

SIEMENS



Ulrike Assmann | 19.03.2015

Attracting mobile young talent: Siemens Job Navigator 2.0

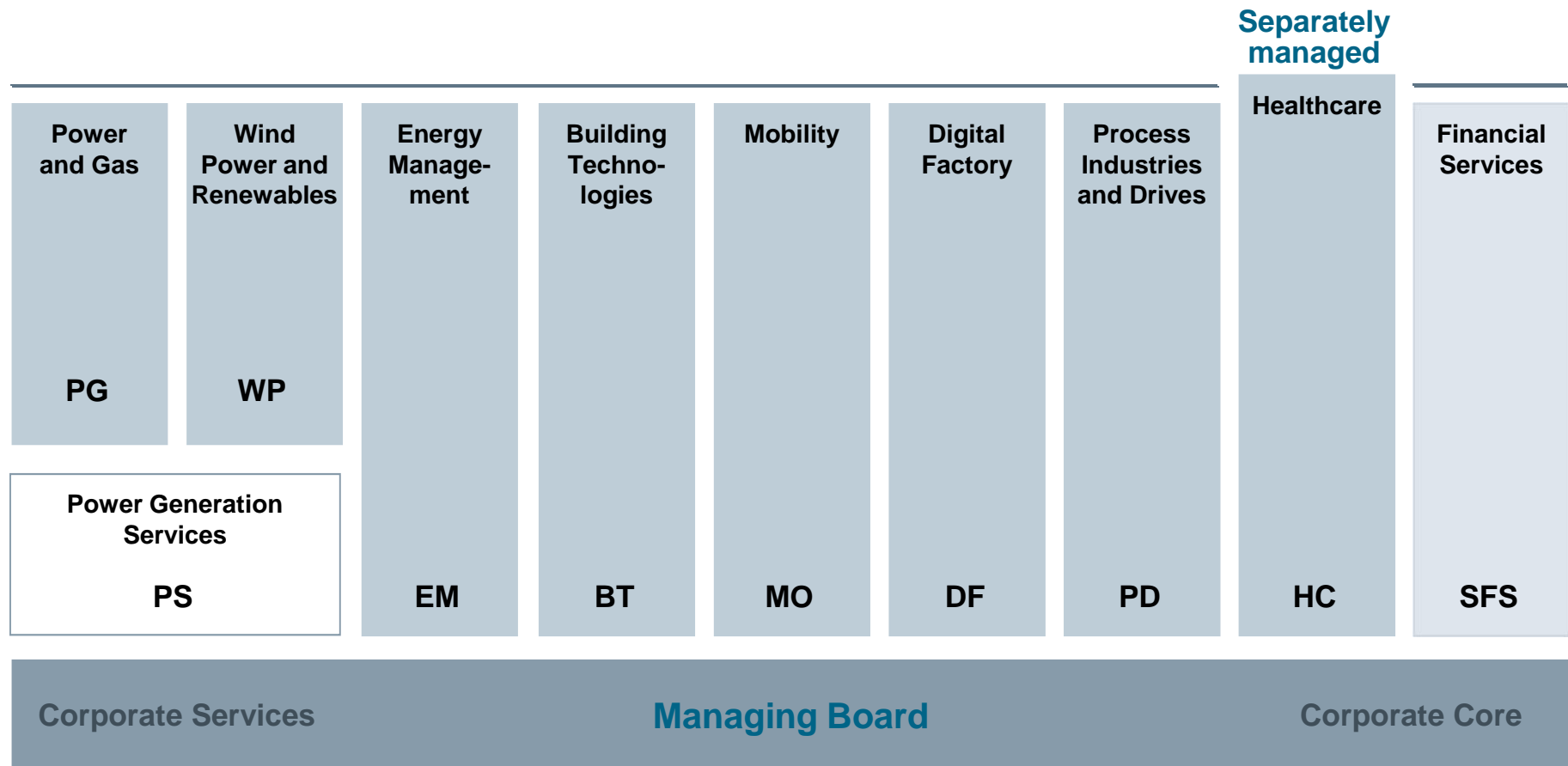
Company Structure

Setup as october 1, 2014

Go-to-market



Divisions (Global P&L)

