



Talent Management - Attraction & Retention

Stefan Kraft

**Vice President Corporate Human Resources Development,
Employer Branding and Strategic Recruiting**

20. November 2008

- ▶ **Continental – an attractive Company and Employer**
- ▶ Continental's 5+1 HR Strategy
- ▶ Employer Branding, Talent Recruiting and Internal Staffing
- ▶ Core HRD Processes (Performance Management Process, Human Asset Management Process, Feedback Management Process) to bind and develop Talents

Continental at a glance

- ▶ Continental AG, based in Hanover, Germany
- ▶ The company was founded in 1871, 137 years of experience!

Our business focus is on innovation in enhancing safety, mobility and convenience. In addition to providing the innovative services for machine tools as well as for the furniture.


Headquarters:
Hanover, Germany



Continental's Products

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ContiTech



This section features four images related to ContiTech products: a suspension assembly with shock absorbers, two different types of coil springs, a blue suspension component, and a green rubber bush.

Passenger Tires



This section displays four images of passenger tires: a close-up of a tire tread, a cross-section of a tire, a ContiEcoContact 2 tire on a wheel, and another passenger tire on a wheel.

Truck Tires



This section shows three images of truck tires and wheels. Two images include the word "Durability" in orange text, highlighting the ruggedness of the tires.

Automotive



This section features a collage of automotive parts and accessories, including a speedometer, a suspension component, a navigation system, a shock absorber, a car stereo, a mobile phone, a wheel hub, a blue tool, and a black plastic tray.

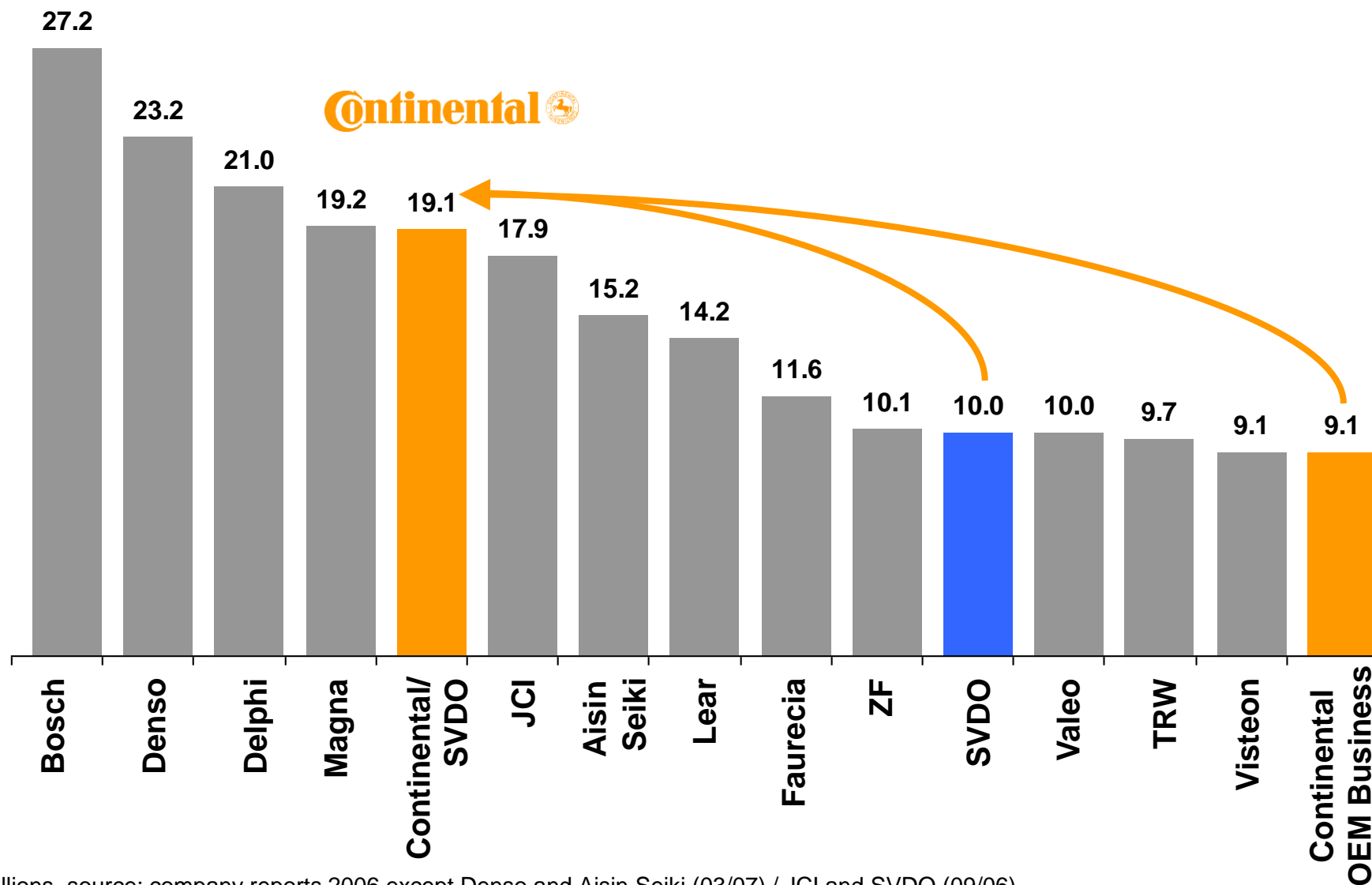
Overview Corporationwith regard to Acquisitions

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With Siemens VDO, We Have Improved Our Position in the OEM Business

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together



Sales in € billions, source: company reports 2006 except Denso and Aisin Seiki (03/07) / JCI and SVDO (09/06)

With Our Comprehensive Portfolio, We Address the Megatrends in the Automotive Industry

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Safety



Increased safety, comfort and convenience functions in the vehicle.

- ▶ Chassis & Safety
- ▶ Interior
- ▶ Tires
- ▶ ContiTech

Environment



Shortage of natural resources.
Sustained mobility.

- ▶ Powertrain
- ▶ Interior
- ▶ Tires
- ▶ ContiTech

Information

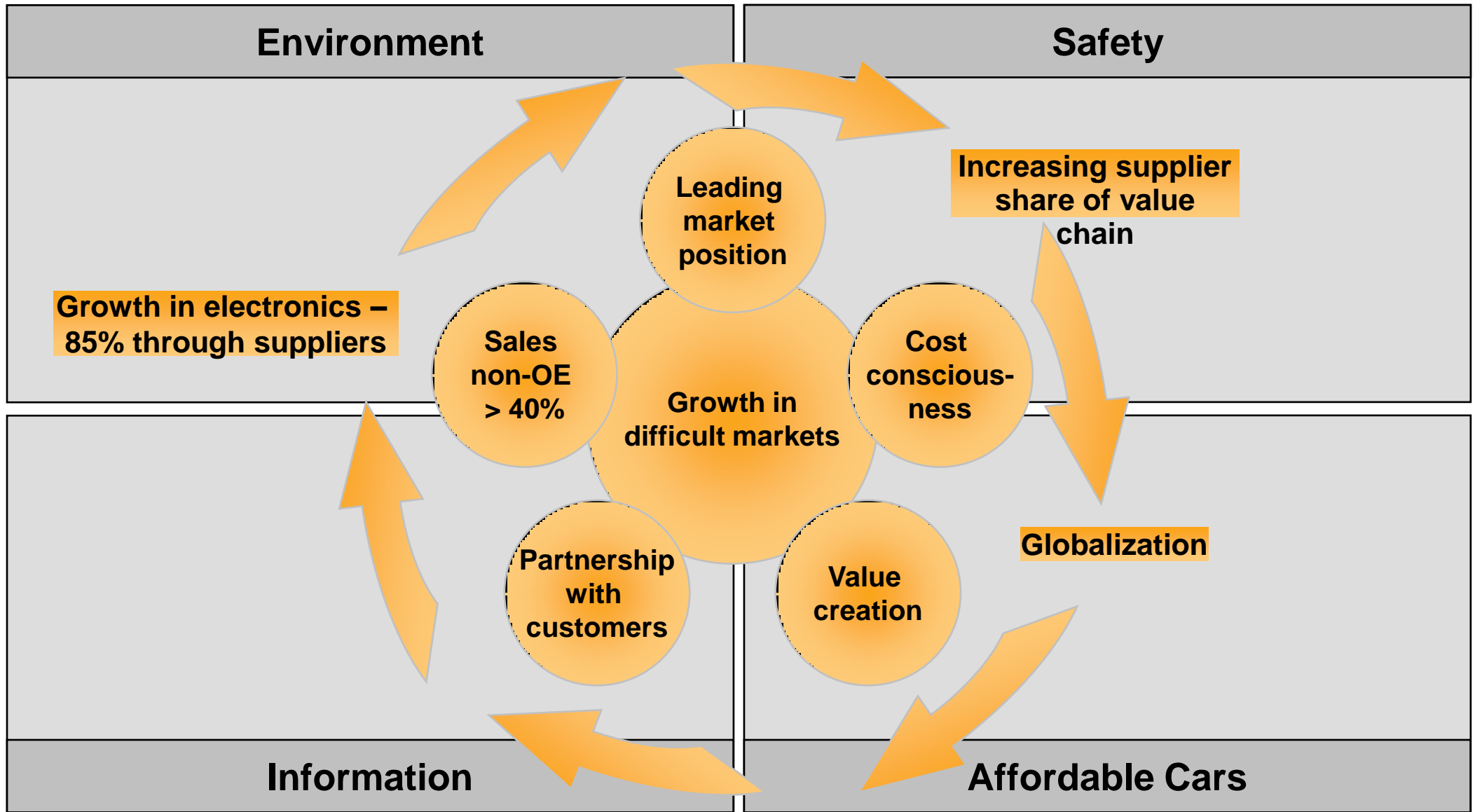


Growing demand for information management in the vehicle and intelligent mobility.

- ▶ Interior

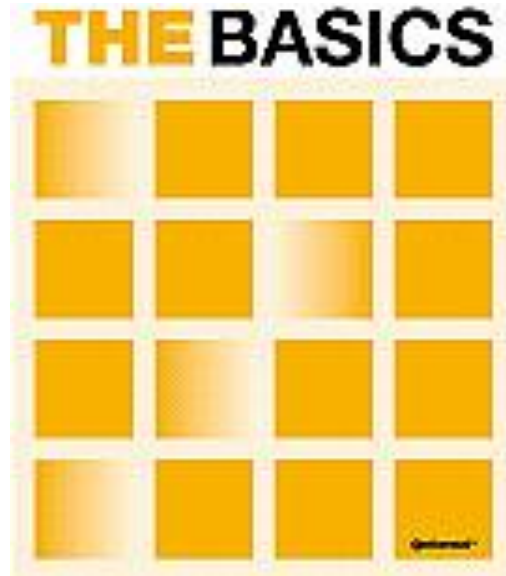
Continental Strategy: Entrepreneurship approach

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THE BASICS – Vision, Values and Beliefs

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together



Describe Continental's vision, values and beliefs

Are the basis for our corporate culture

Stress and address also soft business issues

Becoming and being a global player Continental realized the importance of corporate culture also addressing soft business issues. THE BASICS can be seen as the bracket that holds our growing corporation together: they offer possibilities for all employees world wide to identify with our beliefs and values.

THE BASICS – Vision of Continental

▶ We make individual mobility safer and more comfortable

Thanks to our core competencies, products and services, we, together with our customers, improve the safety, comfort and fun of driving.

▶ Performance is our Passion

Delivering high performance products and services to our customers is what motivates us in all our business areas. Combining technological, ecological and economical and personal aspects of performance makes the difference at Continental as this is one of our strengths.

▶ Creating value is our driving force

With our products and services we create value for our business partners and shareholders as well as for our employees and society in general. Increasing profitability and consistent cost management in all business areas are the basis for our success.



Topics

- ▶ Continental – an attractive Company and Employer
- ▶ **Continental's 5+1 HR Strategy**
- ▶ Employer Branding, Talent Recruiting and Internal Staffing
- ▶ Core HRD Processes (Performance Management Process, Human Asset Management Process, Feedback Management Process) to bind and develop Talents



**Passionate Drive
for Excellence:
As Business Partner
We Create Value
for Continental
and its Employees**

Continental's 5+1 HR Strategie

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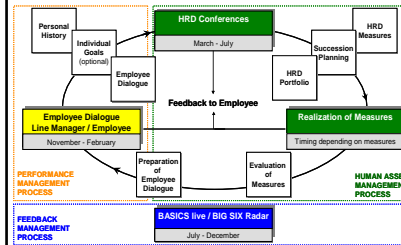
Global Labor Cost Management

Versatile Operations

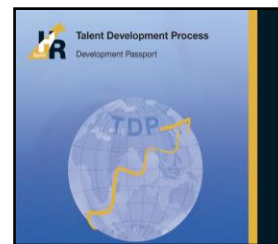
Leadership Competence & High Performance Culture

Excellent Attraction as Preferred Employer

Strategic Competencies Management



HRD Core Processes



Are you auto-motivated?



Welcome!

