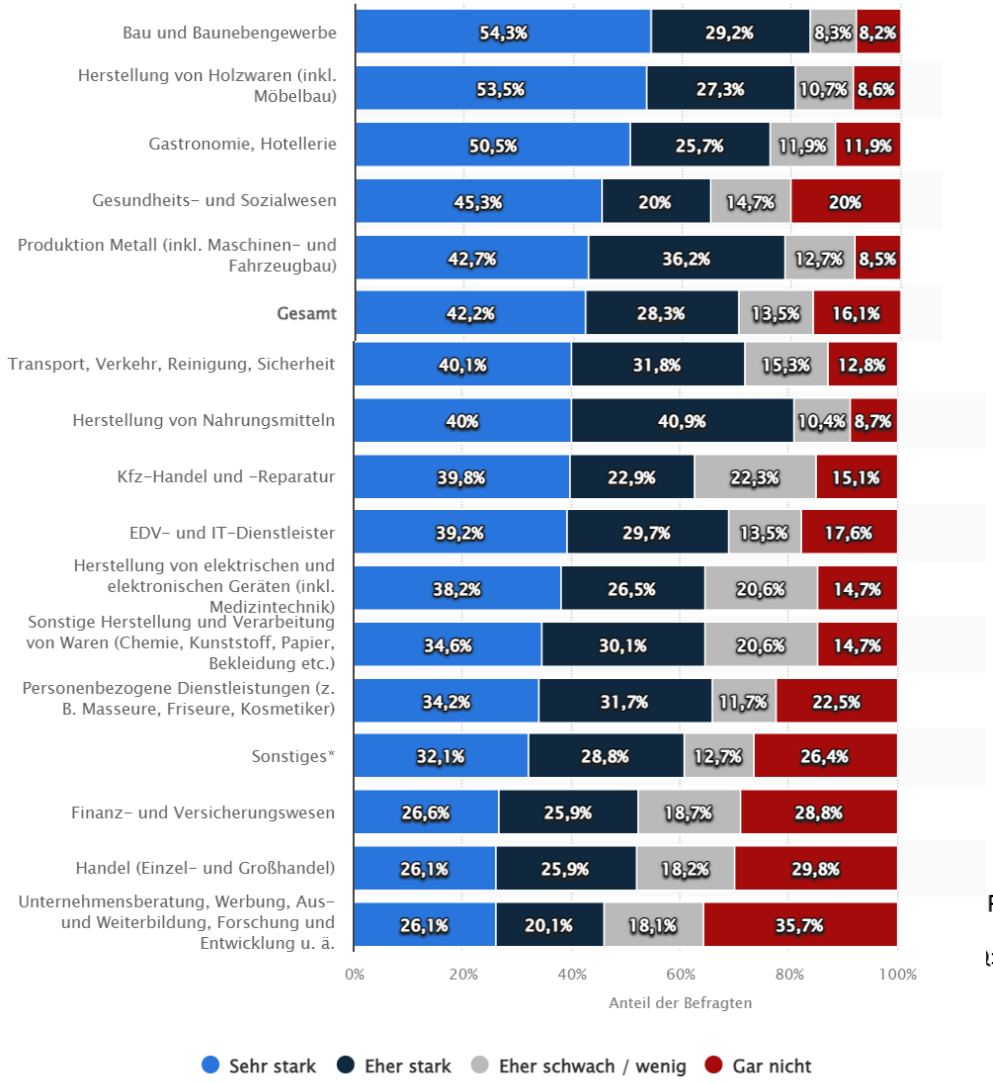
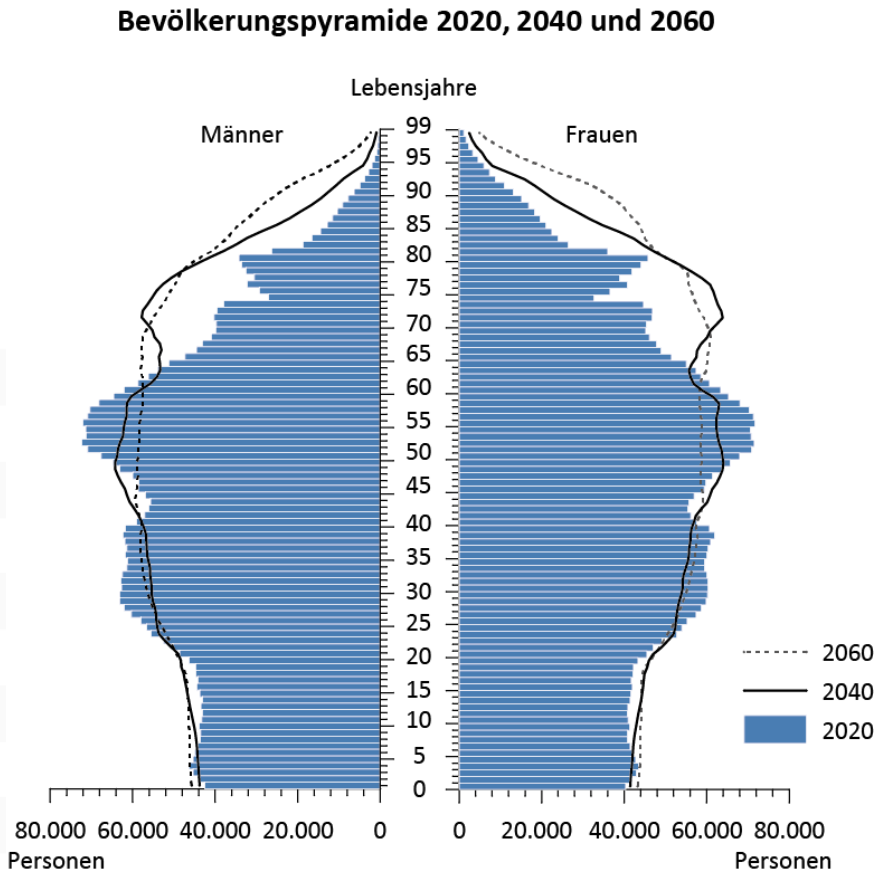
PORSCHE
HOLDING CAREERS
got the drive?

