

Dezember 2015

“What’S uP” - Newsletter Winter 2015

Dear former interns,

It is once again time for the winter edition of the Schlegel und Partner Interns Newsletter „What’S uP“.

We have a variety of topics in this issue, which will particularly focus on the “**Generation Y**” in both, the **business** and **SuP worlds** and, of course, we will update you on what has lately happened **at SuP**.



First, this newsletter will answer the question “What are important **corporate values** for employees of Gen Y?” Then, we will take a look at how Gen Y is facing **hierarchical approaches** in a **modern working environment**. The next article is about the individual needs of a **new learning culture** and **how SuP is responding** to those needs. Finally, we will give an overview of how certain **definitions and their meanings have changed** from **previous generations** to **Gen Y**.

We conclude this newsletter with some **statistics** about all interns in the year 2015 and inform you about what has lately happened at SuP, i. e. **additional office space in Bergstrasse 45**, the introduction of the **new SuP logo** and **donating** for the organization “Médecins Sans Frontières / Doctors without Borders”.

A big thank to Kai, Joergen, Marlene, Nina, Oscar and Panos who contributed to this newsletter.

We hope you enjoy reading it.

Yours sincerely,

The Schlegel und Partner Team

An excellent place to work!

Generation Y redefines what this nowadays means

For Gen Y, flexibility is one of the top priorities in everyday life as well as in working life. Having the freedom to react independently to new or changing needs seems to be very important. Great emphasis is put on values like self-realization and autonomy. That means, for instance, to have the opportunity to professionally reorient, to acquire new qualifications or simply to take a sabbatical year and travel. Gen Y looks for employment opportunities in collegial working environments with a distinctive sense of community and team spirit. To work in teams with various academic disciplines and cultural backgrounds also allows the creation of a working environment for the members of Gen Y in which they experience satisfaction and motivation. What can you find at SuP?

SuP world

Internationality and diversity are only some key strengths of SuP. With over 50 SuP professionals from more than 20 countries, SuP is characterized by diversity. In addition, over 90% of the projects have an international scope.

The Schlegels have different educational backgrounds, coming from various academic disciplines like Economics, Engineering, Science and Humanities / Linguistics.

German companies have an average age of employees of 44 years. SuP has a team of mostly young employees with an average age of 34 years. Within this young organization, teamwork and a strong sense of cooperation are of great importance. It becomes obvious that all values which are essential to Gen Y - like diversity and internationality as well as a distinctive sense of community - are realized and lived out actively at SuP. This creates a young and modern working environment according to Gen Y's ideas and wishes.



“Goodbye” Hierarchy Gen Y prefers social values



Today, we are facing a less hierarchical approach in the working world in comparison to the past. Members of Gen Y pursue to work in companies where the exchange of ideas and the cooperation between colleagues and supervisors represent the basis to build up creative and innovative ideas. Gen Y does not aim at reaching the highest positions within the company; they do

not see their work as a path to achieve upper hierarchical roles or to get the same good reputations as their managers. Gen Y employees set their focus on passion and interest, something that goes beyond the idea of simply fulfilling tasks and responding to orders. Gen Y wants to be involved.

Here at SuP, attractive jobs with interesting tasks are offered. This shows that the company takes care of these specific employees' needs and sets highest priority on employee satisfaction. Equality and transparency are the keys to realize this – with visible success! SuP recently received two esteemed quality labels from kununu, the leading employer rating platform in German speaking countries. SuP was labeled “TOP COMPANY” and “OPEN COMPANY”. The “TOP COMPANY” seal of approval is an award for employers receiving highly positive overall ratings. SuP impresses with high ratings in the categories “cohesion”, “equality”, “interesting tasks” and “working atmosphere”. With the “OPEN COMPANY” seal of approval for treatment based on frankness and transparency of all employees and applicants, SuP belongs to an exclusive group. Only 1% of all rated companies are acknowledged with this quality label. SuP has successfully adapted to the needs of the new generation of employees. Hierarchical structures are more and more losing their importance, it is much more important to provide interesting and varied tasks as well as a high degree of involvement, a good working atmosphere and well-functioning team structures.



Meeting the needs of Gen Y learners

Learning and personal development are important to the Gen Y. Like no other generation before, members of the Gen Y invest in their education, which is seen as one of the most important resources in our society. Due to rapid changes in technology, economy and communication, employees cannot rely on their knowledge acquired at school or university. Nowadays, the learning process is not completed with graduation. Appropriate further training and lifelong learning over the entire (working) life is essential for employees in order to maintain their employability. Being able to develop their skills is one of the most important factors for them when deciding on a potential employer. Well trained employees are also the key to sustainable corporate success. Lifelong learning has therefore increasingly moved into focus. In terms of professional development, certain conditions within the companies have to be fulfilled. A corporate learning culture can have a decisive supporting impact and thus become a crucial factor for a company's success.

At SuP, qualification and professional development is a major topic for young professionals as well as for professionally more experienced employees. For personal development and professional advancement, **SuP offers its employees individual support through internal and external qualification** measures based on individual abilities and needs. Junior and Senior Consultants are equally involved into the SuP development programs. Young professionals receive in-house training by experienced colleagues and consultants. Additionally, they can use services of external partners for foreign languages and presentation techniques or EDP training. For the next stage in their careers, more experienced employees have a broad range of opportunities for personal and professional development. Furthermore, all employees are invited to the SuP Academy on a monthly basis. Qualification is not left to chance, it is actively promoted.