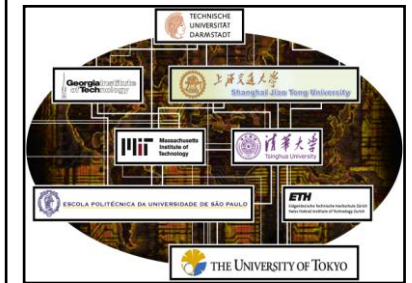
Continental Ambassador Award

We thank & honor
Max Mustermann
for his contribution to the
Conti Ambassador Initiative



Thomas Schöpp
Member of the Executive Board

Conti Ambassador
Manager, Employee Center
Aachen, May 21, 2014



HR-Excellence



Corporate Human Resources Development
Employer Branding and Strategic Recruiting

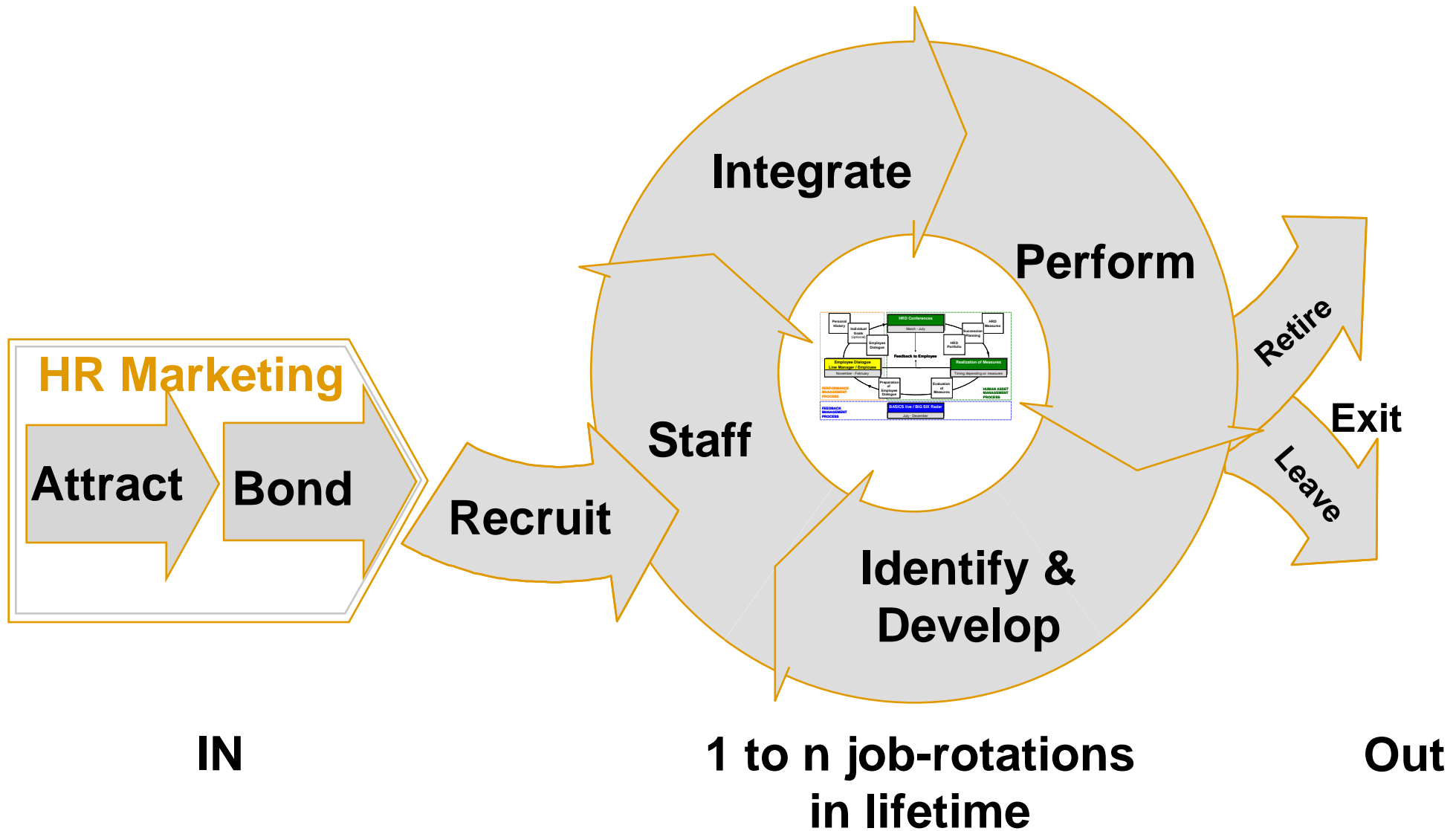


Topics

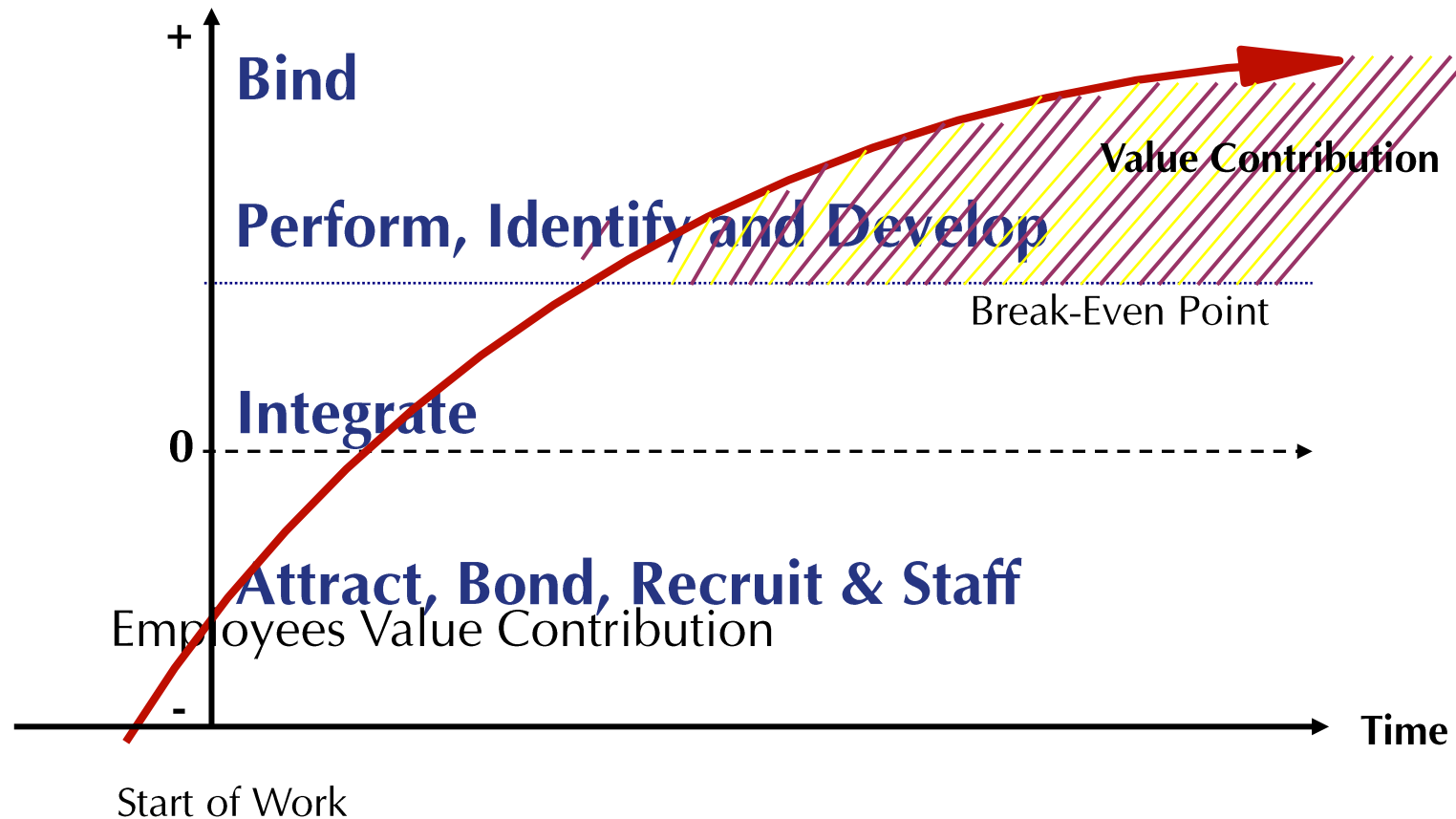
- ▶ Continental – an attractive Company and Employer
- ▶ Continental's 5+1 HR Strategy
- ▶ **Employer Branding, Talent Recruiting and Internal Staffing**
- ▶ Core HRD Processes (Performance Management Process, Human Asset Management Process, Feedback Management Process) to bind and develop Talents

Employer Branding and Recruiting Processes embedded in „Employee Lifecycle“

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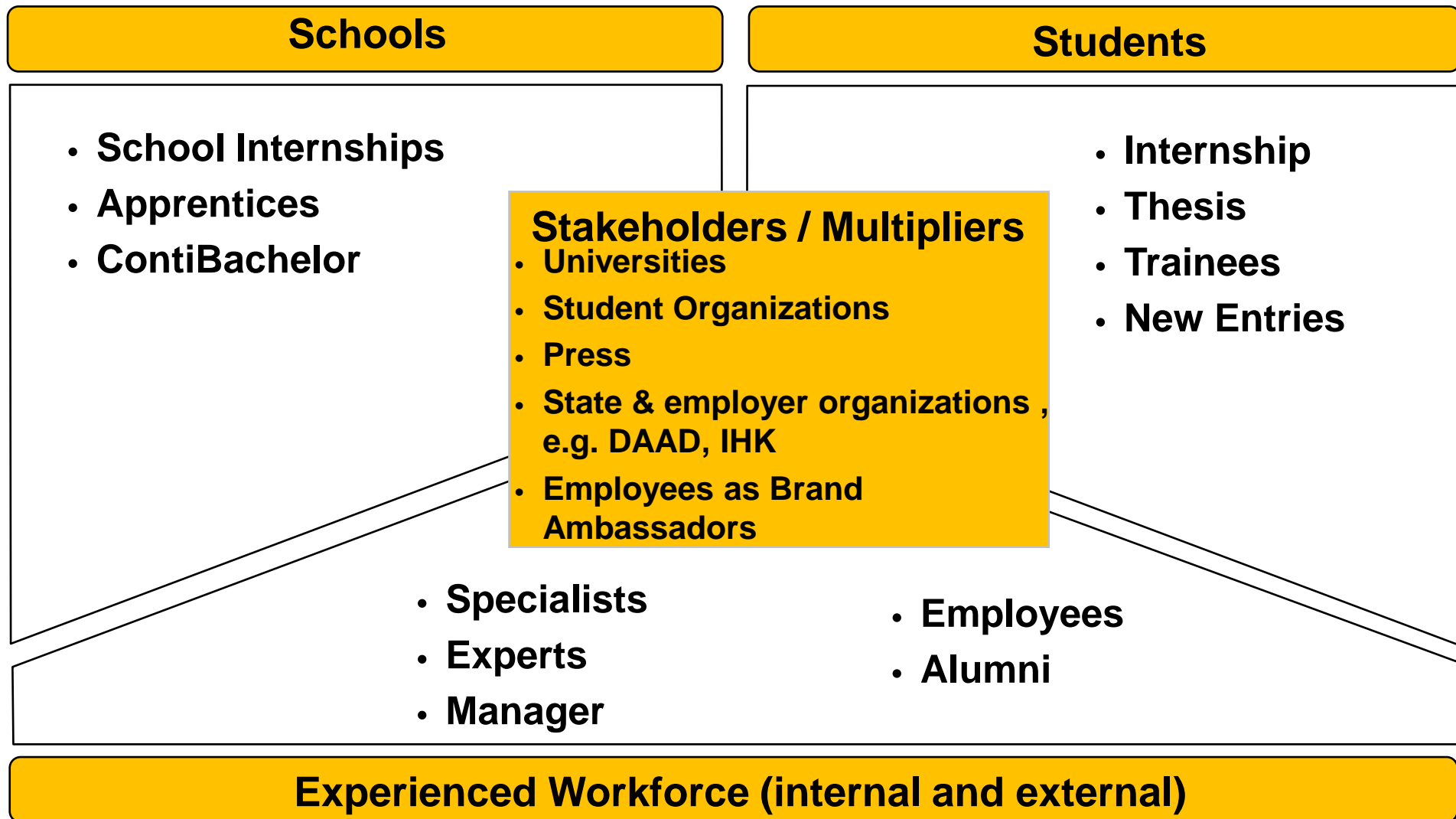