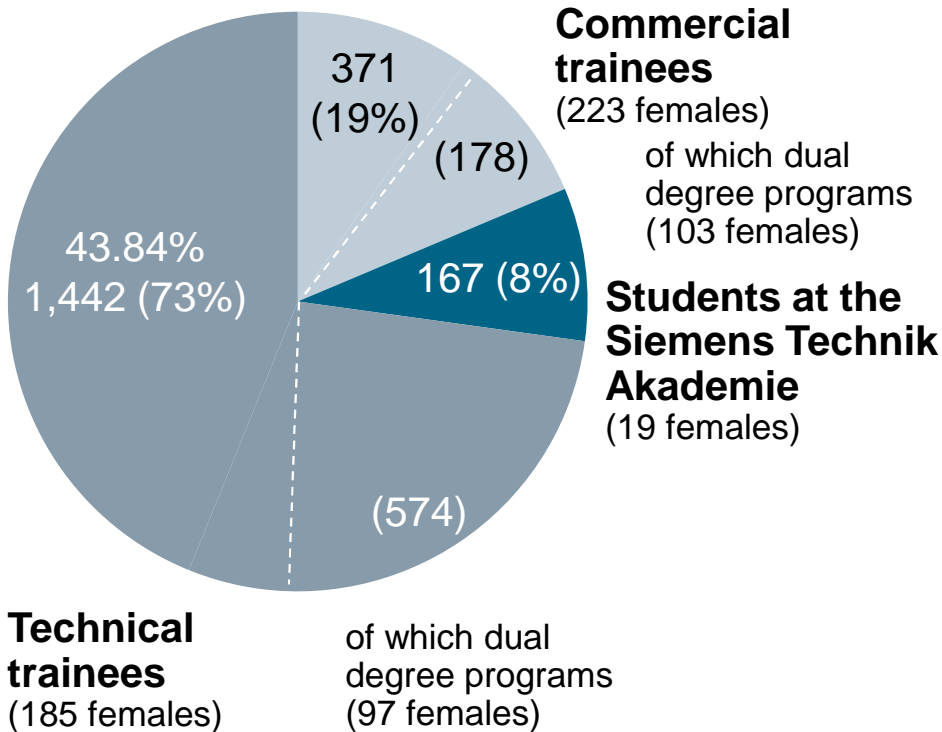


1) Commonwealth of Independent States

Siemens is one of the biggest providers of vocational training in Germany

Vocational training costs in Germany:
€ 185' p.a.

▶ **1,980 hired in 2014**



Current (30 Sep. 2014)
7,052

Technical professions	5,476 659 females
Commercial professions	1,230 748 females
Siemens Technik Akademie	346 46 females

Training programs for people from outside the company

External trainees	2,794
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Cut-e assessments play an important role in our candidate marketing and recruitment process

Job Navigator™

Find out which
apprentice program
matches your talents
and preferences



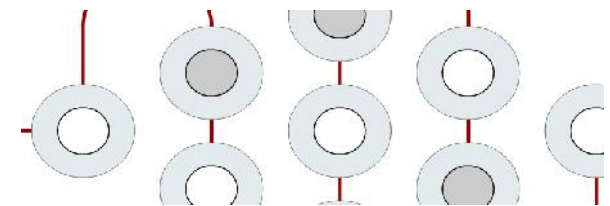
„Test the tests“

Get ready for the Online
Assessment



Online Assessment

Apply online and
immediately complete
our online assessment



Why we implemented the Job Navigator™

Many school leavers are not aware of their talents

Siemens offers many different education programs für school leavers in Germany.

School leavers can hardly evaluate which competencies are required for a certain education program.

Job Navigator aims to help school leavers find a way through the jungle of opportunities.