The future of work is value & purpose-driven & inclusive.

Internal

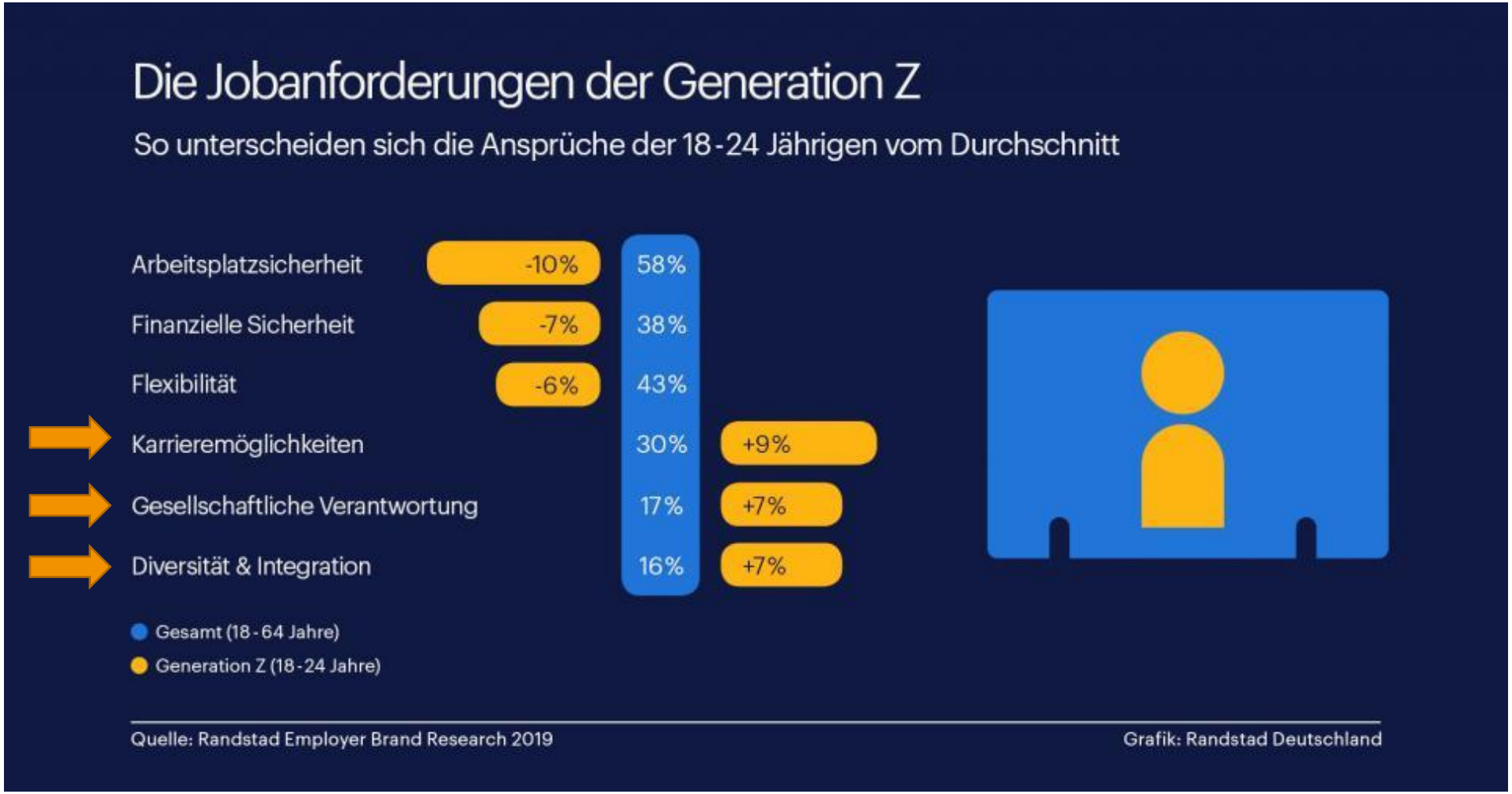


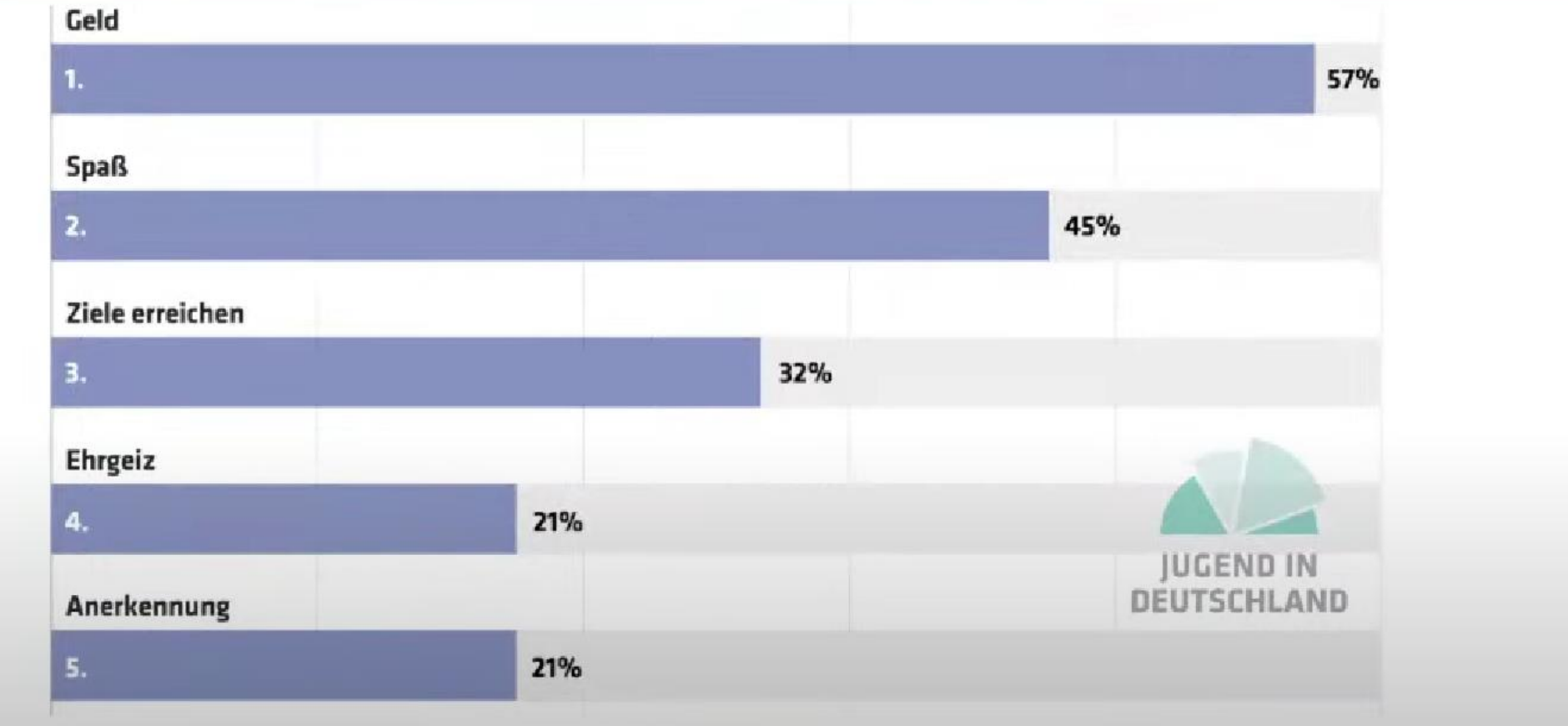


: STATISTIK AUSTRIA. Bevölkerungsprognose 2021. Erstellt am 11.11.2021.

Der Fachkräftemangel

Generation Z





Simon Schnetzer Studie ‚Die jungen Deutschen/ Österreicher:innen' 2022

Balance von Arbeit und Freizeit und Arbeitsatmosphäre

Auffällig ist die **geringe Nachfrage** der Jungen nach der Möglichkeit im **Homeoffice** zu arbeiten. Die jungen Leute bevorzugen es, am Arbeitsplatz tätig zu sein.

Gesundheit hat einen hohen Stellenwert.

Für 38% der Generation Z ist **Leistung / Karriere** ein wichtiger Wert.

Simon Schnetzer Studie ‚Die jungen Deutschen/ Österreicher:innen' 2022

Arbeit im Wandel.

The fifth industrial revolution is characterised by a **reconnection to values, purpose and inclusivity**.

Young talent entering the workforce for the first time are increasingly opting to work for companies that can offer **"meaningful jobs that fulfil their personal goals and create impact**."

