

CAMPUS FOUNDERS



Challenge #1

The Employee Experience Challenge

Challenge

and its motivation



How might we...

identify and attract the right talent and deliver them a valuable employee experience at Würth Elektronik ICS to maximize retention in today's increasingly competitive job market.

About your Partner:

Founded in 1971, the Würth Elektronik group of companies is one of the most successful companies of the Würth Group, with headquarters in Niedernhall (Hohenlohe), Germany. It has about 8,000 employees and 23 production locations worldwide. We are Würth Elektronik ICS (Intelligent Power & Control Systems) founded in 1984, headquartered in Germany and located in France, Italy, United Kingdom, United States of America and India. We develop and produce tailor-made electronic and electromechanical solutions. Our diverse product portfolio includes Central Electrical Units and Power Boxes, Electronic Controllers, High Voltage Solutions, Human Machine Interface Systems, High Current Contacts and SKEDD Direct Plug-in Technology Solutions. Serving hundreds of customers across different industries, we generated a revenue of 91 Million Euros in 2021. With a motto of "more than you expect", we not only strive to deliver the best possible experience and products to our customers but also, aim to provide the most promising experience to our employees.

Why this Challenge?

The world of work has been changed in different ways by the global pandemic. The critical challenge for employers has not only been to retain top performers but also to identify and attract qualified talent in the job market. As the needs of the talents and their attitude towards work has been constantly changing over time, companies have to rethink how they attract, retain and manage their talents. Through this challenge Würth Elektronik ICS aims at providing the best employee experience and also strengthen its employer brand. Employee's experience play a role in how a worker feels about an employer's purpose, brand and culture. These feelings directly affect employee engagement, retention, performance and development. What can be a successful employee experience strategy for Würth Elektronik ICS that will help us identify, attract and retain the right talent?

Challenge Description

that gives context about the challenge and how we will tackle it



How do we get there?

Within 14 weeks the matched interdisciplinary teams working on the Würth Elektronik ICS (Employer Branding) challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centred solutions that add real value for their identified target market. At first they will do a Deep Dive into user and customer research of Würth Elektronik ICS but also other companies around the world to develop a holistic view of the challenge and its underlying problems and needs. From understanding the daily work-life of Würth Elektronik ICS employees, their personal needs and motivational factors to understanding the behavior and needs of the future prospective applicants, the job of the teams will not only be to look inside the company with a lot of curiosity but also analyze external best practices. The teams will find which other players in the market face the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the challenge partner and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to empower the current employees and prospective employees by creating the best service or solution for Würth Elektronik ICS. This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first will co-create a lot of different solution ideas. After receiving initial feedback and selection of the most promising ideas they will build rapid prototypes with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the city administration office employees to get a first reality check. We will help the teams facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.

Your contact at Würth Elektronik ICS



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