



Press Release

Fragiski Melissa: *“At Alpha Bank, our Purpose and our Values define how we design our Strategy”*

300 new jobs at Alpha Bank during 2022, mainly in technology areas

Speaking at the **Innovation Forum 2022**, organized on Monday, November 21, by the Hellenic-German Chamber of Commerce, the **Chief Human Resources Officer (CHRO) of the Alpha Bank Group Fragiski Melissa**, referred to the new era of work in an environment of innovation and digital transformation, as well as to the future of labor relations.

Regarding the connection between digital transformation and work, the Alpha Bank Group CHRO observed that **“the transformation inevitably affects all processes, Divisions and Employees, causing their roles to evolve from purely procedural and mechanical ones to those that add value, by providing specialized advisory services to Customers – both internal and external.”**

Ms. Melissa shared the Bank’s experience in this area, making references to the **universal Transformation Program that has been in full progress throughout the Group since 2020**. In terms of scope, 2/3 of the Program cover technology-related areas, on which the **Bank draws to integrate cutting-edge technologies, artificial intelligence, and robotics into its operations**. One of the results of this Transformation, she stressed, was **the creation, in 2022 alone, of 300 new jobs at Alpha Bank**, mainly related to new technologies.

6 Training Academies at Alpha Bank for upskilling its People

She also pointed out that taking full advantage of the opportunities offered by the digital transformation hinges upon a thorough diagnosis of the current skills and the design of reskilling programs. **“Transitioning to the new era requires all of us to equip ourselves with new skills,”** she noted. Alpha Bank has established **6 new Training Academies**, open and accessible to all of its Employees, with targeted “Learning Journeys”, in accordance with the identified upskilling requirements.

Referring again to the Alpha Bank paradigm, Ms Melissa also highlighted the crucial importance for Employees to accept change and align themselves with the organization’s new purpose, as a key success factor for the successful outcome of the transformation. To this end, she explained that the Bank plans to redefine its **Values** and its **Purpose**, in a move that *“represents a way to reintroduce our identity, both internally within the Bank and externally.”* **“Our Purpose and our Values define the design of our Strategy, our choice of direction and the prioritization of our actions”** she noted, adding that *“our intention is for them to ultimately be adopted as a way of thinking and as a guide to the behavior of all Employees in their daily lives”*.

Diversity and Inclusion at the heart of the new corporate culture

Further detailing the theme of the Bank's Values, the Alpha Bank CHRO drew particular attention to the important steps that the Group has taken to **integrate Diversity and Inclusion** into its organizational culture. *“For us at Alpha Bank, providing all employees with training on unconscious bias lies at the heart of our actions to consolidate Diversity, Equality and Inclusion in our culture, as we wish to build a basis of perception and understanding that will be common to all”*, Ms. Melissa said. She also shared several pertinent examples, such as **the introduction of a policy – the first one in the Greek banking sector – against violence and harassment**, as well as the **female empowerment and mentoring programs** developed by the Bank.



*“At this stage, we are **building our broader strategy on Diversity, Equality and Inclusion**, which apart from gender, features **three additional pillars** – those of **age, cultural diversity and financial inclusion or financial literacy**, which, as a Bank, we know much better”, she added.*

Work-life balance, emotional well-being and a socially aware employer profile are the key issues for employees today

Referring to the future of work and taking occasion from “The Great Resignation” trend observed especially in the USA since 2021, Ms. Melissa noted that employees now value **well-being** and **work-life balance** to be much more significant factors. At the same time, employees scrutinize more closely the **social profile of employers** and the level of their awareness of, and response to, **sustainability** and **ESG issues**. *“The younger generations of employees are looking for more choices about how, where and when to work, **and the new forms of work must meet these demands**”, she noted.*

In closing her presentation, the Alpha Bank CHRO shared some tips on how organizations can respond to these “wants” of employees, such as by creating a **“different emotional contract”** between the employer and the employee, offering personalized options, together with new performance evaluation and reward methods with a strong focus on the employees’ individuality and on their mental, social and emotional well-being. *“The fact that everything now depends on the candidates introduces an element of constant change in the approach of the Human Resources Division, which must design procedures and policies that can easily and quickly adapt to new circumstances. This is also our own intention and we are working toward this direction”, Ms. Melissa concluded.*