

Invitation to participate ▪ Short survey

Attractive Employers Trend Study 2020



THE WORKING WOLRD OF TOMORROW.

Today's answers to questions that will be asked tomorrow.

Preface

With the "*Attractive Employers Trend Study*" we would like to find out together how "*the working world of tomorrow*" is ordered.

In dialogue with committed experts, we regularly invite relevant target groups to participate in anonymous surveys. The unique mix of participant groups as well as the broad database serve to identify success factors for the transformation of working environments.

The annual trend study aims to better understand how the needs of qualified talents and competitive employers change. More than a sentiment barometer, it is a valuable strategic decision-making tool.

Take part in our "*Attractive Employers Trend Study*" and gain new insights for your company, ideally valuable recommendations for further development.

We look forward to receiving your voluntary and anonymous information. Together with other decision-makers from your and other industries, we dare to look into the future.

We would be pleased to present you valuable answers and insights in the context of our dialog format "*Strategic Circle Attractive Employers*" in a personal discussion on site.

We thank you in advance for your interest and participation,

Yours sincerely,
Team Attractive-Employers.com

Contacts

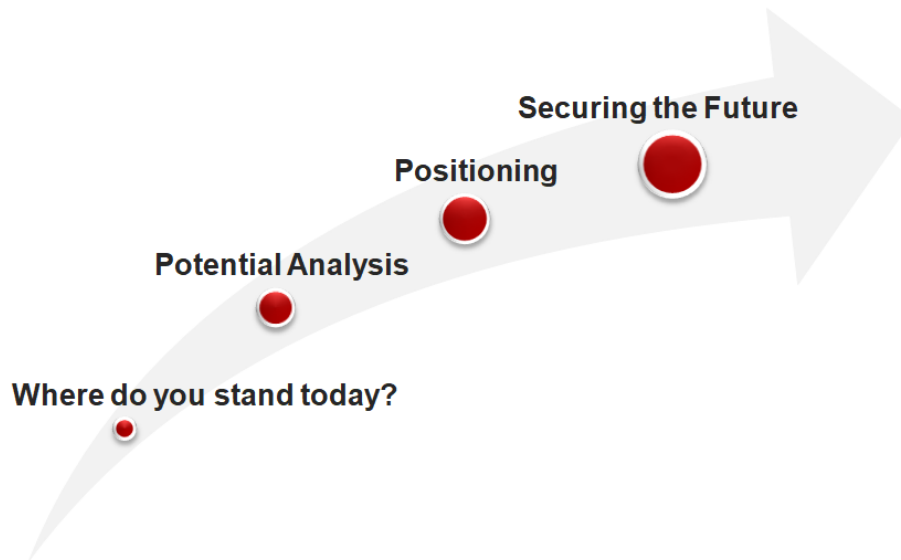
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Mission: Know where you stand - and how to secure your own future



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About your company

1 Sectors

- | | |
|---|---|
| <input type="checkbox"/> Chemistry, Pharma, Biotech | <input type="checkbox"/> Handicraft |
| <input type="checkbox"/> Service | <input type="checkbox"/> Information technology, services |
| <input type="checkbox"/> Electrical engineering, mechanical engineering, mechatronics | <input type="checkbox"/> Logistics, transport |
| <input type="checkbox"/> Energy, environmental protection | <input type="checkbox"/> Media, creative industries |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Medical technology |
| <input type="checkbox"/> Health | <input type="checkbox"/> Mobility |
| <input type="checkbox"/> Commerce | <input type="checkbox"/> Software |

2 Company size

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> < 250 permanent employees | <input type="checkbox"/> > 1.000 pe |
| <input type="checkbox"/> > 250 pe | <input type="checkbox"/> > 3.000 pe |
| <input type="checkbox"/> > 500 pe | |

3 Who decides on you (with budget) on the topic or measures / projects, the use of ...

	Owner, Shareholder	Board, MD	Head of Department	Purchase	Others
New Software/ Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership, Decision-making culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employer Branding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recruiting / Talentscouting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education/ Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Digitization

Focus HR area

Please tick the displayed information. You can also skip individual questions.