Source: Dr. Talaya Waller

HR Megatrends

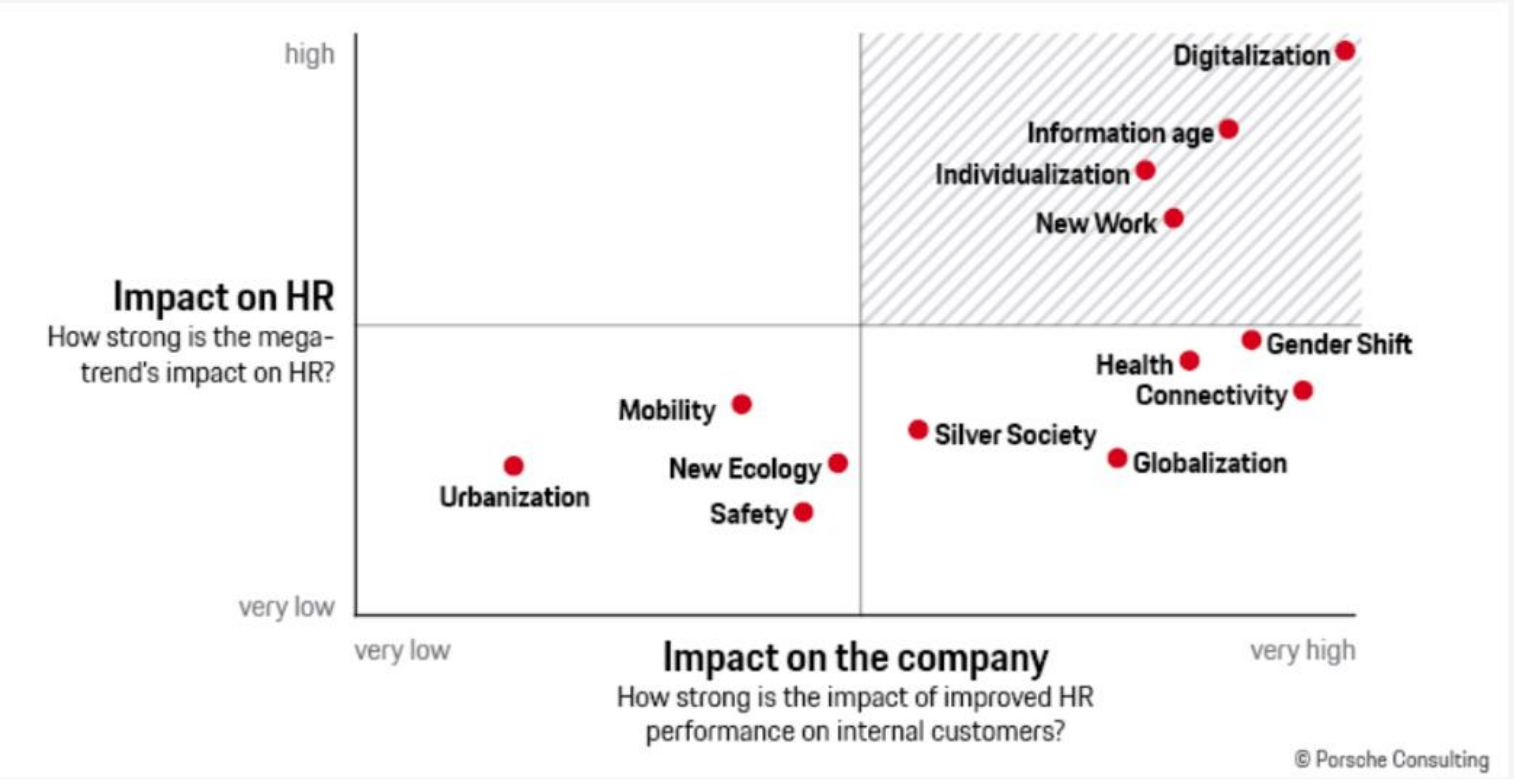


Fig. 1.

Fig. 1. Four megatrends are already having a very strong impact on HR work

HR Megatrends

01

Digitalization

Good decisions benefit from digitalization

02

Information Age

Systematic reskilling and upskilling are vital to competitive success

