

nora systems Employer Branding

New standards for Employee Development – four years of “nora systems Employer Branding”

Four years ago, the “nora systems Employer Branding” project was launched as a long-term, sustainable project.

Comments from the responsible nora systems management team: Christa Hoffmann and Thomas Haag, in an interview on results, developments and further prospects:



How is the “nora systems Employer Branding” project integrated into the overall nora strategy?

Christa Hoffmann: In 2013, we launched an employee survey at all corporate levels, both nationally and internationally. In order to effectively implement the many excellent suggestions we received, we split our “nora systems Employer Branding” project into two categories:

- Internal Employer Branding projects strive to achieve the long-term commitment of nora employees
- External Employer Branding projects which strive to attract new employees to nora.

To start we concentrated on the internal Employer Branding and have invested over 1.2 million euro to date. Our main focus lies on the areas of training and communication. Our noraCentral Intranet and newsletter, which we have been publishing on a regular

basis for the past four years, have achieved great success. Other visible examples are our nora signs and our nora Welcome Center, which clearly mark our location in the industrial park. These measures support us in motivating and retaining our employees: Because our motivated employees make all the difference.

How do you rate your success after four years?

Thomas Haag: Very positively. A lot has happened at nora and a number of new issues have arisen as a result. In January 2016, for example, we created a new HR position. As HR Business Partner, Susanna Hieronimus, supports our employees in the European and emerging markets. We have made great progress in the fields of advanced education and training and in communicating common leadership principles using new formats, such as academy advanced and academy technology. Carmen Weber-Schardt is in charge of the project and continually ensures that ideas and suggestions are introduced and implemented.

A new method of recruitment advertising is currently being launched through the new website for job seekers, which was designed by Dorothea Hartmann - in collaboration with an international team. At the upcoming recruiting events, we will reveal our new exhibition booth which will show just what makes nora systems a great place to work.

What are the plans for the coming years?

Christa Hoffmann: We will be presenting new training concepts and addressing the topic of e-learning together with IT. We will also be offering digital training courses on products, work methods and communication. We will be offering new online services to nora employees that will simplify the work processes and administration.

We also intend to move forward with the subject of leadership guidelines. It is a matter of great importance to us, the management, to set positive and motivating standards within the company. Together with the leadership team, we are currently working on key topics that have a major internal and external effect, such as our nora strategy, mission and values.

When will you be finished with the topic of Employer Branding?

Thomas Haag: To maintain our attractiveness as an employer, we plan to continue developing the company, particularly on an international level. In this context there will be new and exciting offerings that we intend to develop and implement. So that we can continue to be an attractive employer - now and in the future.