

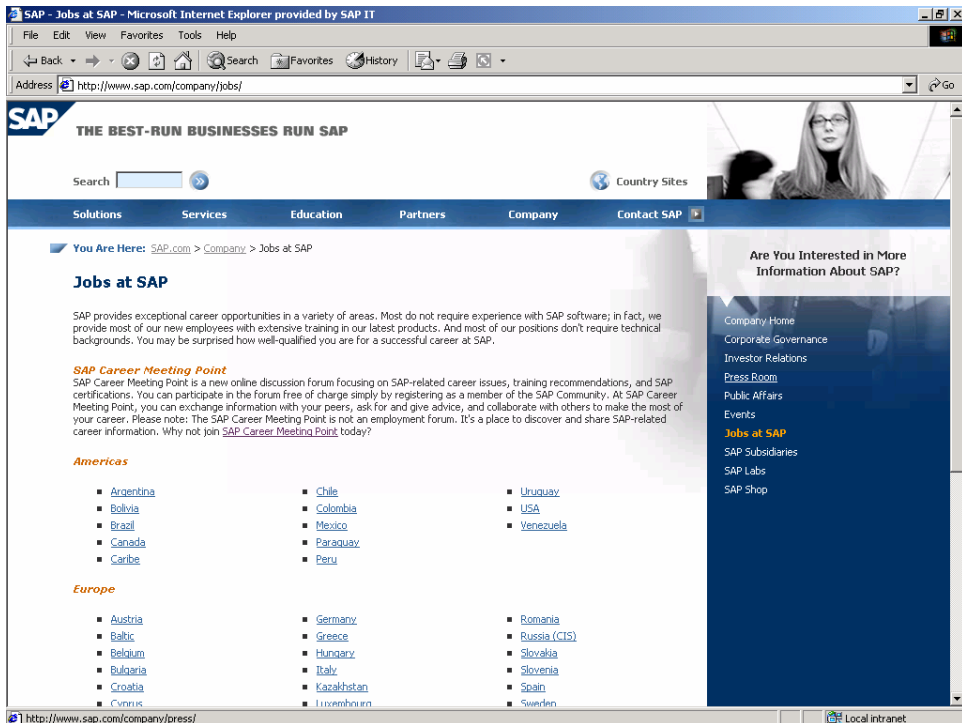
Employer Branding bei der SAP

Prof. Dr. Armin Trost

16. Juni 2005

Ausgangspunkt und Problemstellung

- ▶ Zunehmend härter werdender, internationaler Wettbewerb um herausragende Talente innerhalb der IT-Industrie
- ▶ Sehr starkes Arbeitgeberimage in Deutschland – mittelmäßiger, internationaler Bekanntheitsgrad
- ▶ Natürlich gewachsenes Arbeitgeberimage – keine systematische Gestaltung der Außendarstellung
- ▶ International heterogene inhaltliche und äußere Gestaltung von Aktivitäten im Personalmarketing
- ▶ Mangelnde Attraktivität und Überzeugungskraft bestehender Personalmarketingauftritte
- ▶ Geringe operative, inhaltliche und gestalterische Unterstützung lokaler Aktivitäten im Personalmarketing
- ▶ Unklares Selbstverständnis in Bezug auf Stärken und Schwächen als Arbeitgeber



Inhalte des Employer Branding Projekts bei SAP

Ziel des Projekts ist es, lokalen Recruiting Einheiten nützliche Kernbotschaften und Material für lokale Aktivitäten Personalmarketing anzubieten

► Was ist Inhalt des Projekts?

- Globale Analyse als Grundlage für ein globales Employer Brand
- 3-5 Employer Branding Kernbotschaften
- Employer Branding Vorlagen für unterschiedliche Personalmarketingkanäle

► Was ist nicht Inhalt des Projekts?

- Globale Employer Branding Kampagne
- Maßnahmen zur interne Mitarbeiterkommunikation
- Definition von Unternehmenswerten und Leitbildern
- Kulturwandel

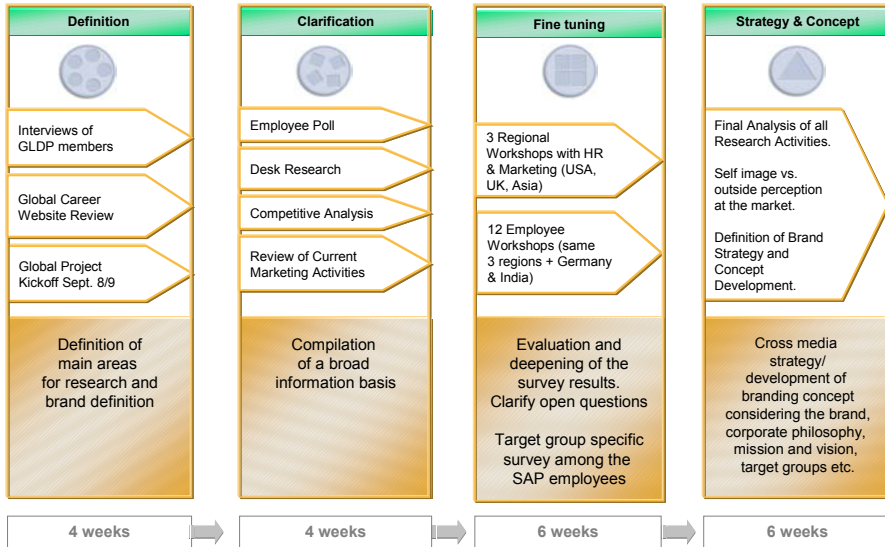
Wirtschaftlichkeitsrechnung

A	Umsatz (T€)	7.772.361	
B	Nicht-Personalkosten (T€)	3.102.837	
C	Anzahl FTEs	28.797	
D	Ergebnisbeitrag/FTE (T€)	162	(A-B)/C
E	Neueinstellungen	2.000	
F	Höhere Produktivität neuer Mitarbeiter	1%	
G	Absolute Steigerung des Betriebsergebnisses/FTE (T€)	3.243	D*E*F

