

Proceedings and Notes to the seminar as presented on this website:
<http://www.hs-bremen.de/internet/de/hsb/veranstaltungskalender/alumni-expert/>

1st Workshop results

Talent – a matter of definition. Participants with work experience: 8 of 12.

Today's goal: to find out your personal experiences and ideas to Talent management in four steps:

Company Goals >

Optimal workforce

< business performance

1. Assess

2. Acquire

3. Develop

4. Align

In the following, the participants' input was needed to evaluate assessment criteria in different countries and find out trends.



The following trends were found out:

Downsizing, multitasking people, mobility, languages, education, experience, strong competition, flexibility, no lifetime employment, salary harmonization, knowledgeable economy, innovations, loyalty, labour movement, changing company structures, transparency (www)...

For the results of the two following workshops, please refer to "Alumni Presentation Schadeck 2010" on this website.

Company Presentations

1. Kaefer Isoliertechnik

Kaefer is a large growing company with about 2000 employees in Germany and 17,000 worldwide. The HR-departments are divided in Corporate HR (strategic development and professional development) and in HR & Operations (Germany).

The company in Germany just started to integrate international employees in its German affiliates and is currently looking out for more.

The Kaefer Academy is a worldwide initiated Talent management tool with the two following building blocks:

Professional development programmes:

1. Project management qualification
2. Trainee Programme LNG, 12 months, technical programme) and
3. KITE Trainee programme, 18 months

Leadership Development programme

(15 people appointed mandatory seminars about 4 times a year, mixed countries and departments):

- 1st level Junior Leadership programme
- 2nd level Advanced Management programme
- 3rd level Executive Development programme
- 4th level Top Management programme

How do I become a part of this system? Kaefer is always watching out for international people having a pro-active approach. The company is advertising over Stepstone, Xing, Monster and VDI magazine as well as on www.kaefer.com.

Please use the online registration system to submit your application. Kaefer will then classify in "A, B or C-candidates" and invites you to a 2-level-interview if you have been successful. The interviews contain a test, i. e. as a case study of daily business.

Training on the job is done with the help of a mentoring system. The probation period is usually 6 months. After 100 days, a first interview takes place to find out if the match worked (or works) out.

Contact: anneke.fritsche@kaefer.com (Head Human Resources and Operations Germany), Sonja.kolb@kaefer.com (Education and internships)

2. Airbus

Due to company regulations concerning secret data, no PowerPoint Files have been offered to the committee of the seminar. Important information from the **Airbus internet page**:

" Human Resources has a key role to play in helping transform and shape the future strategic direction of our business both locally and transnational. To do so, we need to recruit high potential graduates who are innovative, proactive and able to be team players in multi-national teams. Above all else, we need individuals who act with integrity, understand what it means to be customer focused and have the ability to deliver reliably.

We believe in employing talented people who share our drive, enthusiasm and pioneering spirit, people with an ability to think creatively in order to turn ambitious ideals into practical reality.

One of the many factors in Airbus' success is our cultural diversity, with employees of nearly 85 different nationalities and 20 languages working together across both geographical and professional boundaries. It is this, which makes us truly international and ensures a stimulating and exciting environment that helps to keep employee motivation high.

Airbus is also committed to enabling more women to enter the aeronautical sector. For the last three years, we have exceeded our annual target for 20 per cent of all our professional and managerial recruits to be women. This is higher than the proportion of female students on European aeronautical courses, which averages out at 18 per cent. Numbers of female recruits have also risen in general throughout the company, with Airbus recruiting six times more women for blue collar posts in 2005 than in the previous year. Such increases were thanks to a range of measures, such as new

recruitment training that focuses on equal opportunities and the importance of diversity, and the launch of a female hiring campaign in conjunction with EADS.

Here at Airbus, we know that the key to our success is our people. In recognition of this, we have established a range of employee rewards and incentives. These include Airbus' annual awards for excellence, which showcase outstanding individual and team achievements in key business areas such as quality, innovation, customer service and design” .