Value Contribution of each Employees



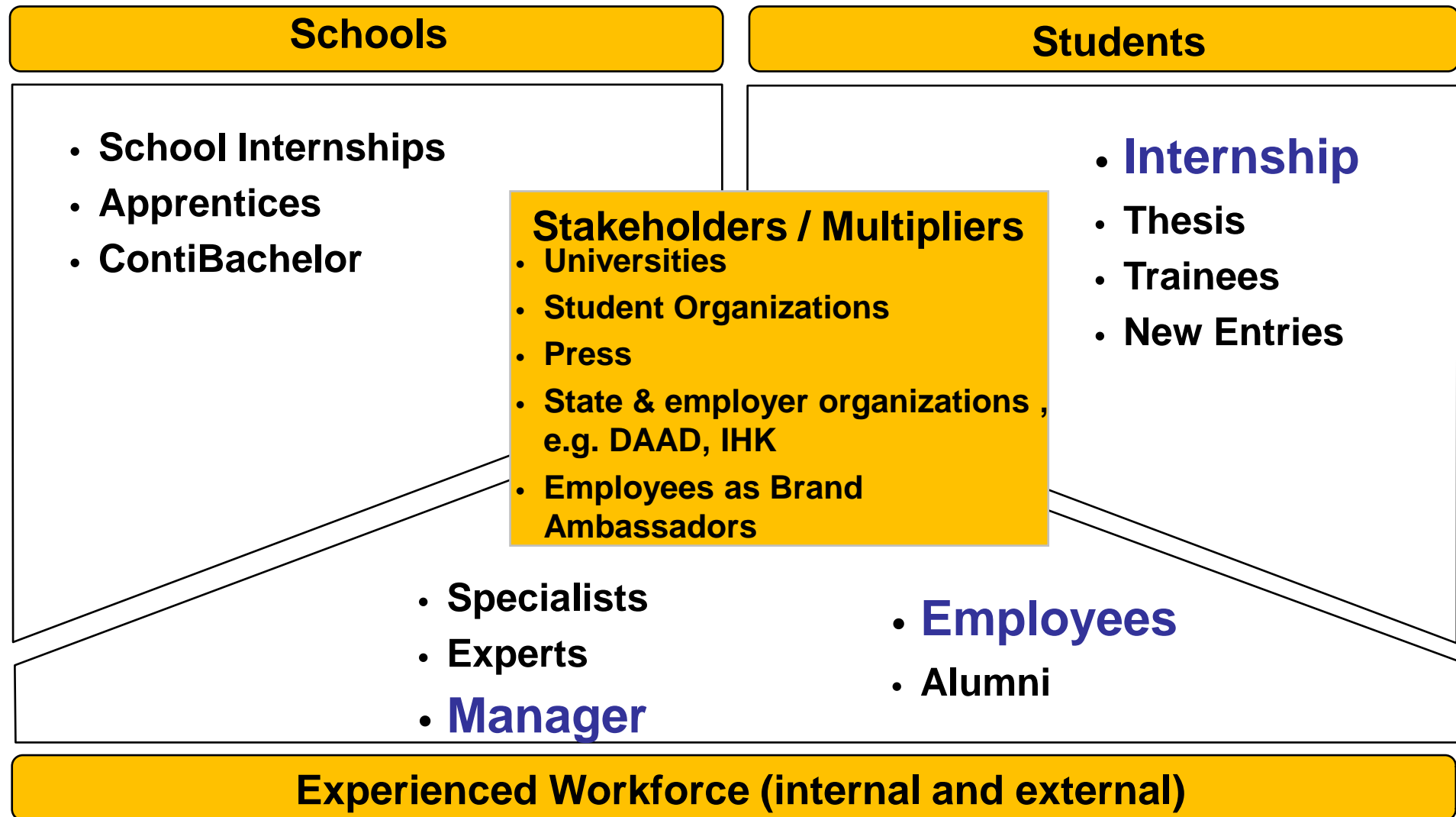
Target Groups for Employer Branding, Recruiting and Staffing

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Target Groups for Employer Branding, Recruiting and Staffing

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Americas

- USA
- Mexico
- Costa Rica
- Brazil

EMEA

- Germany
- Romania
- Slovakia
- Czech Rep.
- Hungary
- France

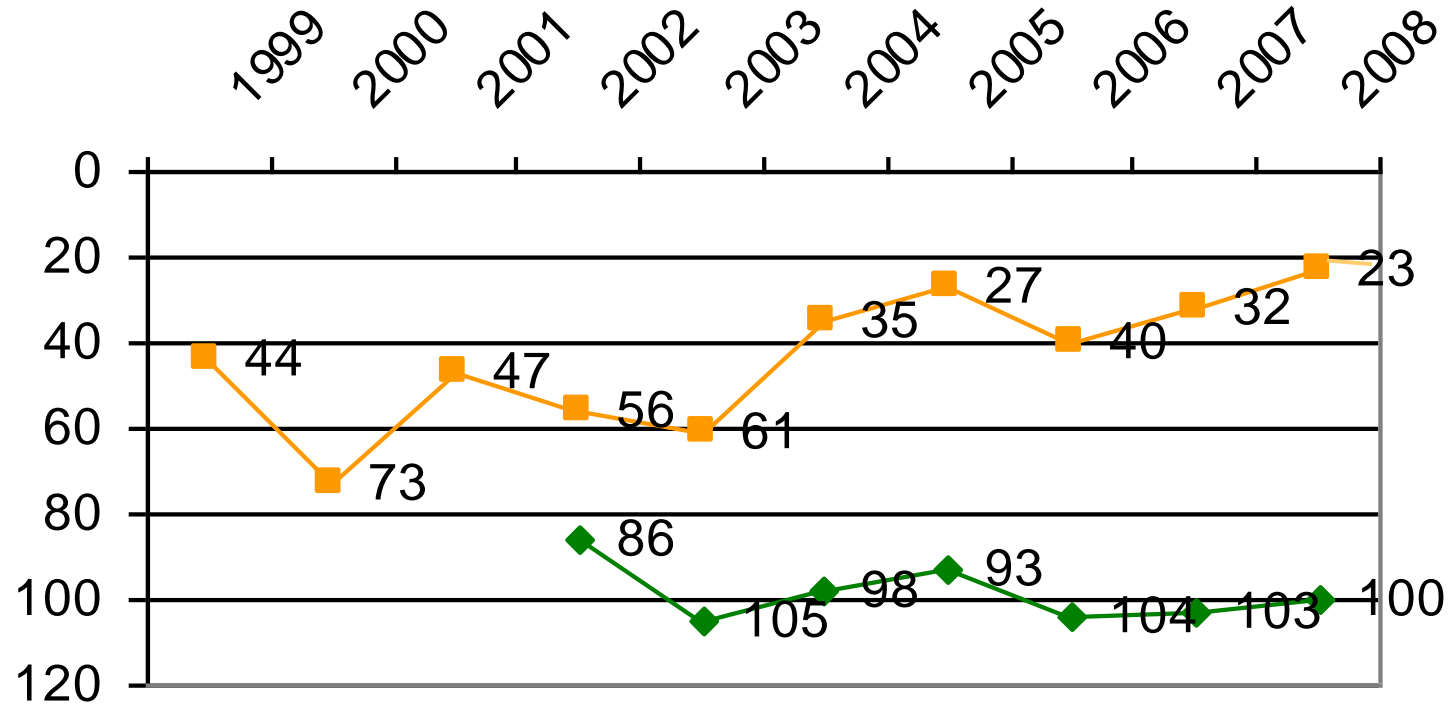
AsiaPac

- China
- Japan
- Korea
- India
- Philippines
- Malaysia
- Thailand

→ **Cross divisional responsibilities for employer branding (attraction and bonding process) as well as for recruiting and staffing process incl. online recruiting system**

Trendence Germany 2008 Students Ranking

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2008: 23
(+9 Places)

2008: 100
(+3 Places)

- ◆ Business
- Engineering

HR Marketing and Recruiting Brochure for Graduates

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Are you auto-motivated? Welcome!

Wie Sie als Hochschulabsolvent und Young Professional
bei uns Karriere machen können.

Continental 



Wir haben Sie überzeugt? Dann nehmen Sie Fahrt auf und besuchen Sie unsere Website:
www.conti-online.com – Stichwort "Jobs und Karriere".



Continental 

Internet Sites for Employer Branding

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SEARCH Search

> Home

THEMES

- > Continental
- > **Jobs and Careers**
 - > Overview
 - > Career
 - > Events
 - > Students
 - > Graduates
 - > Job Offers
 - > Apprenticeship
 - > Unsolicited application
 - > Continental Students Survey
- > **Countries**
 - > Slovakia
 - >
- > Investor Relations
- > Press Services
- > Corporate Social Responsibility
- > Global Sourcing
- > Environment
- > Continental Systems
- > Acquisition Siemens VDO Automotive AG

GENERAL

- > ProductFinder
- > Sport
- > Safety
- > Product Highlights

Jobs and Careers

Are you auto-motivated?

Welcome!

Volné pracovné miesta
Chcete naštartovať svoju kariéru? Continental je pre Vás tá správna voľba!

Programy pre absolventov
Skupina Continental poskytuje študentom a absolventom viacero zaujímavých príležitostí...

Pracovné veltrhy
Ponúkame Vám prehľad Conti podujatí organizovaných pre študentov a absolventov. Príďte sa s nami zoznámiť!

O nás – Kontakty
Continental AG je jedným zo svetových lídrov v oblasti automobilového priemyslu. V súčasnej dobe sme odhodlaní...

Súť až EURO 2008
Spoločnosť Continental AG je oficiálnym sponzorom majstrovstiev Európy vo futbale UEFA EURO 2008TM. Hraj o lístky na futbalové UEFA EURO 2008TM!

Marketing on busses in Romania

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Recruiting Fairs in Romania and Korea

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Conti Ambassador Event in China and Germany

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Workshops with Students



Projects with Students



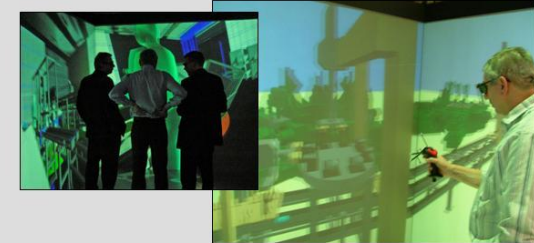
TU Kaiserslautern
Technische Universität

Projektart:

Arbeitsplatzgestaltung mit virtueller 3D-Simulation

Durchführung:

In einem begehbaren Raum wurden 3D-Zeichnungen zu virtuellen animierten Welten, die sich in Originalgröße und in Echtzeit den Bewegungen des Betrachters anpassen.



Ergebnis:

Mit dem System konnte ein neuartiger Arbeitsplatz eines Montagebandes in Rheinböllen optimiert und mit den Betreibern abgestimmt werden, bevor er gebaut wurde.

M. Keim, 4FP

Continental 

Conti Ambassador Event in China

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CONTINENTAL IN ACTION! - Tongji University

A New Innovative Approach

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Goals:

1. Preparing top engineering students to perform successfully in a global working environment
2. Foster Employer Branding for Continental as innovative automotive and industry supplier
3. Win Talents for Continental

Expected Results of GEIP

To this end the Global Engineering Internship Program...

- ▶ ...establishes a global network of students, universities and companies
- ▶ ...defines areas of knowledge, skills and attitudes for a globally competent engineer
- ▶ ...offers globally-oriented international internships with mentoring by industry
- ▶ ...offers an educational infrastructure before, during and after the internship by universities
- ▶ ...assesses the academic infrastructure, internship environment and student learning outcomes
- ▶ ...performs research on how to instill global competence in engineering students

The Team of the Global Engineering Internship Program

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GEE-Universities participating in the GEIP:

- ▶ Georgia Institute of Technology (USA)
- ▶ Massachusetts Institute of Technology (USA)
- ▶ Shanghai Jiao Tong University (China)
- ▶ Tsinghua University (China)
- ▶ Escola Politécnica da Universidade de São Paulo (Brazil)
- ▶ Eidgenössische Technische Hochschule Zürich (Switzerland)
- ▶ RWTH Aachen (Germany)*
- ▶ Tokyo Institute of Technology (Japan)*

* New GEE-Universities

Global Engineering Internship Program

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Three Parts of the GEIP:

Internship
within Continental

Academic Program:
Reading list and
three assignments
about Global Engineering

GEIP-Workshop

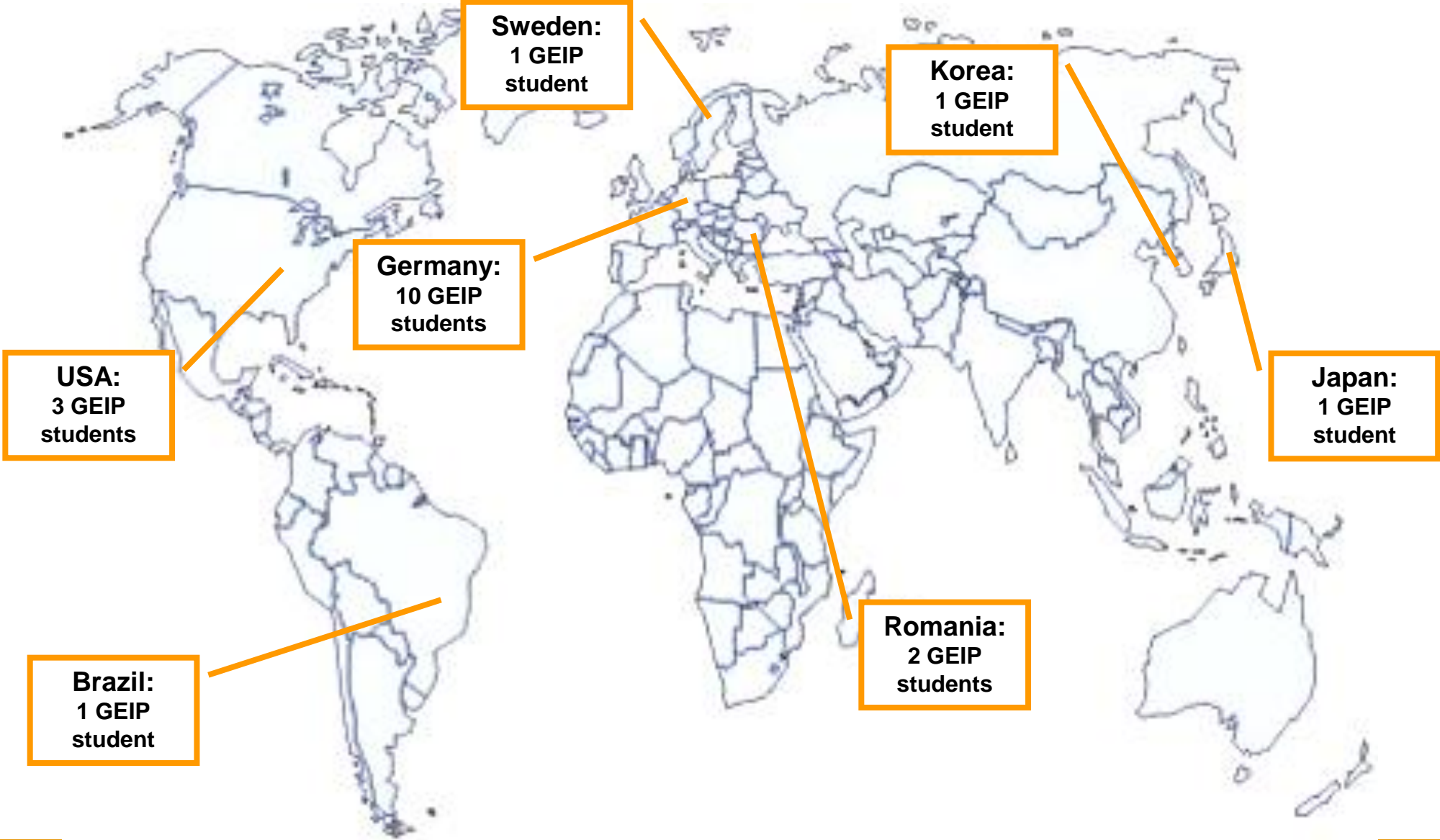
Continental
(Department of Internship)

GEE-Universities

Continental in cooperation
with GEE-Universities

Overview about GEIP Internships 2008

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National Society on Experimental Education (NSEE) Award for GEE-GEIP

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...Continental is first NSEE award recipient from outside the United States....