03

Individualization

"People-first" culture: Valuation is the new currency

People first.

"A company's employees are its greatest asset and your people are your product."

Richard Branson, founder of the Virgin Group

People first pays off.

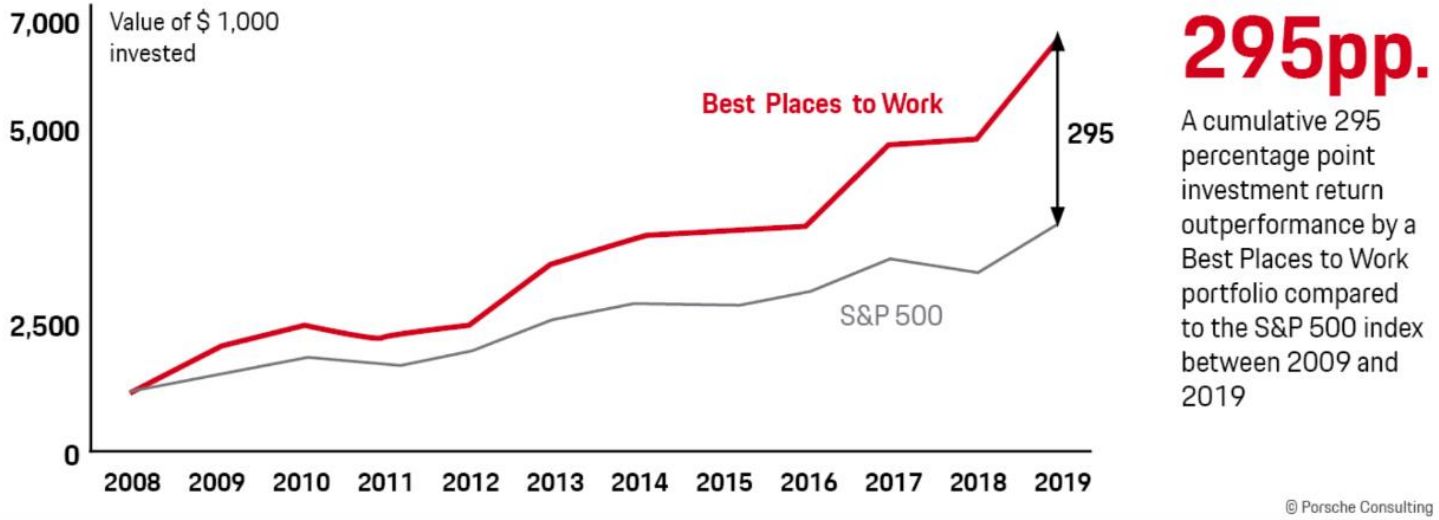


Fig. 7.