Which apprentice or dual degree program fits your profile? Job Navigator™ helps you find your profession



Find out which apprentice or dual degree program fits your profile

Free and anonymously.

www.siemens.de/jona

This is how Job Navigator™ works

Job-related preferences and abilities

- Assessment of preferences for certain job families and working styles
- E.g. „How do you like working with a computer?“

Competencies

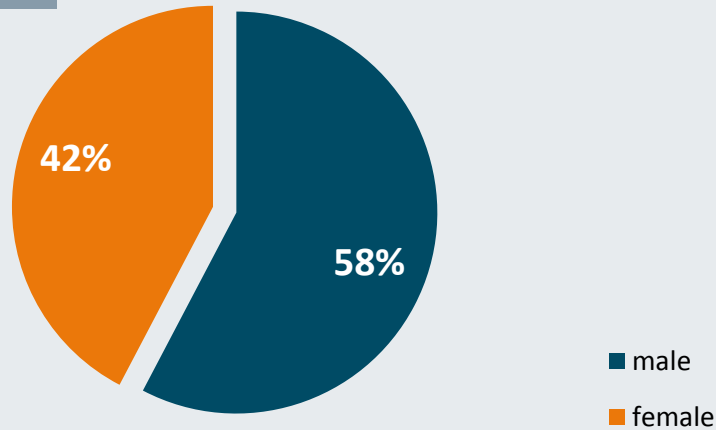
- Assessment of competencies that are relevant for different working tasks, e.g. logical thinking or visual and spatial ability

Recommendation

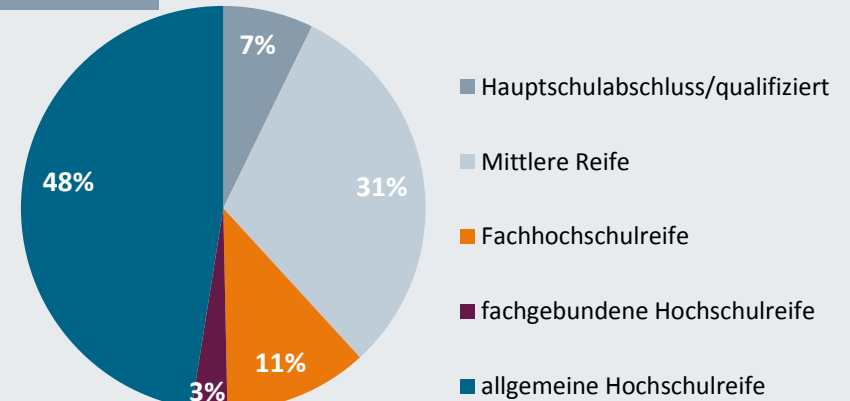
- The combination of job-related preferences and abilities and specific competencies results in a personal recommendation
- Recommendation of best-fit apprentice or dual degree programmes at Siemens or cooperating companies