New world – new words

Meaning and perception of several terms have changed in the last decades. Members of the Gen Y often have a different understanding of certain terms and what they associate with it compared to previous generations like Generation X or the Baby Boomers.

The table below provides some examples of selected terms in everyday life and how the definitions and associations have changed over time.



Term	Gen X or Baby Boomers	Gen Y
Energy	Supply of energy from different traditional sources (e.g. nuclear power, oil)	“Clean energy”, “Green energy” Sustainability, conservation of resources
Health	“Absence of disease”	State of complete physical, mental and social well-being; fear of burn-out. One of the biggest values.
Family	Traditional models of family (“normal family” with father, mother and own child(ren)); clearly defined gender roles	Pluralization of family forms, new family models; equality; reconciliation of family and working life, think in stage of life
Food	Satisfy hunger, appetite	Pleasure, enjoyment, taste; eating consciously; supporting local products and fair production; „Slow food“ movement
Mobility	To own a car	Access to modern ICTs (internet, smartphone, etc.), flexibility; ability to move but no necessity to own a car
Security	Health; job security	Protection against events (such as terrorist attacks); protection of personal space; data privacy
Sustainability	Environmental awareness	Sustainable behavior towards resources in social, economic and ecological aspects
Digital	Passive User	Active Member
Technology	Tangible: what you can hold in your hand, e.g. personal	Intangible; connectivity of machines, human machine

	computers, mobile phones, etc.	interface, bionic and biotech concepts; cyber-physical systems; "Industry 4.0"
Work-life balance	"Live to work"; rigid working times ("8 to 5")	"Work to live"; not only balance with work and life, but also with community involvement and self-development; flexible working spaces and times (flex time; home-based work; job sharing; mobile offices; co-working); sabbaticals

What'S uP and what's new?

More space for the Schlegels

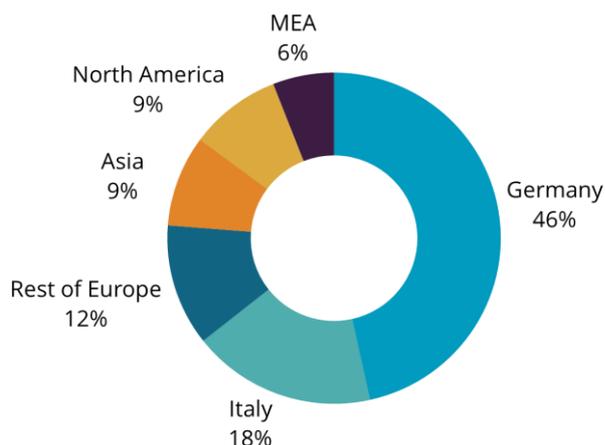
Since August, SuP has expanded its working space and inaugurated new offices in Bergstrasse 45, close to the headquarters in Ludwigstrasse. The rooms in the historical building "Postkreuzung Weinheim" are the new home to the Schlegels of the Chemicals and Technical Consumables department. Several conference rooms offer the employees additional space for exchange and co-operation. With the expansion, SuP, as an internationally active company, creates room for future growth, but at the same time main the company's roots in the region.



Statistics 2015

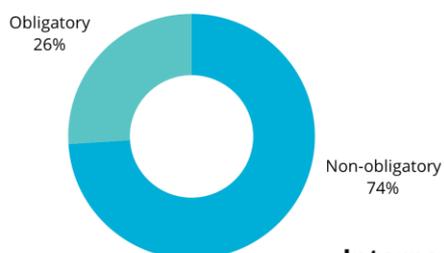
In 2015, a total of 34 young people have completed their internship at SuP. The average duration of the internships was 100 days. The interns came from 11 countries from all over the world, speaking 12 different languages.

Interns by origin (2015)

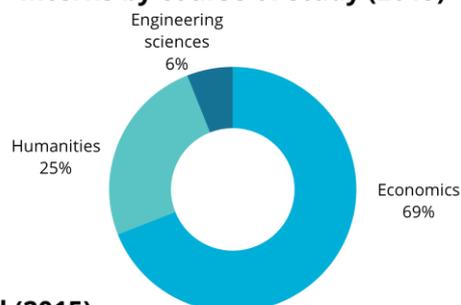


The charts below give an overview of some characteristics of the SuP interns in 2015.

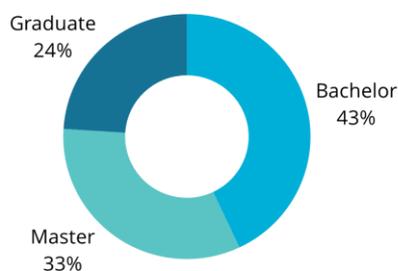
Interns by type of internship (2015)



Interns by course of study (2015)



Interns by study level (2015)



A new look for SuP

In July 2015, the executive partners Dr. Katja Flascha, Silke Brand-Kirsch and Dierk Plüemer unveiled the redesigned SuP logo. The most notable change is the included tagline “your market insighters®”, which has been used as a claim since 2010. The integration of the tagline emphasizes SuP’s basic strengths of expertise and understanding of target markets as well as the ability to predict and evaluate current and future developments.

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Old vs. New: the former SuP logo (above) and the new SuP logo (below).

“Médecins sans Frontières” / “Doctors without Borders” - donation campaign 2015

As in previous years, SuP once again donated to “Doctors Without Borders”. The contribution consists of a donation made by the company’s partners as well as donations by its employees, which the company doubled. Eventually, that summed up to a total of 10,000 Euros.

“Doctors Without Borders” is an international, independent, medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics and natural disasters.

Source: <http://www.msf.org/>

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