Fig. 7. Companies with a people-first culture show a 295-percentage point higher investment return

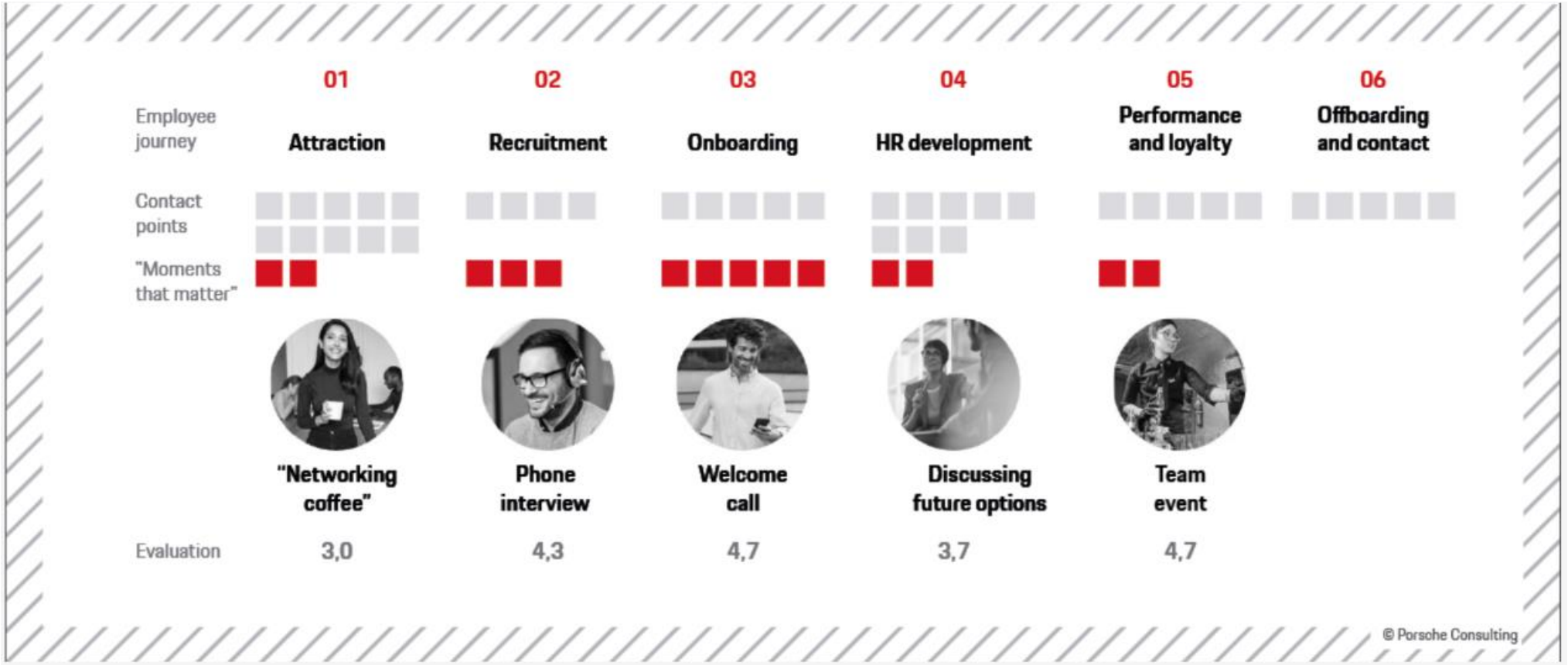


Fig. 9.

Fig. 9. The employee journey makes "moments that matter" more transparent

Create moments that matter

The future of branding is personal.

92% of people trust a personal recommendation from a person over a company.

People have lost trust in corporate branding.

INFLUENCERS – built up large social network online

Influencing people by people: People who they know, like and trust.