...Continental AG, Germany, in conjunction with 8 internationally renowned universities, is the innovation behind the Global Engineering Initiative (GEE). This unique collaboration has studied the influence and importance of technological expertise and education on the competitiveness of nations, people and companies. At the heart of this initiative was a comprehensive study designed to reflect a broad spectrum of topics dealing with all aspects of engineering and the natural sciences.

...In furthering their commitment to experiential learning, Continental AG sponsored the Global Engineering Internship Program, with the purpose of offering students the possibility of an international internship experience. The goal was to prepare students to work effectively in a global economy and make a real impact in solving global problems.

...The NSEE is pleased to recognize Continental AG and Mr Stefan Kraft as the Experiential Education Corporate Leader of the Year.



"Educating the Next Generation of Engineers for the Global Workplace"

- Home
- About Us
- Global Engineering Study
- Global Internship Program
- Students
 - Universities
 - Industries
- Application Center
 - Universities
 - Industries
 - Students
 - Job Openings
- News & Events
- Member Resources

Job Opportunities **GEIP Internships 2009**

Overview of GEIP Program

- ▶ GEIP Program

Current GEIP Internship Positions

- ▶ Solving a Optimization Problem: Trapped Stones in Tire Grooves (Hanover Stocken, Germany)
- ▶ Structural Analysis and Moldflow Study (Guarulhos, Brazil)
- ▶ Logistics Planning (Babenhausen, Germany)
- ▶ Process Engineering (Hanover, Germany)
- ▶ Development Engineer for OE Tires (Hanover, Germany)
- ▶ Driver Assistance (Lindau, Germany)
- ▶ Engineering Navigation Tests (Villingen, Germany)
- ▶ Electronic Development for Sensors (Regensburg, Germany)
- ▶ Engineering Benchmarking for the Japanese Market (Yokohama, Japan)
- ▶ Engineering Benchmarking for Manufacturing (Yokohama, Japan)
- ▶ Marketing (Shanghai, China)

Innovative Staffing Initiatives

- ▶ Fact Based Staffing decisions during SVDO Integration including possibility of Management Audit
- ▶ Job Fairs for Employees to foster Cross Moves and Job Rotation within Countries but also internationally
- ▶ Newsletter and Open Positions Statistics as Tools to foster Job Rotation

* New GEE-Universities

Fact Based Staffing Decisions for Managers - SVDO Integration

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Staffing Decisions to be based on:

- ▶ Interviews: 6 Eyes Principle:
2 Senior Manager + HR
- ▶ Data review: Review of last performance reviews (performance= results + behavior), including goal achievement and potential (HRD-Portfolio position)
- ▶ Management Audit: Kienbaum/Hewitt Management Audit when two or more candidates are considered for a position



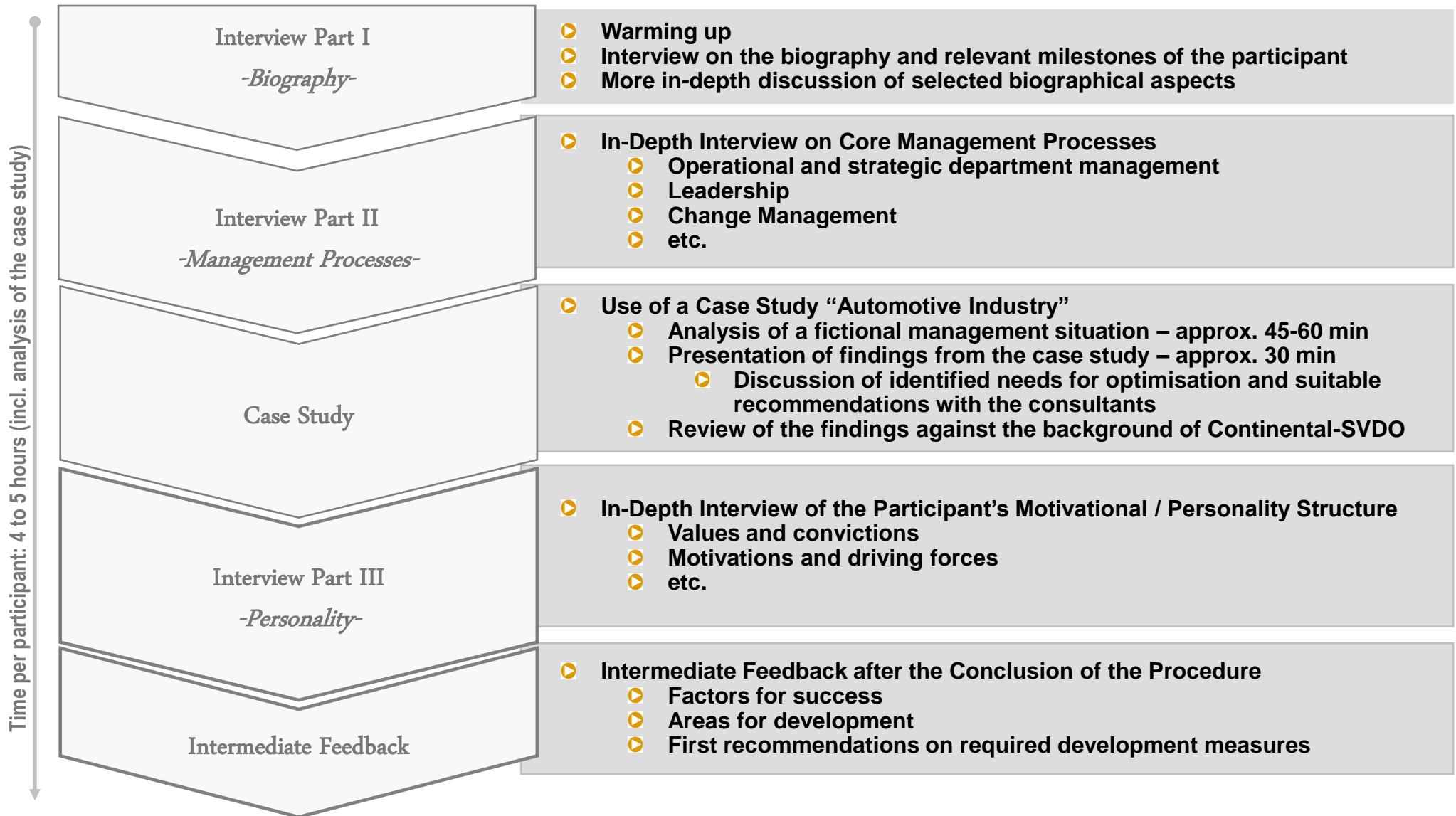
Staffing Decisions to be reviewed and finally decided in a placement conference for all three divisions:

- ▶ Board Members, Senior Manager, HR
- ▶ Results of interviews, data review and management audit

Kienbaum/Hewitt Management Audit

4-5 hours for each participant

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Value Add through Management Audit

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- ▶ Management Audit Approach adds value to the integration process through:
 - ▶ Transparent staffing process for key functions
 - ▶ Neutral third party recommendation for each candidate and recommendation of best fit to open positions
 - ▶ Common placement conferences
 - ▶ Supports the approach that the selection of people will be depending solely on how well the competencies, qualifications development goals and experience of candidates suit them for the positions in question

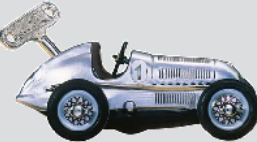
JOBStern – Marketing for open positions

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JOBStern

Ausgabe Nr. 2 | August 2008
Herausgeber: Automotive-Divisionen, Personalbereich Deutschland
Redaktion/ Verantwortlich: Holger Pfaff



Schauen Sie mal über den Tellerrand – und nutzen Sie neue Chancen!

Wechseln oder am aktuellen Arbeitsplatz bleiben?
Sich mit dem Status quo arrangieren oder sich auf neue Erfahrungen einlassen?

Liebe Mitarbeiterinnen, liebe Mitarbeiter,

meistens lohnt sich ein Wechsel des Arbeitsplatzes – raus aus dem Gewohnten, rein in neue Herausforderungen. Denn ein Wechsel bietet klare Chancen für die persönliche und berufliche Weiterentwicklung.

Umlernen, neu denken, Mut fassen sich zu verändern – das ist sicherlich nicht immer einfach – aber die beste Voraussetzung, sich in einem zukunftsorientierten Unternehmen langfristige Perspektiven zu sichern.

Laut einer Umfrage von TNS Emnid/chriemion würden 56 Prozent der deutschen Arbeitnehmer die Koffer packen und sich vom aktuellen Wohnort verabschieden, wenn dadurch der Arbeitsplatz erhalten werden kann. Für die Arbeitnehmer bei Continental gibt es derzeit in Deutschland mehr als 1.000 offene Stellen. Das bedeutet eine Fülle von Alternativen – auch dann, wenn am einen oder anderen Standort Stellen abgebaut werden müssen.

Wie schon mit der vergangenen Ausgabe der JOBStern wollen wir Sie auch diesmal wieder aktiv unterstützen. Sie finden in dieser Ausgabe:

- viele reizvolle Stellenangebote
- Erfahrungsberichte
- Ansprechpartner
- Standortprofile
- Informationen rund um den Job

Auch aus eigener Erfahrung kann ich allen Mitarbeitern und Mitarbeiterinnen nur empfehlen, einmal über den „Tellerrand“ zu schauen und auch mal „andere Luft“ zu schnuppern.

So war eine meiner wichtigsten Erfahrungen der Wechsel nach Detroit in die USA. Nach vier Jahren Frankfurt waren neue Eindrücke und andere Sichtweisen sehr wichtig.

Sowohl berufliche als auch familiäre Herausforderungen in neuer, ungewohnter Umgebung zu meistern, das sind Erfahrungen, die prägend sind und auf die man immer wieder zurückgreifen kann – auch wenn man wieder zurück im eigenen Land ist.

Nutzen Sie die Chancen und Möglichkeiten bei Continental. Ich wünsche Ihnen viel Erfolg und wertvolle neue Erfahrungen.

Ihr

Rainer Hetzer



JOBStern | Ausgabe 02 | August 2008

Mustermechaniker (m/w) in Bebra

Tätigkeitsbeschreibung:

- Aufträge auf Vollständigkeit und Richtigkeit prüfen
- Unstimmigkeiten/Unklarheiten mit internen/externen Kunden abklären
- Material/Teile zusammenstellen und disponieren
- Bei Mustern die Zeichnungen prüfen und Maße, Materialien bzw. Werkzeuge ergänzen und festlegen
- Für neue Produkte, Sonderausführungen usw. einzelne Teile/Muster herstellen
- Unterstützung der Konstruktion/Entwicklung bei technischen Lösungen sowie der Montage bei Serieneinführung
- Einzelgeräte/Muster nach Zeichnung montieren
- Mess- und Prüfmittel für die Zwischen- und Endprüfung festlegen und auswählen
- Fehler beseitigen bzw. Nacharbeiten durchführen
- Entsprechend der Vorgaben selbstständiges Anfertigen von Vorrichtungen und Schablonen für die Herstellung von Teilen

Anforderungen:

- Abgeschlossene 3-jährige fachspezifische Berufsausbildung (z.B. Industriemechaniker)
- Englischkenntnisse



Bitte bewerben Sie sich online über das Formular

Job D08-03586

Im Funktionsbereich **Produktion, Montage, Qualitätsmanagement** haben wir – neben anderen – die folgenden Positionen zu besetzen:
• Werkzeugmechaniker/Formenbauer für Kunststoff-Spritzgießwerkzeuge (m/w) in **Villingen-Schwenningen** > **D08-03669**

Der letzte Schliff für Ihre Bewerbung

Wenn Ihre Aktivitäten in Sachen Jobsuche bereits ein Weichen zurückliegen, haben Sie vielleicht Fragen: Wie sieht heute ein Lebenslauf aus, wie ein Anschreiben? Müssen alle Zeugnisse beigefügt werden? Gibt es Bewerbungsstandards? Diese und andere Fragen beantworten wir gern in einem Gespräch rund um Ihren persönlichen Bewerbungsunterlagencheck. Wenn Sie sich intern verändern möchten und Beratungsbedarf haben, vereinbaren Sie einen Termin mit einem/r unserer erfahrenen Recruiter/-in-

nen, damit Sie mit Volldas in Ihre neue Karriere starten können.
Rufen Sie uns an:
• Continental Recruiting Center, Region Nord: 0511/938-1717 (Christiane Tieste)
• Continental Recruiting Center, Region Mitte: 069/7603-2437 (Servicetelefon)
• Continental Recruiting Center, Region Süd: 0641/790-7777 (Servicetelefon)

Wir freuen uns auf Sie!
Ihre Continental Recruiting Center

Edwin Weigel (49),
Leiter Personal BU Multimedia
> Wetzlar

Der Standort Wetzlar ist >>> Headquarter und Entwicklungszentrum der BU Multimedia. Mit derzeit etwa 380 Mitarbeitern ist Wetzlar auch der größte Entwicklungsstandort der BU Multimedia und soll deutlich gestärkt und ausgebaut werden. Derzeit haben wir etwa 40 offene Stellen für qualifizierte Ingenieure und Informatiker. Neben Produktapplikationen liegt unser Schwerpunkt auf Plattformen für europäische OEMs, die weltweit als Basis für Multimedia-Produktentwicklungen genutzt werden. Die Technologie der Multimedia-Systeme ist anspruchsvoll – im Prinzip bringen wir einen Multimedia-PC zu Automotive-Bedingungen ins Fahrzeug. Regelmäßig entstehen neue Anforderungen durch Innovationen sowohl aus der



Consumer-Elektronik als auch aus dem Automotive-Umfeld. Unser durchgängig Tool-unterstützter Entwicklungsprozess läuft über das Requirements-Engineering und die System Architektur in die Entwicklungsdisziplinen und steht auf einem sehr hohen professionellen Niveau. Wenn Sie an fachlich herausfordernden Aufgaben interessiert sind, finden Sie in der BU Multimedia alle Möglichkeiten. Deshalb suchen wir qualifizierte Mitarbeiter, die sich für Neuerungen interessieren und auf dem aktuellen Stand der Technik entwickeln möchten. Sie können sich aus einer Entwicklerfunktion zum Beispiel zum Software-Projektierer, Software-Architekten, System-Architekten oder System-Requirements-Manager weiterentwickeln. Haben Sie Spaß an Multimedia-Anwendungen und den Ehrgeiz, sich fachlich und persönlich weiter zu entwickeln? Dann ist uns Ihre Bewerbung sehr willkommen!