1 Which HR software do you currently use in your company?

- | | |
|---|---|
| <input type="checkbox"/> E-Recruiting/ Applicant tracking | <input type="checkbox"/> E-Learning |
| <input type="checkbox"/> Talent management | <input type="checkbox"/> Skill and competence management |
| <input type="checkbox"/> Sourcing | <input type="checkbox"/> Appraisal interview/ Target agreements |
| <input type="checkbox"/> Multiposting | <input type="checkbox"/> Knowledge management |
| <input type="checkbox"/> Education/ Training | |
-

2 Do you use shared talent pools with third parties?

- Yes
- One (1) common talent pool More than a common talent pool, with different partners / users
- No
- No interest in sharing a common talent pool with others
- For this there is still need for consultation, clarification

3 AI use in human resources

- We do not use at the moment We do not have to use AI in HR

4 How useful do you think the use of AI in the following areas?

Please use a scale of 1 - 5, where 1 means "very reasonable" and 5 "not at all meaningful".

- | | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="checkbox"/> Recruitment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="checkbox"/> Staff selection | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="checkbox"/> Employee management | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="checkbox"/> Employee support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="checkbox"/> Performance management of employees | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Demographic change

1 How is your workforce composed by age group?

- in %
- Employees under the age of 30 years
 - ... over 30 years old
 - ... over 50 years old
 - ... over 60 years old

2 Are the areas of activity in your company designed so that employees can actually perform them up to the age of 65?

Yes No

3 Up to which age do you offer your employees the opportunity to qualify and expand their skills?

Until the year of life

4 Up to which age do you give applicants a chance to become a permanent employee?

Until the year of life

- In the production area
- Organization / Administration
- Other activities _____

The age of an applicant is not a decision criterion for us.

Führungs-, Entscheidungskultur

1 How relevant are the following statements for you?

Looking to the next 2 - 3 years.

Please use a scale of 1 - 5, where 1 means "very important" and 5 "not at all important".

	1	2	3	4	5
<input type="checkbox"/> The work processes in our company will be shortened significantly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Today's jobs can no longer be guaranteed as permanent jobs in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Our company will increasingly employ temporary workers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Our company will increasingly be present abroad, employing employees there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Employees we hire in the future will increasingly work from home or on the move / mobile.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2 Which topics are particularly important to you for the coming 1 to 2 years?

Please use a scale of 1 - 5, where 1 means "very important" and 5 "not at all important".

	1	2	3	4	5
<input type="checkbox"/> Attentiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Exercise empathy skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> New thinking patterns - do not be afraid of decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Employee skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> New work routines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Deal with performance pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Self-development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Trust between leadership and teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Employer Branding

1 How important is it for you to strengthen your employer brand in public?

Please use a scale of 1 - 5, where 1 means "very important" and 5 "not at all important".

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2 How important is it to protect your employer image in public?

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3 Applicants pursue specific goals with their professional activity. How important do you consider the following expectations / wishes of the applicants?

<input type="checkbox"/>	Safe workplace	1	2	3	4	5
<input type="checkbox"/>	An activity that is fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	A permanent job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	High income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Cash value employee benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Good career opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	„Work-Life-Balance“	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4 Which communication channels and tools are important to you in order to position and publicize your employer brand in public?

Please use a scale of 1 - 5, where 1 means "very important" and 5 "not at all important".

<input type="checkbox"/>	Digital communication channels	1	2	3	4	5
<input type="radio"/>	With own / internal team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Live Communication (Events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Purchase the quality seal of a well-known supplier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Strategic partnerships with universities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualified Talents

1 Are you planning to hire new employees for the next 12 months?

- Yes, in the area / department No
- Research & Development Production
- Organization / Administration Sales
- Human Resources Marketing/ Communication

2 Do you need more or less graduates in the next 2 years?

- More Less None

3 How important are the following goals?

Please use a scale of 1 - 5, where 1 means "very important" and 5 "not at all important".

- | | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="checkbox"/> Employee retention | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="checkbox"/> Qualification | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="checkbox"/> Recruiting in Germany | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="checkbox"/> Recruiting abroad | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

4 Do you expect critical employee departures for the next 12 months?

- Yes No
- Due to a changed economic situation for our companies
- Due to changes due to the increasing digitization
- Miscellaneous _____

If so, would you recommend valued employees - assuming they would actively participate - to like-minded employers?

- Yes No
- The advantages of a recommendation are clear to us. We need advice.

Qualified Talents

Specialists from abroad

1 **Are you open to getting to know qualified talents from abroad and - if appropriate - to hire them in Germany?**

Yes No

2 **If yes, from the following countries you welcome applications / talent recommendations:**

European Union		Europe	Americas
<input type="checkbox"/> Belgium	<input type="checkbox"/> Latvia	<input type="checkbox"/> Albania	<input type="checkbox"/> Argentina
<input type="checkbox"/> Bulgaria	<input type="checkbox"/> Lithuania	<input type="checkbox"/> Bosnia Herzegovina	<input type="checkbox"/> USA
<input type="checkbox"/> Croatia	<input type="checkbox"/> Luxembourg	<input type="checkbox"/> Russia	_____
<input type="checkbox"/> Cyprus	<input type="checkbox"/> Malta	<input type="checkbox"/> Switzerland	
<input type="checkbox"/> Czech Republic	<input type="checkbox"/> Netherlands	<input type="checkbox"/> Serbia	Africa & Middle East
<input type="checkbox"/> Denmark	<input type="checkbox"/> Austria	<input type="checkbox"/> Turkey	<input type="checkbox"/> Egypt
<input type="checkbox"/> Estonia	<input type="checkbox"/> Poland	<input type="checkbox"/> Ukraine	<input type="checkbox"/> Israel
<input type="checkbox"/> Finland	<input type="checkbox"/> Portugal	<input type="checkbox"/> United Kingdom	_____
<input type="checkbox"/> France	<input type="checkbox"/> Romania		Asia Pacific
<input type="checkbox"/> Greece	<input type="checkbox"/> Slovakia		<input type="checkbox"/> China
<input type="checkbox"/> Hungary	<input type="checkbox"/> Slovenia		<input type="checkbox"/> India
<input type="checkbox"/> Ireland	<input type="checkbox"/> Spain		_____
<input type="checkbox"/> Italy	<input type="checkbox"/> Sweden		

3 **Mastering the German language is mandatory for you**

Yes No.

The German language is of course important to our company, but we also get along well with "English".

Qualified Talents

Case study | IT-Experts, Software-Developers from Romania

1 **Are you interested in cooperation with IT specialists from Romania?**

Yes No

2 **If so, are you open to "remote collaboration" with IT specialists?***

Yes No

* Definition „Remote“: removed, i. a collaboration over long distances

3 **In this scenario, would the knowledge of English as a communication and working language be sufficient?**

Yes No

4 If a pure collaboration on a remote basis does not make sense:

Could you imagine IT specialists under the supervision and management of third parties (a service provider working for you) in an office in Romania (for example in Bucharest) are working for you at defined working hours?

▪ **Complemented by a presence at your location**, in a location of your choice.
For example, every two (2) months, for a period of two (2) weeks.

Yes No, not an interesting scenario for our company

5 **Would you agree with shorter project times (for example up to 6 months) and a local presence of about 50% - 75% of the project time, the model "Remote"?**

Yes No

Education/ Training

1 Which requirements / qualifications do you consider important in the future and do you expect them from your employees - compared to today?

Please use a scale of 1 - 5, where 1 means "very important" and 5 "not at all important".

	1	2	3	4	5
<input type="checkbox"/> More flexibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Other / advanced expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Willingness to further training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> More commitment / engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Intercultural competences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Higher load capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Better handling of digital media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2 Are university partnerships relevant for you the upcoming 12 months?

Please use a scale of 1 - 5, where 1 means "very important" and 5 "not at all important".

Yes
 1
 2
 3
 4
 5
 No

With special focus on:

- Innovation / Technology
- Access to knowledge & know-how
 - Joint Projects / Research & Development
 - Sourcing/ Get to know interesting startups possibly with potential for investment
- Continuing Professional Education
- Develop existing employees
 - Motivate employees to commit to the company