Share our experience in real time on social media

Source: Dr. Talaya Waller

Personal Branding

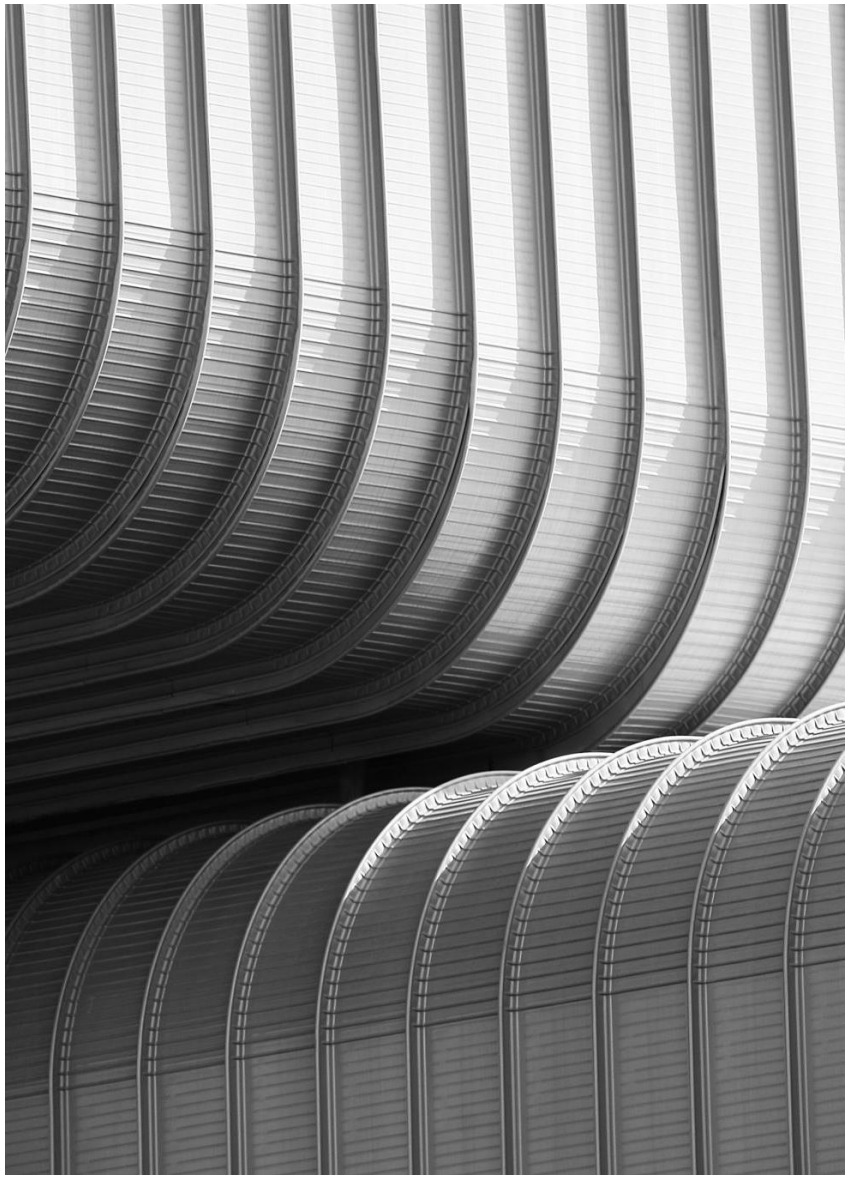
Personal Branding stronger than Company Brand

People trust people.
People invest in people.
People make business with people.

CEO brands become more important than consumer brands

Employer Brands

Engage	**Engage us**
Provide	**Provide an experience**
Improve	**Improve our lives**



Die Arbeit nach innen.

Finding your purpose

The Golden Circle

WHAT

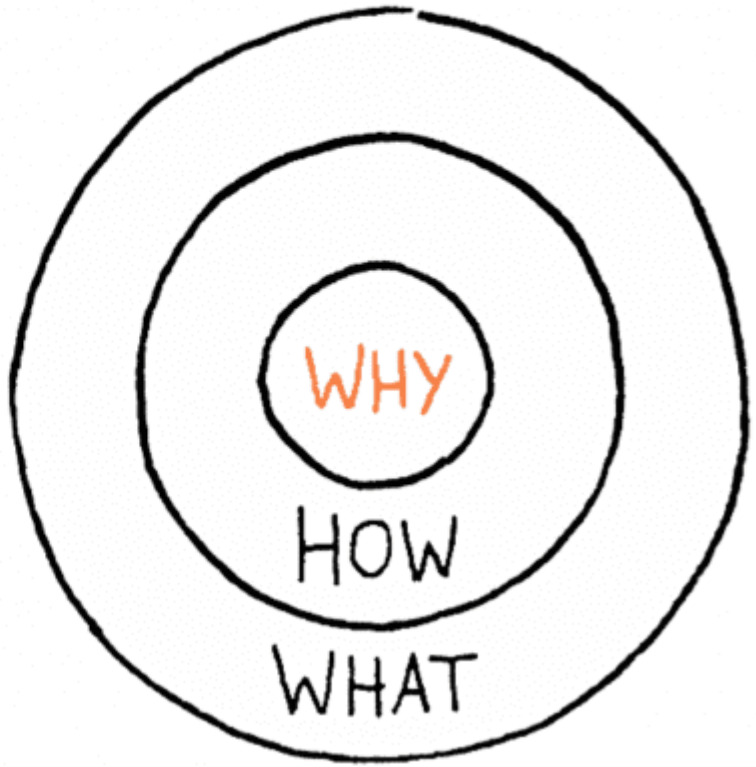
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Source: Simon Sinek