Weitere interessante Aufgaben und Herausforderungen finden Sie im Intranet in **JOBStern-Online** unter **C.INSIDE** > Konzern > Personal > **JOBStern-Online Internal** oder mit Klick auf

Internal Job Market

- ▶ All currently open and approved positions are published on the Continental Intranet > jobs online.
- ▶ This tool fosters a transparent internal job market - now and in the future.
- ▶ **Intranet Link: Corporation >> Human Resources >> JOBS ONLINE internal**

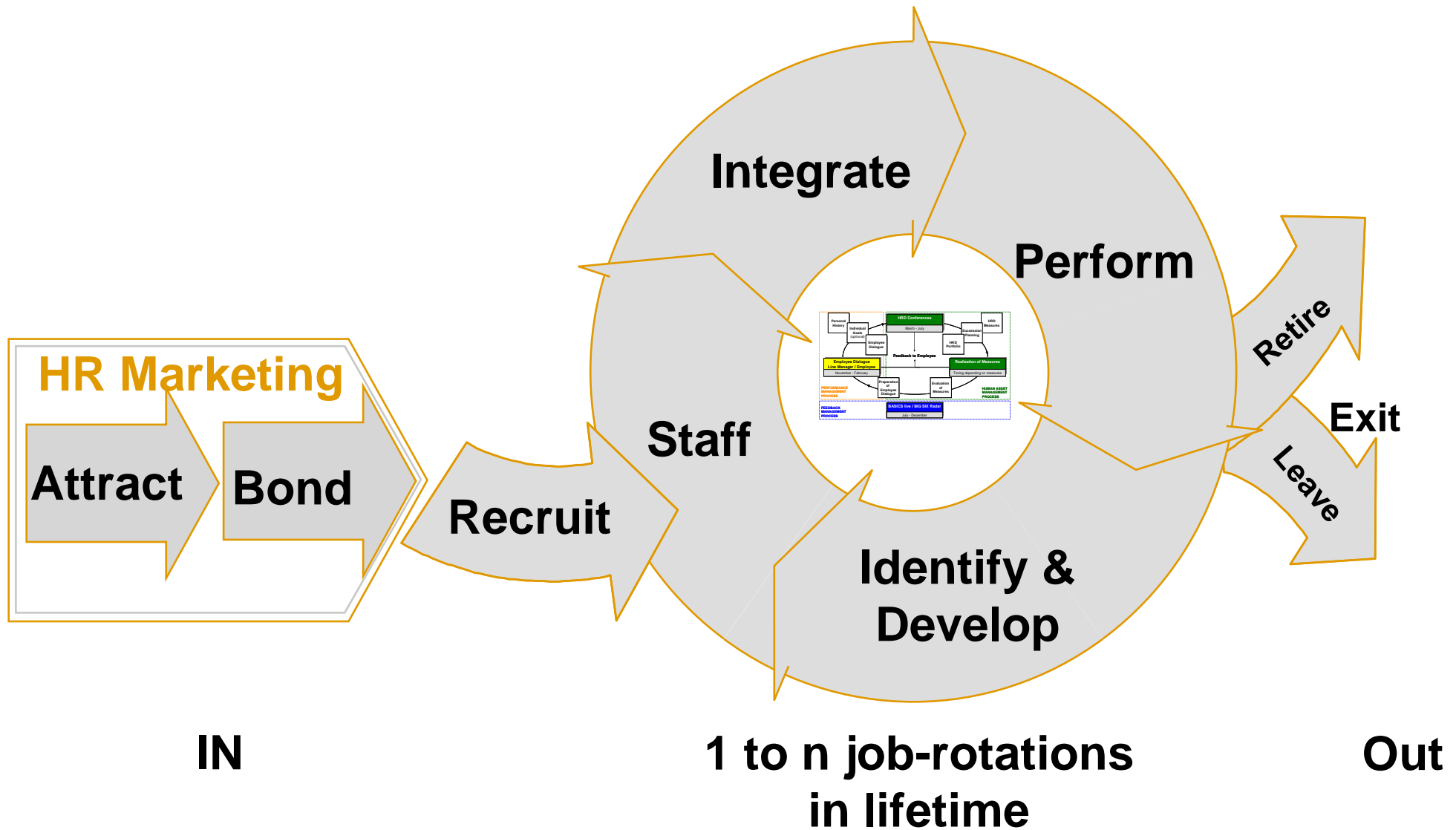
The screenshot displays the 'JOBS ONLINE internal' interface. At the top, there is a search bar with the text 'Suche' and a dropdown menu set to 'in Konzern'. Below this is a navigation menu with tabs for 'My C.INSIDE', 'KONZERN', 'Automotive', 'ContiTech', 'Reifen', 'Standorte', and 'Themen & Services'. The 'KONZERN' tab is active. A breadcrumb trail shows 'Konzern > Personal > JOBS ONLINE internal'. The main content area features a heading 'Online JOBS: Stellensuche' and a message: 'Wünschen Sie eine eingeschränkte Auswahl, so wählen Sie bitte eine Kategorie und/oder eine Lokation aus:'. Below this is a search form with the label 'Suche:'. It includes a 'Land:' dropdown menu with the following options: '--- bitte wählen ---', '--- bitte wählen ---', 'Deutschland', 'Frankreich', 'Schweiz', 'USA', and '--- bitte wählen ---'. There is also a 'Suchbegriff:' text input field and an 'Absenden' button.

Topics

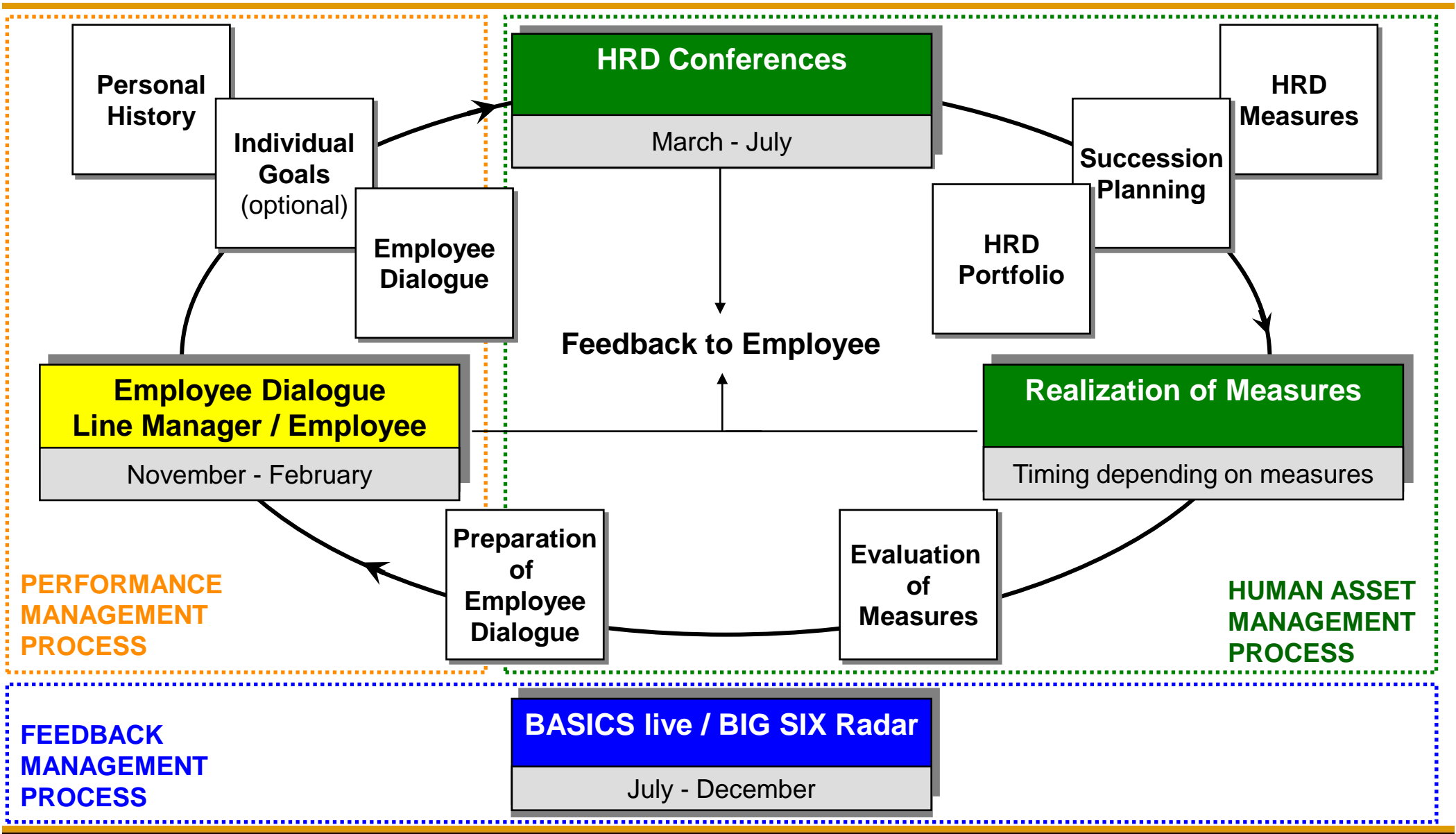
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Core Human Resources Development Processes embedded „Employee Lifecycle“

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Human Resources Development Cycle and Forms w bringing the figure together

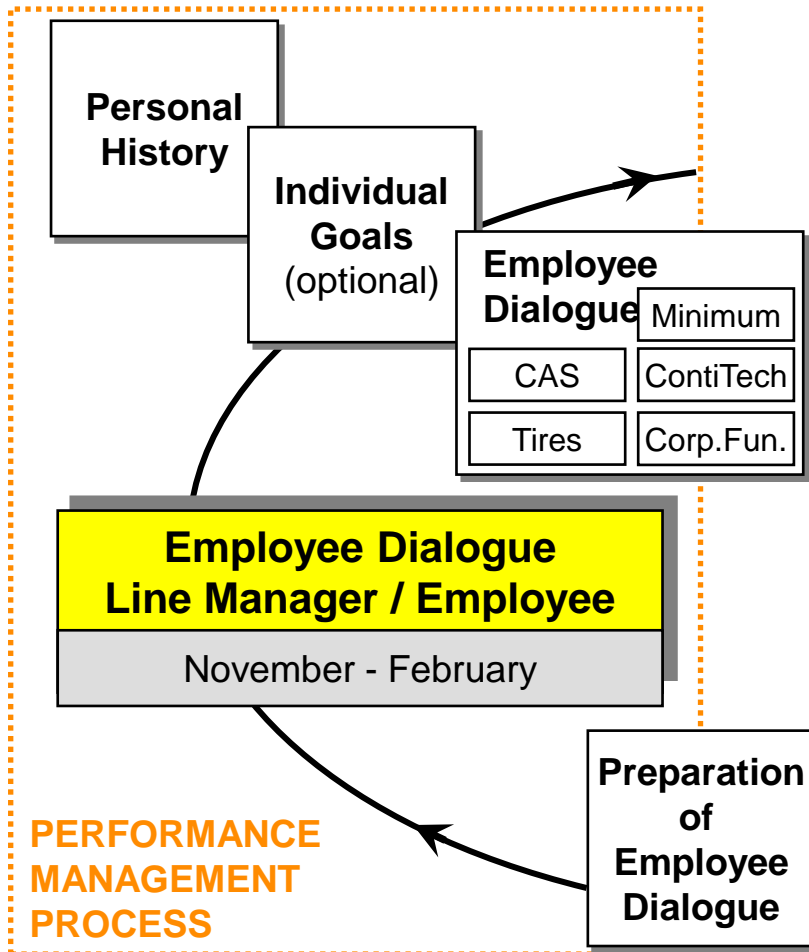


Conti Calendar on three Core HRD Processes winning the future together

Process	Instruments	January	February	March	April	May	June	July	August	September	October	November	December
Performance Management Process	Employee Dialogue <ul style="list-style-type: none"> ▶ Performance review ▶ Individual goals (optional) ▶ Individual development measures 												
Human Asset Management Process	HR Development Conferences <ul style="list-style-type: none"> ▶ HRD Portfolio ▶ Succession Planning ▶ HRD Measures 	Division											
	Executive Board												
Feedback Management Process	BIG SIX RADAR* – Continental's 360° Feedback**												
	BASICS live – Continental's Employee Commitment Survey**												

*: for Executives and Senior Executives **: every third year

Performance Management Process



To support and enhance our high-performance culture, it is crucial to manage individual performance. Therefore, the yearly employee dialogue is the heart of our performance management process. It is based on our BIG SIX competencies and combines a review of performance and potential, individual development planning as well as individual goal agreement.