Job Navigator™ users

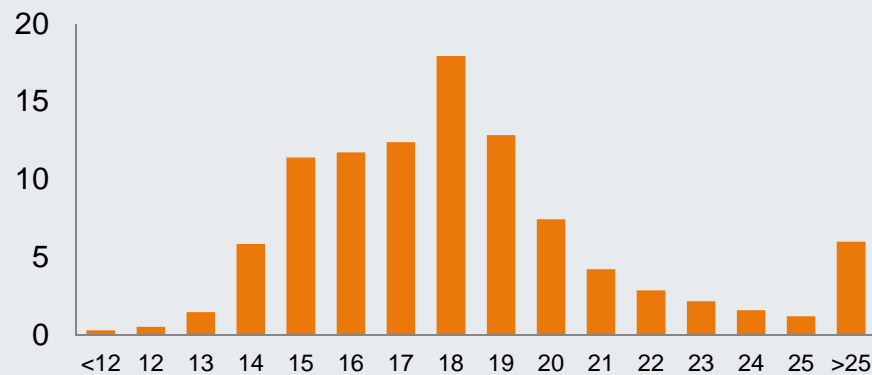
gender



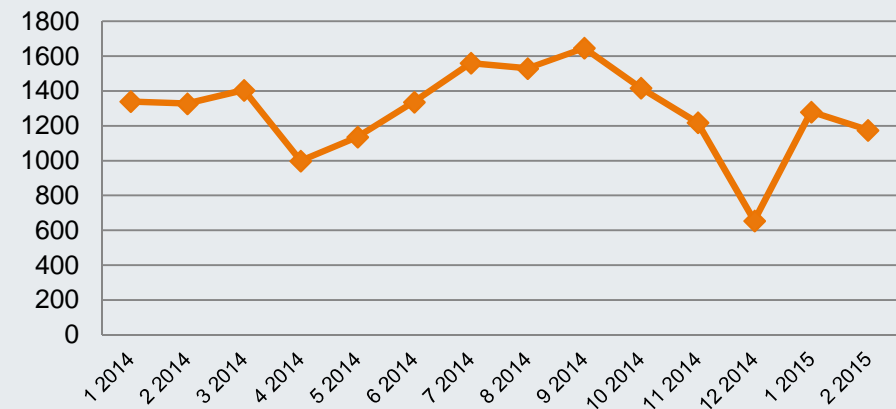
qualification



age



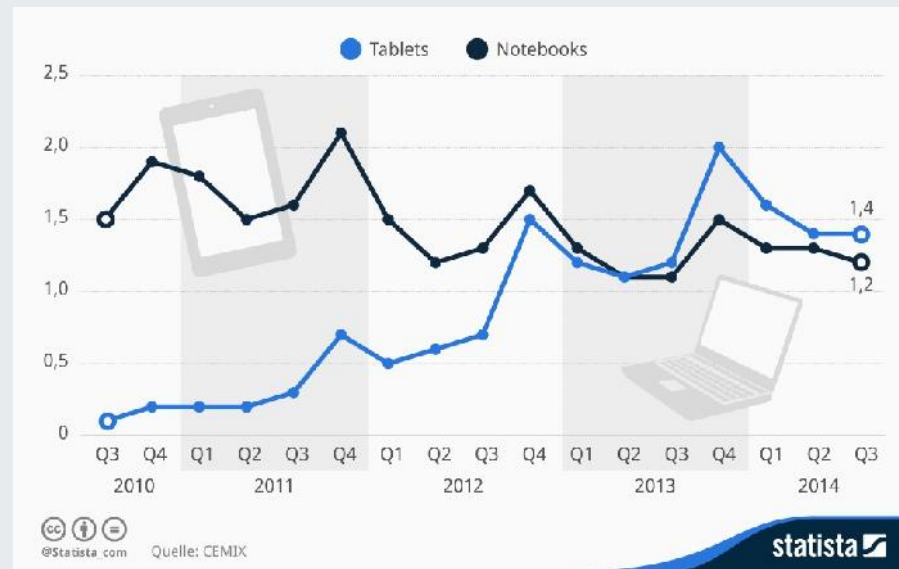
hits per month



Going mobile is a must – but it is not that easy!

German tablet-market

Turnover of tablets and notebooks in Germany (in million devices)

