



chapter 5

Bonus HRM in Practice

Adidas provides guided tour

Adidas is a global sporting goods and clothing group and through its website at http://www.adidas-group.com/en/careers/new_site/adidasgroup/ seeks to attract recruits by providing a 'guided tour with a pro athlete'. By interacting with the 'star' performer, potential recruits can learn about 'positions' to 'play in' and be introduced to the 'captain' of each team. They can also click on 'hot jobs' of the moment which takes them to current vacancies.

In the Future Talent area, people are asked to consider their 'game strategy' and are told that Adidas provides the link between 'sports, fashion and your career'. Information is provided, with video explanations, about a range of entry points from apprenticeships and internships to graduates and MBAs where you are invited to 'Out-perform and establish yourself among world-class players'. Applications are made online by providing an electronic version of a CV and cover letter.

In addition to the website, Adidas has also launched an iPhones app with a screenshot that declares, 'we're not just a company; we're a movement'. Targeted at graduates, it provides:

- Information on the five main business areas: Marketing, Operations, HR, Sales and Finance
- A short movie featuring the 'inspirational working environment'
- An exclusive 'look book' highlighting the 'inimitable spirit of the Adidas Group'
- A search tool for current live vacancies.
- Details on how to apply.