Continental's Definition for Competencies

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COMPETENCIES

Knowledge (= Skills)

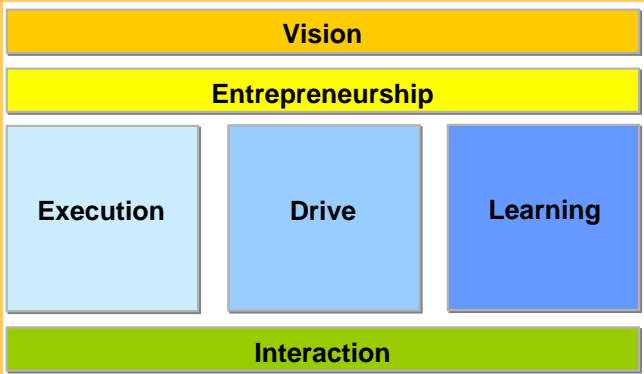
- ▶ Technical
- ▶ Specialized
- ▶ Methodology

Experiences

- ▶ Professional
- ▶ Projects and/or Processes
- ▶ Leadership
- ▶ Intercultural

Capabilities

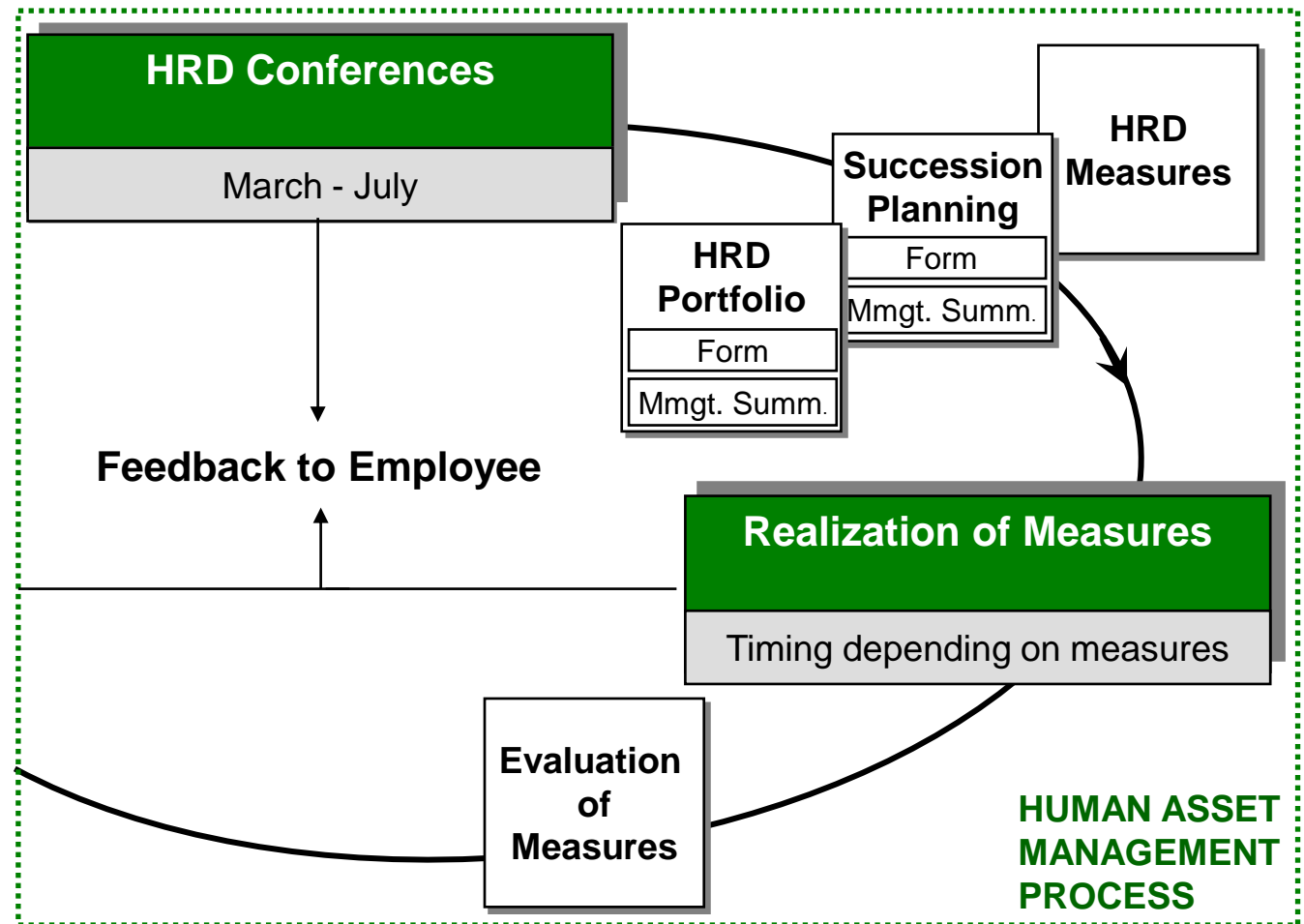
- ▶ BIG SIX



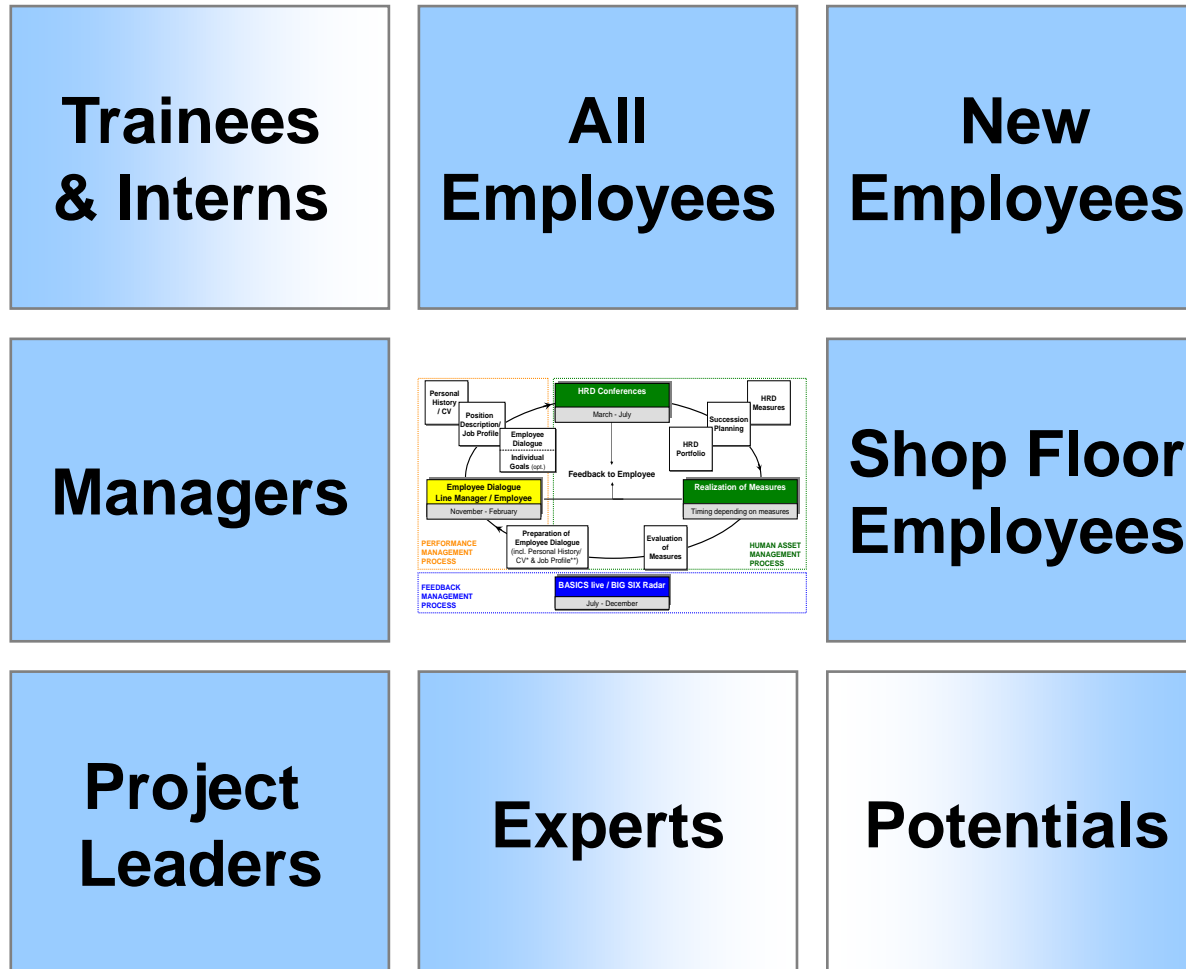
Human Asset Management Process

winning the future
together

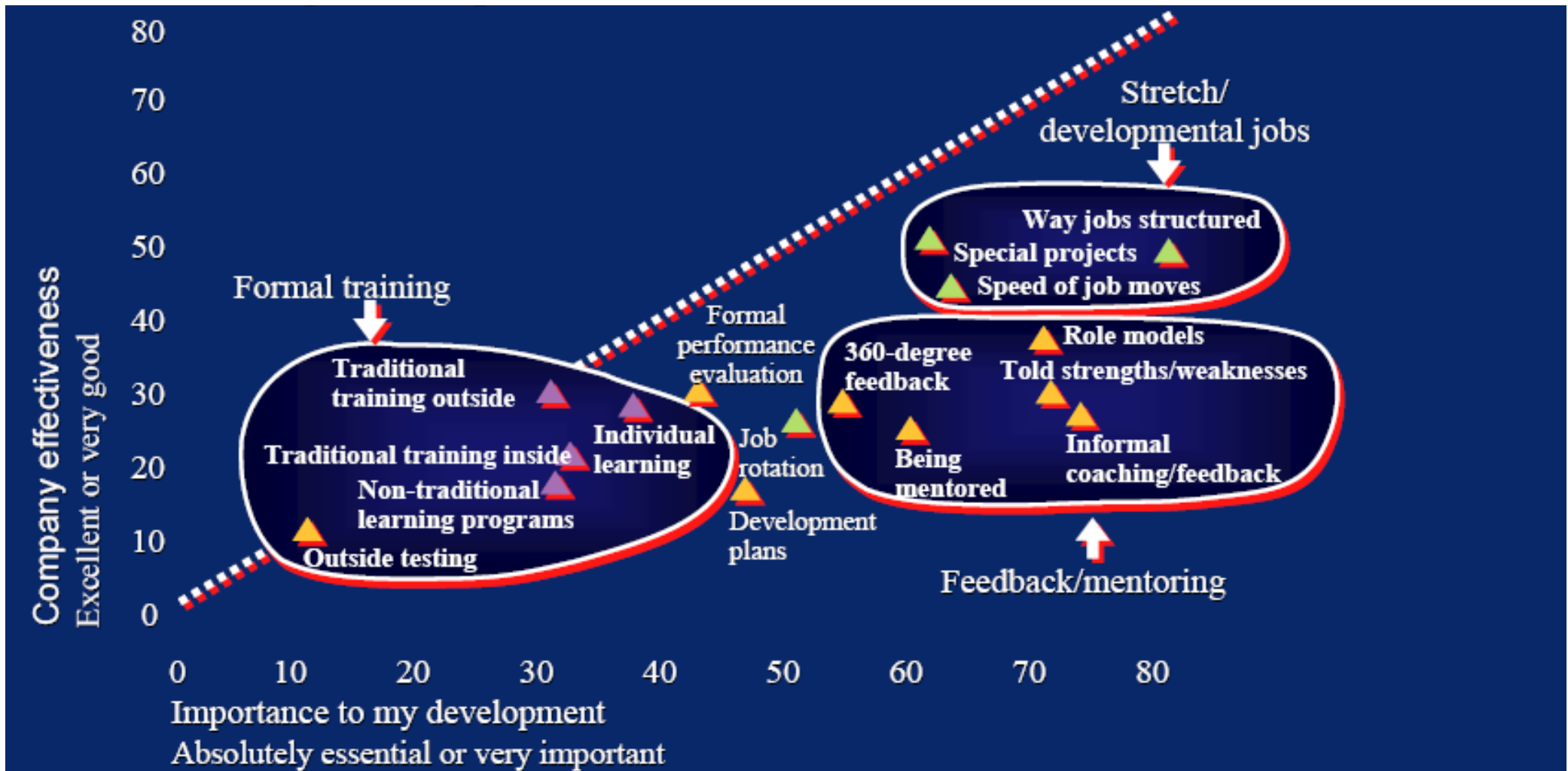
To meet the challenge of an international growing company, we provide a sound human asset management process. We have defined common standards for HRD conferences, HRD portfolio as well as succession planning. This enables us to detect gaps in our personnel structure and anticipate any business requirements.