Bei der Entwicklung einer Arbeitgebermarke sind mehr Perspektiven zu berücksichtigen



Projektarchitektur



Eine kleine Befragung der Mitarbeiter

SAPNet - Microsoft Internet Explorer provided by SAP IT

File Edit View Favorites Tools Help

Address <https://sapneth10.wdf.sap.corp/~ron/fm/011000358700004109492003E>

Employer Branding

How are we able to ensure anonymity?
To guarantee the anonymity of all participants, we have drawn up basic rules on evaluating and using the data gathered.

- When analyzing the results the anonymity of the "sender" is guaranteed by disconnecting the user ID.
- When the data is analyzed, the responses are gathered together for different employee groups within SAP.
- Reports on the results only deal with summary statistics, for example average values.

1. What are the 3 main reasons that keep you working at SAP?

1.1

1.2

1.3

2. Which 3 adjectives best describe SAP?

2.1

2.2

2.3

3. If you did not work for SAP, which company would be your second choice?

Imageanzeigen

FRIENDS TEND TO CHARACTERIZE ME AS:

- Type A personality
- Type B personality
- Type R0I personality

THERE'S A PLACE FOR PEOPLE LIKE YOU.

Smart, creative professionals will feel right at home at SAP as an environment where creativity is encouraged, initiative is rewarded and progression is made. There's no better place to give your career.

SEND YOUR RESUME TO: [SAP/COM/CAREERS](#)

AT A PARTY, I USUALLY:

- Walk over to people and start a conversation
- Wait for someone to walk over and talk to me
- Use Boolean algebra to determine the fastest way to the chicken wings

THERE'S A PLACE FOR PEOPLE LIKE YOU.

Smart, creative and professionals will feel right at home at SAP as an environment where creativity is encouraged, initiative is rewarded and progression is made. There's no better place to give your career.

SEND YOUR RESUME TO: [SAP/COM/CAREERS](#)

Prof. Dr. Armin Trost Employer Branding bei der SAP (2005)

www.amintrost.de

Anzeigenkonzepte

IN MY SPARE TIME I LIKE TO:

- Hang out and listen to music
- Hit a few at the driving range
- Build things, like standard-based integrated and applications programs

THERE'S A PLACE FOR PEOPLE LIKE YOU.

Learn how data matters in our lives. Connect unique data points in our systems, create jobs in our world. Make sure you're prepared to do it. Being the person who can make our world work better gives you an edge. That's the world where you'll find your next challenge and career.

DEVELOPER (INT)
SAP Larian Pressas

Learn how data matters in our lives. Connect unique data points in our systems, create jobs in our world. Make sure you're prepared to do it. Being the person who can make our world work better gives you an edge. That's the world where you'll find your next challenge and career.

THERE'S A PLACE FOR PEOPLE LIKE YOU.

Smart, creative and professionals will feel right at home at SAP as an environment where creativity is encouraged, initiative is rewarded and progression is made. There's no better place to give your career.

SEND YOUR RESUME TO: [SAP/COM/CAREERS](#)

IN MY SPARE TIME I LIKE TO:

- Hang out and listen to music
- Hit a few at the driving range
- Build things, like standard-based integrated and applications programs

THERE'S A PLACE FOR PEOPLE LIKE YOU.

DEVELOPER (INT)
SAP Larian Pressas

Learn how data matters in our lives. Connect unique data points in our systems, create jobs in our world. Make sure you're prepared to do it. Being the person who can make our world work better gives you an edge. That's the world where you'll find your next challenge and career.

THERE'S A PLACE FOR PEOPLE LIKE YOU.

Smart, creative and professionals will feel right at home at SAP as an environment where creativity is encouraged, initiative is rewarded and progression is made. There's no better place to give your career.

SEND YOUR RESUME TO: [SAP/COM/CAREERS](#)

Prof. Dr. Armin Trost Employer Branding bei der SAP (2005)

www.amintrost.de

Hinweise für das Projektmanagement

- ▶ **Definition klarer Ziele und ROI vor dem Beginn des Projekts**
- ▶ **Klärung langfristiger Verantwortlichkeit und Ressourcen für Projekt und Umsetzung**
- ▶ **Einbindung der Zielgruppen (z.B. Mitarbeiter, potenzielle Bewerber, ehemalige Mitarbeiter)**
- ▶ **Testing der Strategie und des Marketingmaterials**
- ▶ **Zusammenarbeit mit Legal, Marketing, Vertreter unterschiedlicher Kulturkreise,**
- ▶ **Unterstützung durch das Linien-/Top-Management frühzeitig sichern**