For further information, especially concerning the results of the differences between Airbus and Kaefer Talent Management strategies, please refer to the PPT-presentation of Prof. Eva Schadeck posted on this website.

Topics for the next seminar

Our participants have been voting for the following subjects on the last meeting of the seminar (without ranking, thus possible options):

1. Environmental, ecological Management.
2. Intercultural Management
3. East-West Cooperation
4. Global warming
5. Sustainable Management, with respect to society, ecology.
6. Education in Europe, the Bologna Process and the consequences in the Academic Education
7. Carrier Management
8. New paths in higher education, development of personalities with regard to social, soft skills.
9. How to make business in Germany. What are the legal requirements and process for start up businesses?
10. The logistic business in Bremen. Efficiency in the supply chain.
11. How to develop the network of alumni students.

Feedback (see also DAAD Evaluation Summary)

From the participants:

- more firms, please
- try to collect our expectations when we are signing up, but before the start of the seminar
- very knowledgeable lecturer (Mrs Schadeck)
- employers part of view was new to me, but ok
- now able to get a better job
- international and diverse point of view as well as different backgrounds, which has been useful
- wanted: more lines of business on the panel for the company presentations

From our workshop lecturer Eva Schadeck:

- hard to keep track of some participants when they were partly absent, no constant workshop possible
- partly lack of contribution during the group work

From the organizers:

- some participants did not show up at all, this is not tolerable without excuse
- partly lack of interest for the subject
- Please be on time next time!

Evaluation of the seminar by the participants

Concerning to your overall evaluation of the seminar as a group, please refer to the posted file ***DAAD_Evaluation***.

Pictures from the seminar



Sandra Conrad-Juhls, ZAS



Doris Herrmann, ZAS



Rector welcoming students at IGC



Group work time in the workshop



Tell me your experiences with talent management!



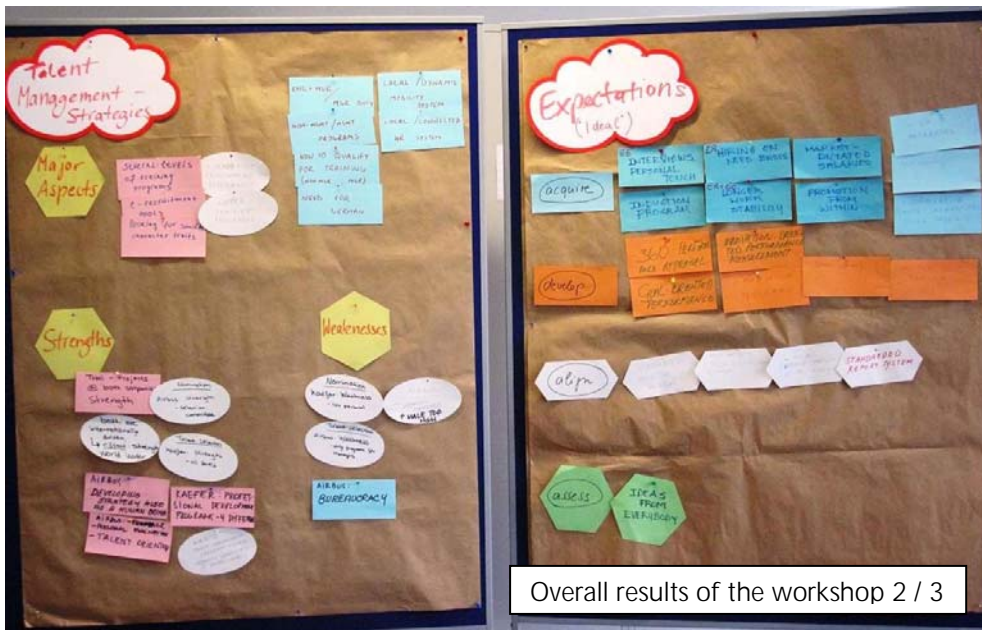
Good luck from the town musicians



Visit of Überseestadt Bremen



HR Germany, Kaefer Isoliertechnik



Proceedings gathered by Sandra Conrad-Juhls, ZAS support Alumni Expert Seminar Bremen, 2010