

Happy posting!

13 participants were part of the second class of the nora academy advanced.

"Have we met your expectations?" "Yes, you have!, and I am impressed." They have done a very good job, says Christa Hoffmann, Senior Management, praising the participants of the second class of the nora academy advanced at the end of their final presentation. At the end of June the graduates presented the results of their one-and-a-half-year project to nora executives in the nora Training and Information Center in Weinheim.

Thirteen nora employees from six nations started their advanced training as part of the nora academy advanced in January 2016. In seven mostly three-day seminar and workshop blocks, they learned a lot about conflict, team, project and self-management, as well as creativity, communication and presentation techniques. Teamwork and clear thinking was apparent throughout the 18-month program. Their theme was: Social Media and if, and for what purposes, nora can use chats, posts, shares, likes and tweets. It quickly became clear that "If" was no longer in the debate at all, it was only "how". The participants provided many ideas and concrete proposals about how to anchor the nora brand even more strongly in the awareness of the customers and the public via social media and how to increase the emotional attachment to the company. Their research revealed that Architects, a key target group, are active on social media, but nora competitors in the flooring market are rarely using these channels of communication. For example, a stronger commitment to Twitter, Instagram, LinkedIn, etc. could quickly become a competitive advantage and make it easier to find and retain professionals. The project team also presented its ideas on how nora should organize itself in order to promote its commitment to social media and how to create a "social media culture" within the company.

The entire project now serves as a basis for decision-making by nora's management. The first class of the nora academy advanced has already shown how important the results of the project have been. "Two years ago, we were talking about compliance, and today we have a compliance manager, Peter Diehm, and our Code of Conduct has been implemented," says Carmen Weber-Schardt, Human Resources Development, who oversees the nora academy advanced.

"Actual project results and individual training areas are important for ensuring that the graduates have established a network of independent social networks around the world and gain an understanding of other departments and other cultures, say Weber-Schardt. She told the participants at the closing event to stay in touch with each other, and not just online.

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from left to right: Christian Fleuren, Germany, Limin Yan, Aviva Shi, both China, Megan Burger, Sherlie Battiatto, both USA, Dr. Hanna Schüle, David Kusch, Markus Diehm, Patrick Pfeifer, Thomas Hennrich, all Germany, Pieter Lenaerts, Belgium, William Drinkwater, Great Britain, Rakesh Maliakal, Dubai.