Alles eine Frage der Kultur

+

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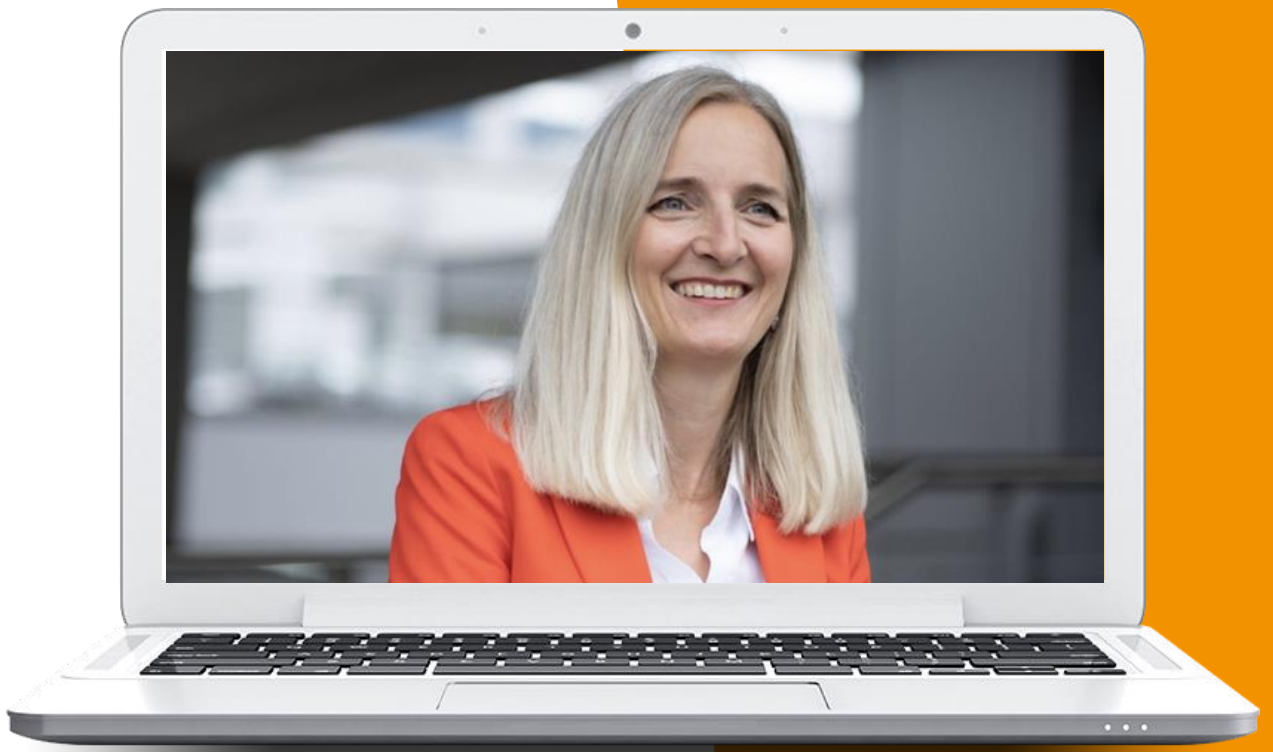
Wie gelingt Inklusion?

Zuerst den Boden bearbeiten!

CULTURE EATS
STRATEGY FOR
BREAKFAST
Peter DRUCKER



Eveline Breitwieser-Wunderl

Innovative Arbeitswelten & Diversity Management

Porsche Holding Salzburg

GROUP HR

got the drive?