Target Groups for HRD Initiatives



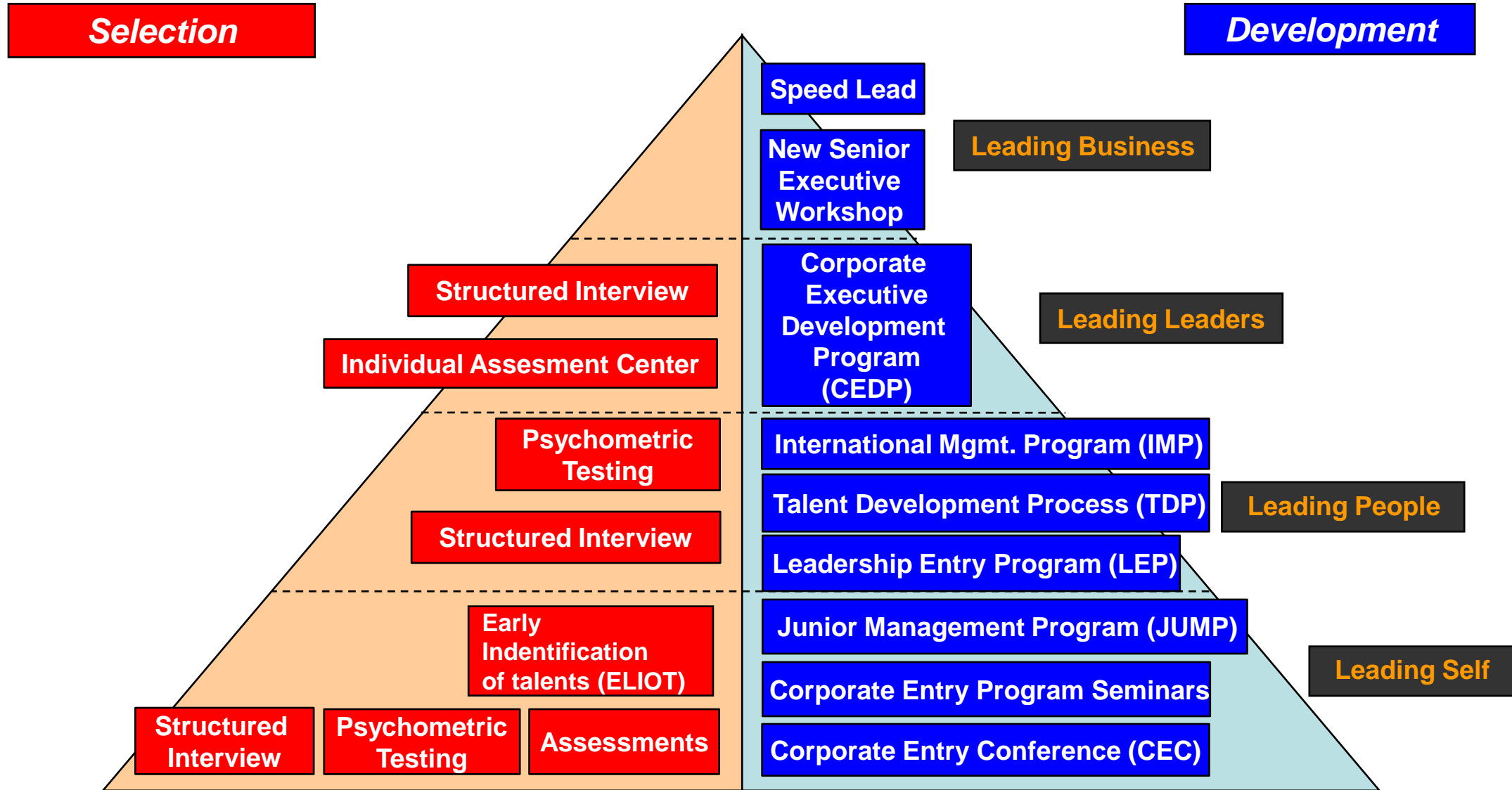
Effectiveness of HRD Initiatives



Source: McKinsey WFT Studies 2001

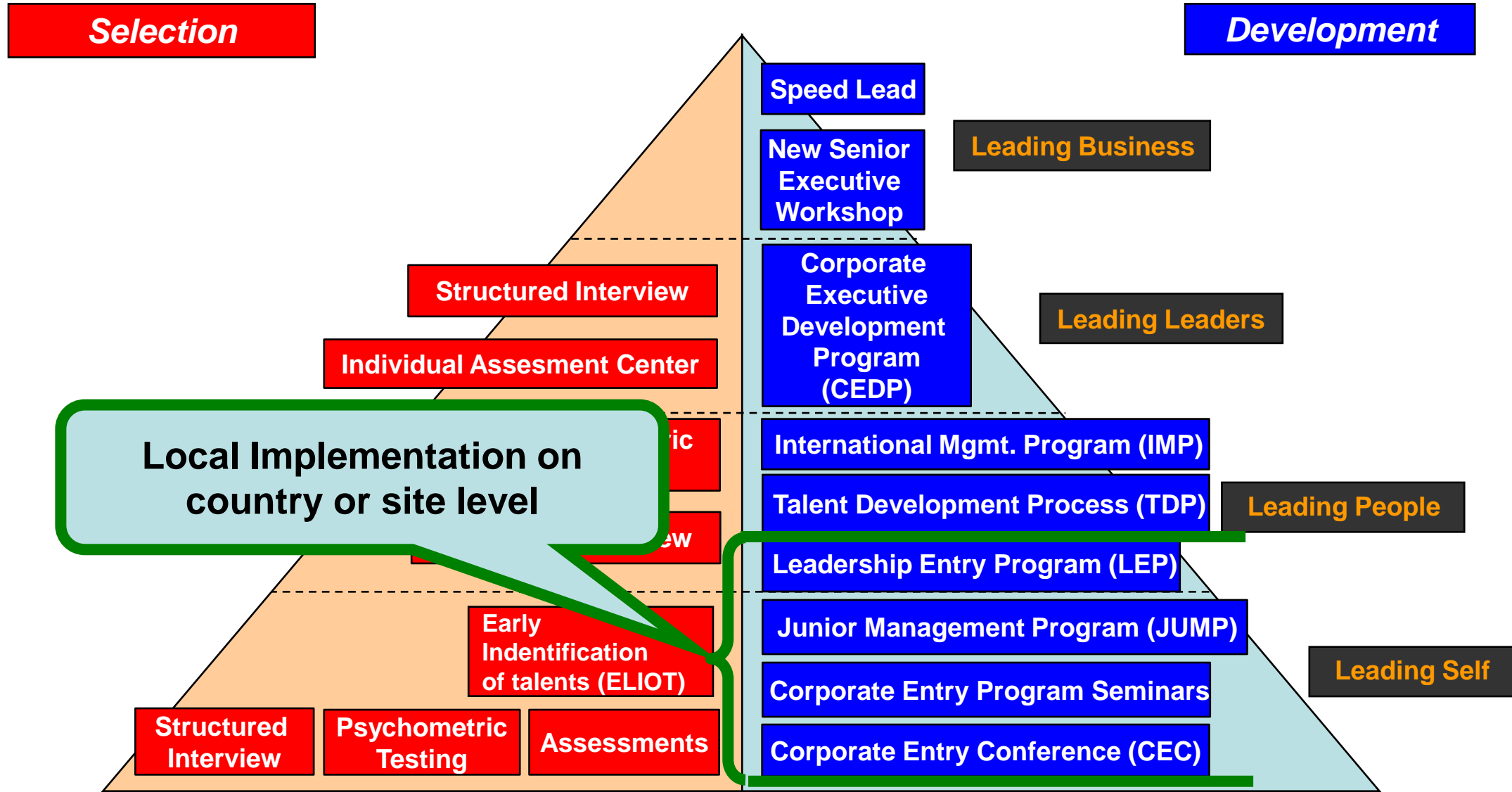
Summary Framework Selection and Development

winning the future
together



Summary Framework Selection and Development

winning the future
together



- ▶ Talent Development Process (TDP)
- ▶ International Management Program (IMP)
- ▶ Corporate Executive Development Program (CEDP)

* New GEE-Universities

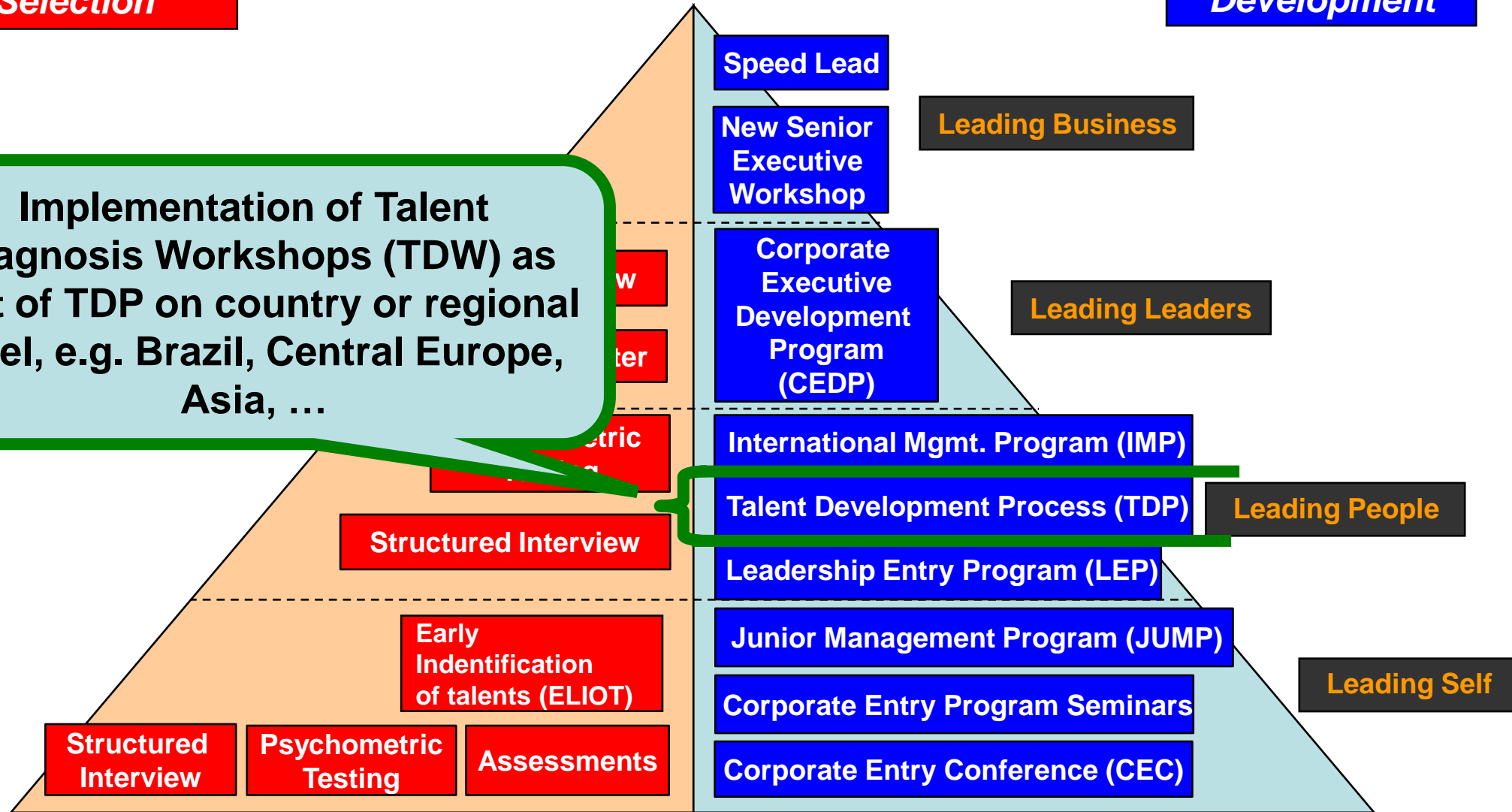
Summary Framework Selection and Development

winning the future
together

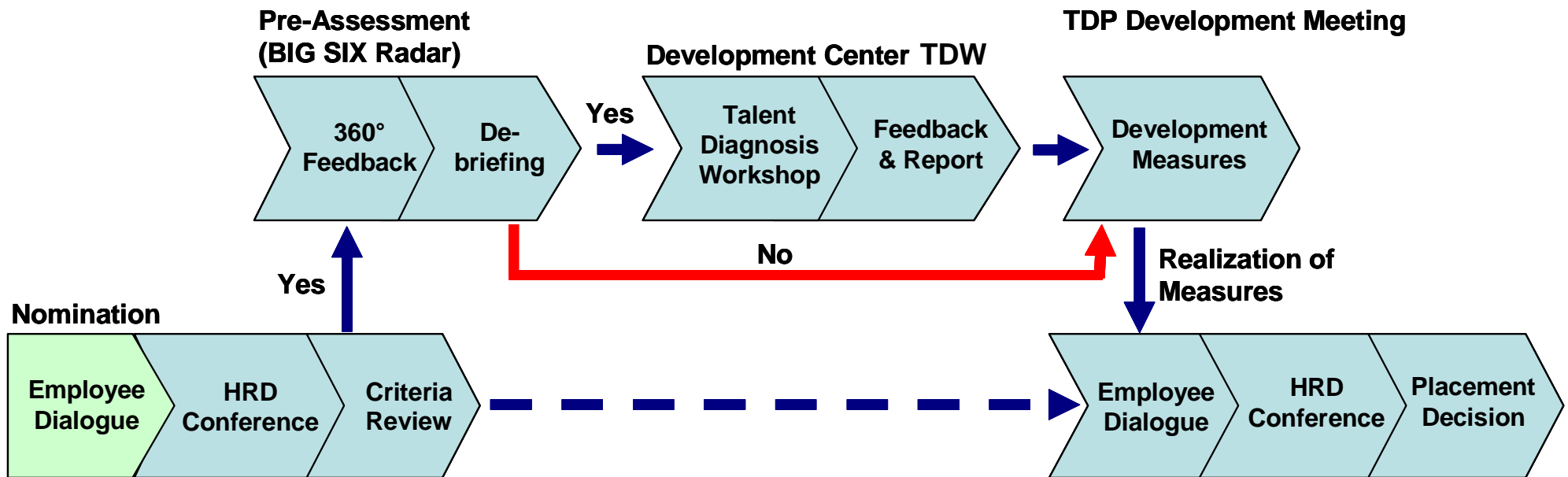
Selection

Development

Implementation of Talent Diagnosis Workshops (TDW) as part of TDP on country or regional level, e.g. Brazil, Central Europe, Asia, ...



