's current and prospective leaders participate in their talent programmes they are offered Facet5 at the start of their journey. This allows them to explore their core personality, work preferences and strengths, increasing self-awareness. This, in turn, helps them identify how they may be perceived by others, and how they work with key stakeholders, including their teams and managers.

What were the results?

All participants receive their 1:1 feedback from an accredited Facet5 practitioner back in their subsidiary before they attend one of 3 talent programmes in the UK. Once on the programme, the insights from their Facet5 profile are explored via a variety of exercises and peer-to-peer coaching. This helps them to understand their leadership style and how to lead authentically as well as their personal impact and how this can be fed into building their personal leadership brand.

Creativity, collaboration and excellence are the hallmarks of leadership at Samsung. Therefore, in order to attract the most talented individuals, Samsung use the full Facet5 personal profile report and Facet5's recruitment application, Audition, to support them in the recruitment of senior hires. Where Audition has been used, it has allowed Samsung to explore getting the best fit for their culture as well as the specific role. Even if candidates aren't successful, Samsung provide all candidates with a personal feedback; ensuring the experience was a positive one.

Samsung now has over 50 employees, across Europe, who are accredited to deliver Facet5 feedback

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For more information on solutions for your business
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