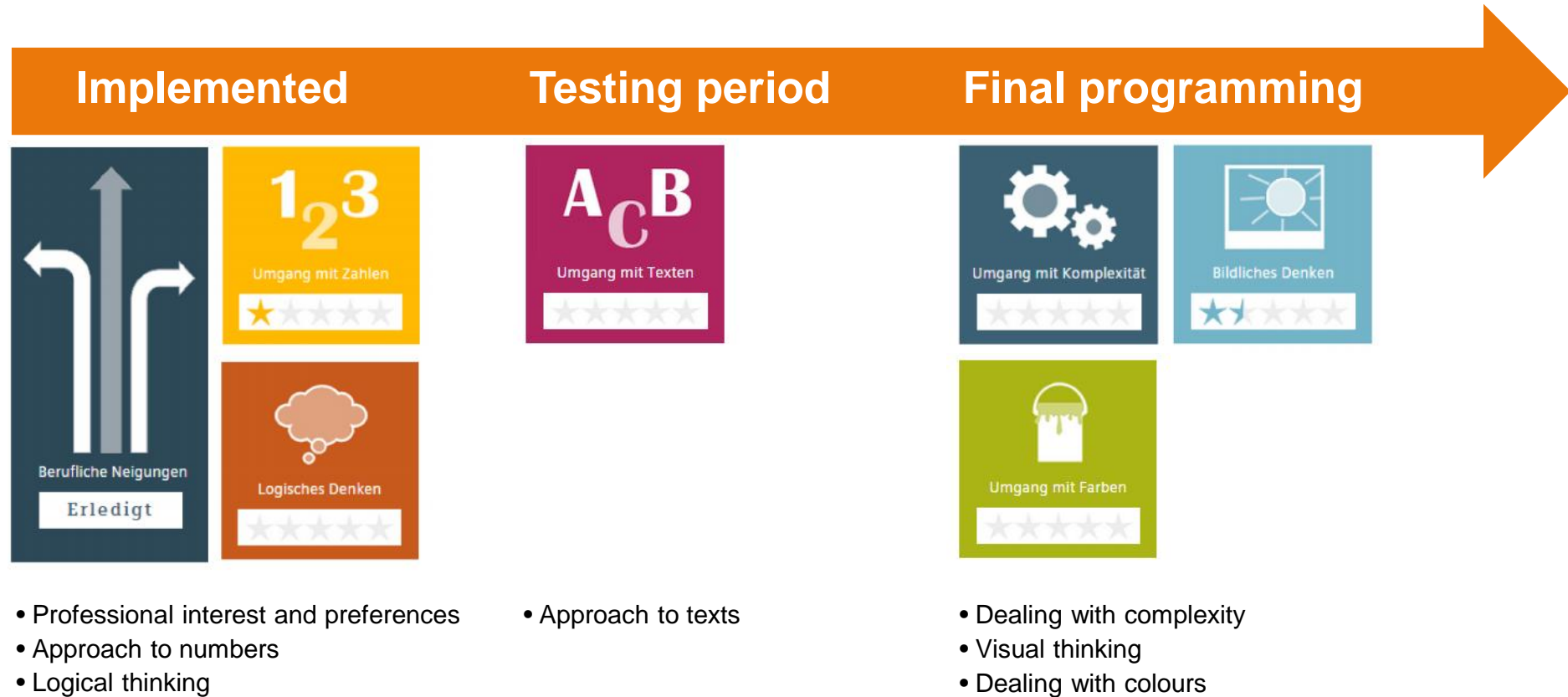


Challenges in developing a mobile version

- Short innovation cycles in the market lead to a high variety of different devices
- Constant compatibility checks and adjustments are required to ensure perfect usability and attractive display
- Mobile devices change user habits
- **Psychometric testing must not be influenced by the kind of device candidates are using**

The mobile version of Job Navigator serves as a pilot project for mobile psychometric testing at Siemens.

Roadmap




- Professional interest and preferences
- Approach to numbers
- Logical thinking

- Approach to texts

- Dealing with complexity
- Visual thinking
- Dealing with colours

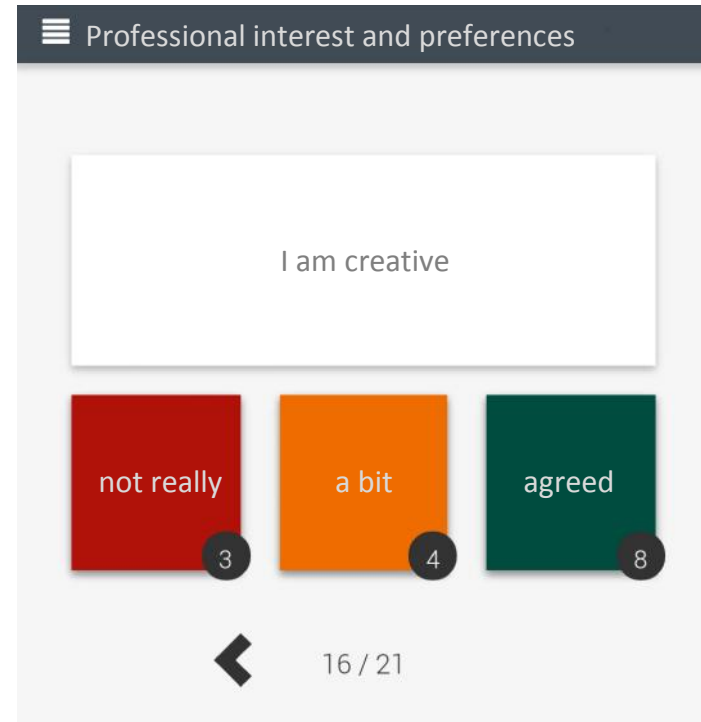
Professional interest and preferences – preferred activities and self-description

desktop version

Wie zutreffend ist diese Aussage für Sie? 0%  100%
16 / 21



mobile version

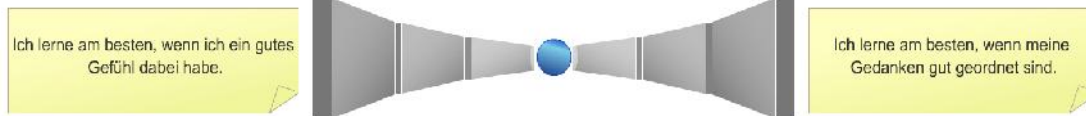


Professional interest and preferences – personal style of learning

desktop version

mobile version

Welche von diesen beiden Aussagen trifft mehr auf Sie zu?



