**2. IKEA (Sweden) - Inclusive and agile HR strategy**

**Context:**

IKEA, a global leader in furniture sales, is known for its emphasis on company culture and values that promote teamwork and innovation.

**Initiative:**

IKEA has implemented an HR strategy that focuses on:

* Developing talent through international training programs and mentoring,
* Promoting diversity and inclusion at all levels of the organisation,
* An agile approach to human resource management that enables rapid response to market changes and internal employee needs.

**Impact:**

The initiative has significantly improved the work environment, fostered creativity and innovative thinking across the organization, and contributed to increased employee loyalty. This has enabled IKEA to maintain a competitive position in the global market.

**Case study questions:**

1. Key aspects of the strategy: what are the main components of IKEA's HR strategy and why are they considered successful?

2. Inclusion and diversity: How does promoting diversity and inclusion contribute to a better work culture and innovation at IKEA?

3. Agile approach: What does the agile approach mean in HRM and how does it affect the company's responsiveness to change?

**Comparative questions**

1. Comparison of strategies: how do the HR strategies of Česká spořitelna, IKEA and Google differ and how are they similar?

2. Trends in HR: What common HR trends can you identify from these case studies?

3. What potential challenges could arise when implementing similar strategies in smaller or less technology-oriented organizations?