Talent Development Process (TDP)



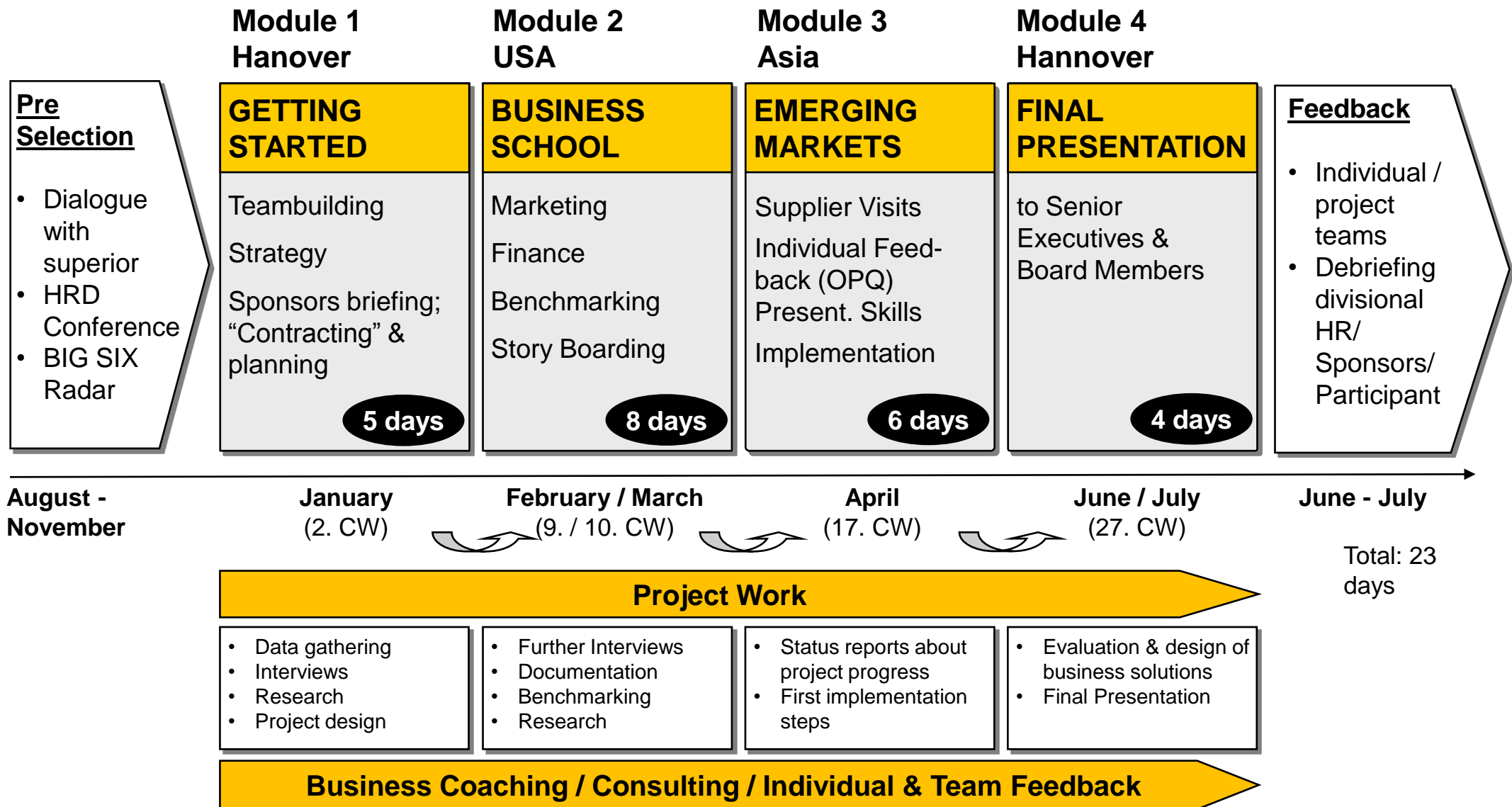
Summary Framework Selection and Development

winning the future
together



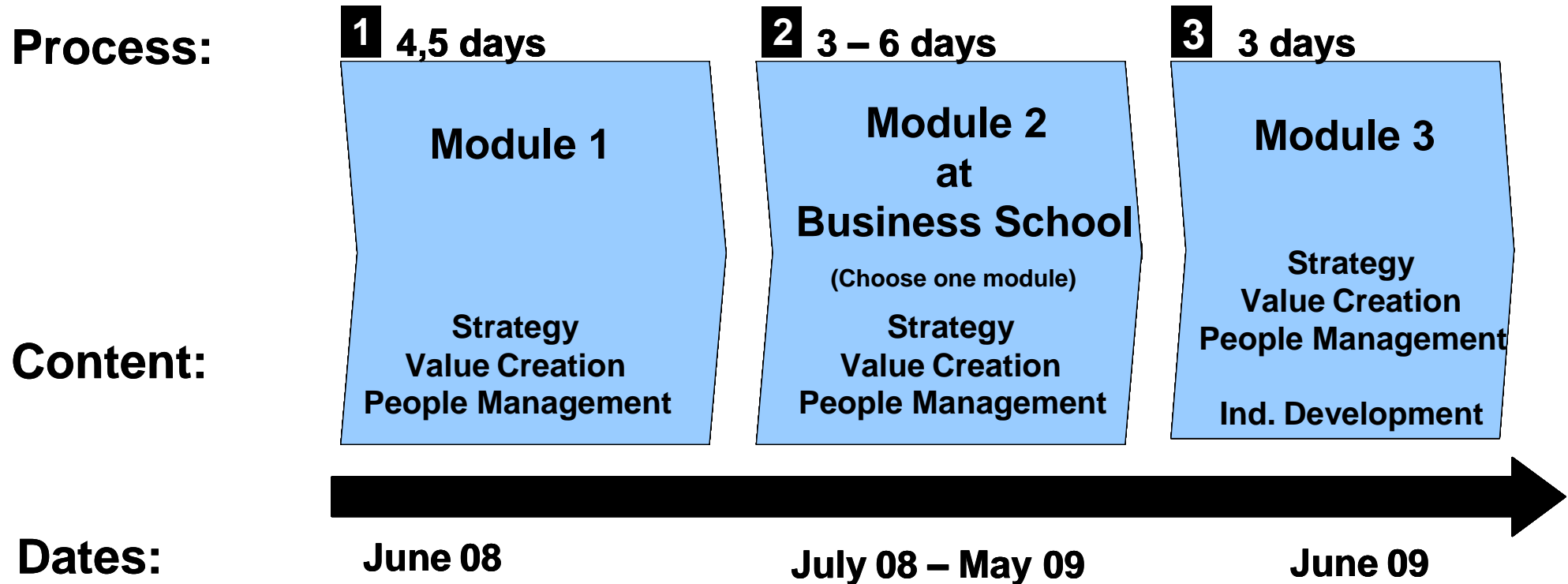
International Management Program (IMP)

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Corporate Executive Development Program (CEDP)

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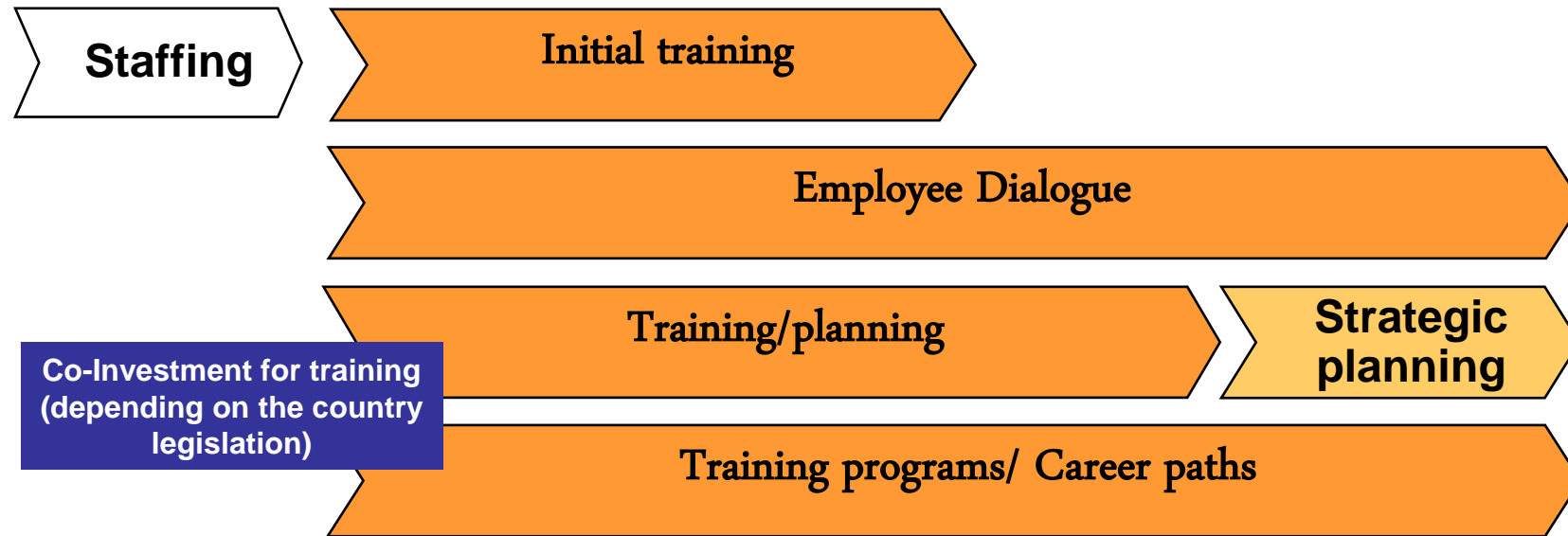
Further HRD Initiatives for local Implementation

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- ▶ Cross Moves / Job Rotations
- ▶ Project Assignments
- ▶ Mentoring / Coaching
- ▶ Open Training Programs together with external training organizations, e.g. CONTUR our strategic partner or NewHorizons (IT Training ww)
- ▶ Local Conti Universities including Conti Bachelor and Conti Master Studies
- ▶ Local Implementation of minimum standards for HRD on shop floor level

Minimum Standards for HRD Shopfloor Processes

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Please tick the boxes on the next pages if the processes are in place (see example):

Medical check	<input checked="" type="checkbox"/>
---------------	-------------------------------------

Feedback Management Process: BASICS live

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together

- ▶ Continental's Employee Survey BASICS live was designed to further improve
 - ▶ our corporate culture
 - ▶ the way we deal with our stakeholders
 - ▶ our products and services
- ▶ BASICS live is a standardized survey incl. all employees corporate-wide
- ▶ This survey run bi-annually (2006, 2008), in future every 3 years (2011, 2014)



FEEDBACK
MANAGEMENT
PROCESS

BASICS live / BIG SIX Radar

July - December

Feedback Management Process: BIG SIX RADAR

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- ▶ Continental's 360° Feedback BIG SIX Radar was designed to
 - ▶ improve leadership behavior & co-operation
 - ▶ identify strengths & development areas
 - ▶ have a positive impact on our corporate culture.
- ▶ In the BIG SIX Radar process managers HAY Grade 13 and higher receive feedback systematically and anonymously by their (functional) manager, by their peers, by their staff and internal customers and they do a self assessment
- ▶ BIG SIX Radar runs tri-annually (2007, 2010,...)



FEEDBACK
MANAGEMENT
PROCESS

BASICS live / BIG SIX Radar

July - December

Summary:

Value Contribution through HR Core Processes

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- 1. Employer Branding, Recruiting and Staffing Processes:**
 - > **Hiring talents according to business plans**
- 2. Performance Management Process:**
 - > **Contributing to value creation and performance improvement**
- 3. Human Asset Management Process:**
 - > **Filling positions more adequate with qualified people**
- 4. The Feedback Management Process:**
 - > **Improving corporate culture and leadership quality**

Further Information & Contact Data

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www.continental-corporation.com
www.careers-continental.com
www.global-engineering-excellence.org
www.gee-geip.org

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The screenshot shows the 'Jobs and Careers' section of the Continental website. The header includes navigation links for 'CHANGE WEBSITE', 'CHANGE COUNTRY', and 'LANGUAGE'. The main navigation menu on the left lists various categories such as 'Home', 'THEMES', 'Continental', 'Jobs and Careers', 'Overview', 'Career', 'Job Offers', 'Events', 'Graduates', 'Students', 'Unsolicited application', 'Continental Students Survey', 'Investor Relations', 'Press Services', 'Corporate Social Responsibility', 'Global Sourcing', 'Environment', 'Continental Systems', 'Acquisition Siemens VDO', and 'Automotive AG'. The main content area features a large banner with the text 'Are you auto-motivated?' and 'Welcome!' over an image of a classic car. Below the banner, there are several smaller sections: 'Career at Continental' with a sub-header '签约新闻发布' (Signing News Release), 'Graduates' with the text 'Your future can start today!', 'Job Offers' with the text 'Do you want to become a part of an international company like Continental?', and 'Students' with the text 'Ignite your future!'. The footer of the page includes the 'GENERAL' section with a link to 'Productfinder'.