Professional interest and preferences

If I have a positive feeling, I will learn the most.

If my thoughts are structured, I will learn the most.

3 / 8

Approach to numbers

desktop version

Welche Zahl ist die Zweitgrößte? Noch 2 Minuten

412
427
402
433
435
417

abbrechen

mobile version

☰ approach to numbers 01:55

Which is the second highest number?

391
414
416
422
404
389

Approach to texts

desktop version

Anreise mit dem Auto zum Marktplatz

Noch 8 Minute(n)

Folgen Sie bitte zunächst der Beschilderung auf den Autobahnen in Richtung Stadt. Fahren Sie vor der Stadt auf den Stadtring.

Aus Norden

Wechseln Sie am Autobahn-Dreieck Nord auf die A 6 in Richtung Stadtzentrum. Fahren Sie bis zum Autobahn-Dreieck 8 und wechseln Sie dort auf die A 4 Richtung Autobahn-Dreieck 3.

Aus Süden

Wechseln Sie am Autobahn-Dreieck Süd auf die A 1 in Richtung Stadtzentrum. Fahren Sie bis zum Autobahn-Dreieck 3 und wechseln Sie dort auf die A 4 in Richtung Autobahn-Dreieck 7.

Aus beiden Richtungen weiter

Verlassen Sie die A 4 an der Ausfahrt Innenstadt. Fahren Sie auf der Bundesstraße B 2 Richtung Stadtzentrum. Die Bundesstraße geht automatisch in die Straße E über. Fahren Sie auf dieser Straße weiter bis zur Straße D und biegen Sie dort rechts ab. Fahren Sie geradeaus bis zum Marktplatz.

Bei der Anreise zum Marktplatz aus Norden muss man am Autobahn-Dreieck Nord auf die A 1 wechseln.

wahr

falsch

erläutern



weiter

mobile version

Approach to texts / Word mix 01:27

Arrange the letters in the correct order.

M E H

O

E T D

↻ ▶

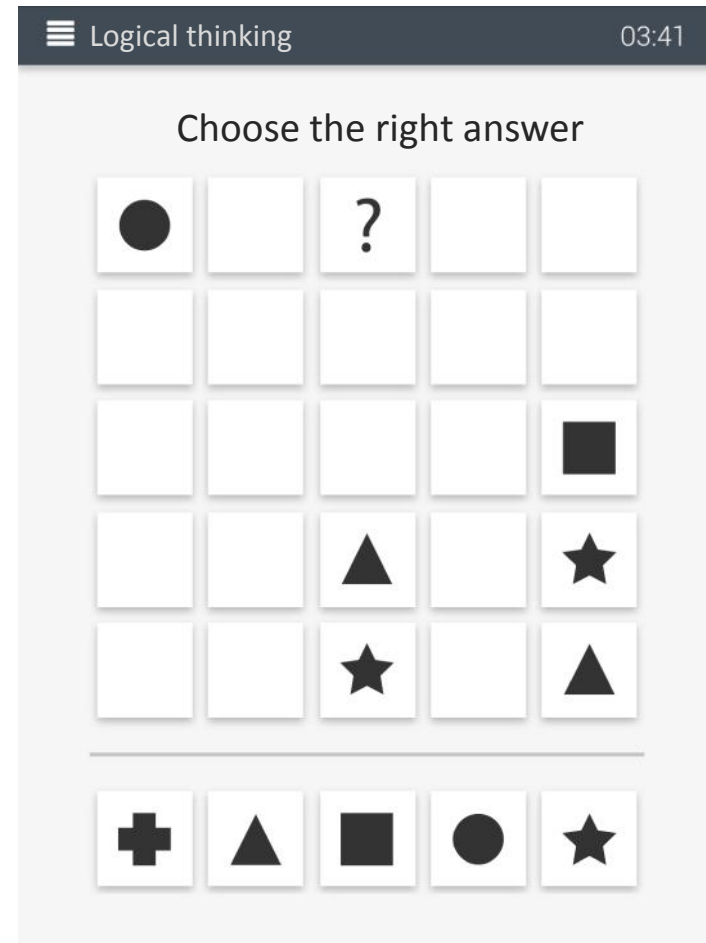
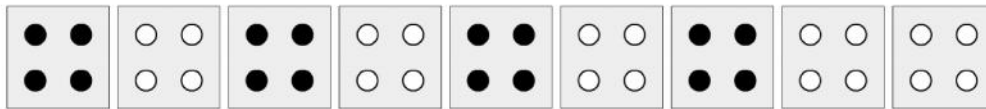
Logical thinking

