



IE Business School Challenge: A Spotlight on Well-being

We're excited to invite you to take part in IE Business School's latest challenge: "A Spotlight on Well-being." This is your opportunity to get in the shoes of workplace decision-makers to answer the vital question, "***How do we improve employee well-being?***"

Participate in the challenge and apply to our Master in Talent Development & Human Resources Fall 2022 intake, and you could win one of three scholarships.

The Challenge

The industry needs your help. According to the Future Workplace 2021 HR Sentiment Survey, 68% of senior HR leaders rated employee well-being and mental health as a top priority. Your challenge is to place "A Spotlight on Well-being," by designing a sustainable plan that considers the blend of physical, emotional, social and career factors that comprise holistic well-being in the workplace.

How to participate?

Register for our “A Spotlight on Well-being” masterclass, which will be held on **April 26th at 5:00 p.m. CET**. Submit your response to the challenge—in a video or in written format—and your application to the Master in Talent Development and Human Resources before **May 13th**. Please find all necessary details below. Good luck!

Taking on the Challenge:

Content

To get the ideas flowing, you will first attend the “A Spotlight on Well-being” masterclass on April 26th at 5:00 p.m. CET. Wim Focquet and Federico de Diego Prato, both academic directors and adjunct professors for the Master in Talent Development and Human Resources, will be joined by Mark Kelly.



Mark is the director of global benefits and well-being at Boston Consulting Group (BCG), where health and well-being are priority. Mark’s role sees him working closely with his local offices’ HR and finance departments to ensure employees feel supported. As a former champion cyclist, he’s always been passionate about healthy lifestyles and has never strayed far from these principles in his professional path.

Then, focusing on discussion topics from the masterclass, the current global situation and the role of technology in the modern world, you will need to:

- 1) Explain your understanding of external challenges that can affect well-being.
- 2) Develop a strategy on how to improve workplace well-being if you were the CEO of an international company.

Format

You must submit either a video recording of yourself or a written essay explaining your strategy.

Duration

Your video must be between two to three minutes long, or if the format is written, a maximum of three pages.

Tools

To film your video:

You can either create and edit a video or film yourself presenting your answer. If you record yourself, you can be next to your chosen visual support or use a platform such as Zoom or Teams. Please film yourself horizontally.

For your visual support:

You may use Powerpoint, Canva or Prezi. All visual, sound or data information must be your original creation or properly referenced.

Resources

You can draw on information discussed in the masterclass and/or conduct your own research, either online or through conversations with relevant industry players. Please remember to source any external information.

What we are looking for

We are interested in you showing us your solid understanding of the issue and a solutions-driven approach that combines creativity and critical thinking.

Submitting your challenge

Please email your submission to leadership.recruitment@ie.edu with “A Spotlight on Well-being” and your name in the subject line.

Scholarship award

IE Business School will award three scholarships for the top three projects, valued at 50%, 40% and 30% of the Master in Talent Development and Human Resources program fees. Entries will be judged by a panel of IE Business School faculty. Please keep in mind that scholarships will only be granted to admitted candidates, and that this scholarship cannot be added to an already existing one. **Winners will be announced on June 1st.**

Deadline
Friday, May 13th