desktop version

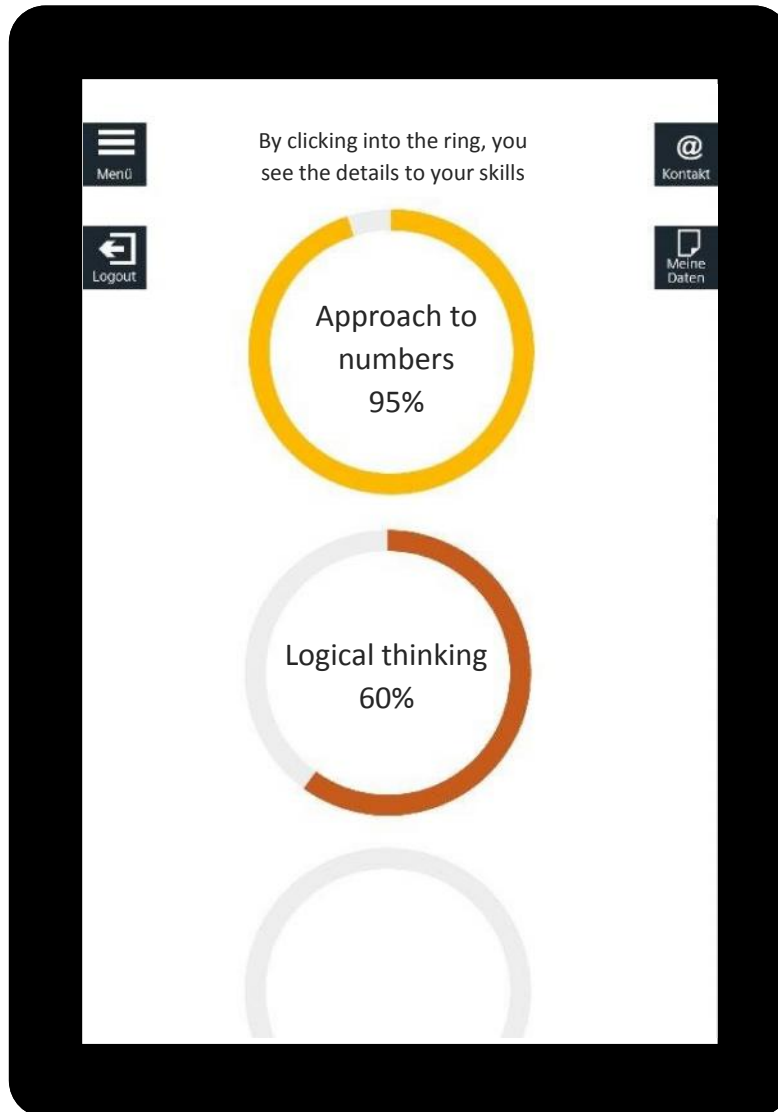
mobile version

Noch 5 Minute(n)

Bitte markieren Sie das Objekt, das nicht der Regel entspricht



Result – your skills and opportunities



Ihre Chancen

An dieser Stelle fließen nun alle Ergebnisse zusammen, um Ihnen Karrierewege bei Siemens vorzuschlagen, die am besten zu Ihren Fähigkeiten, Interessen und Neigungen passen. Auf der Basis des Expertenwissens von erfahrenen Berufsberatern ergibt sich für Ihre Kombination von Fähigkeiten, Interessen und Neigungen für jede Berufsgruppe ein prozentualer Passungswert.

Job Title	Passungswert
B. Eng. In Konstruktion	73%
Werkzeugmechaniker/-in	72%

Link to current job postings and online application

Have a look: www.siemens.de/jona



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