



Project overview

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Erasmus+

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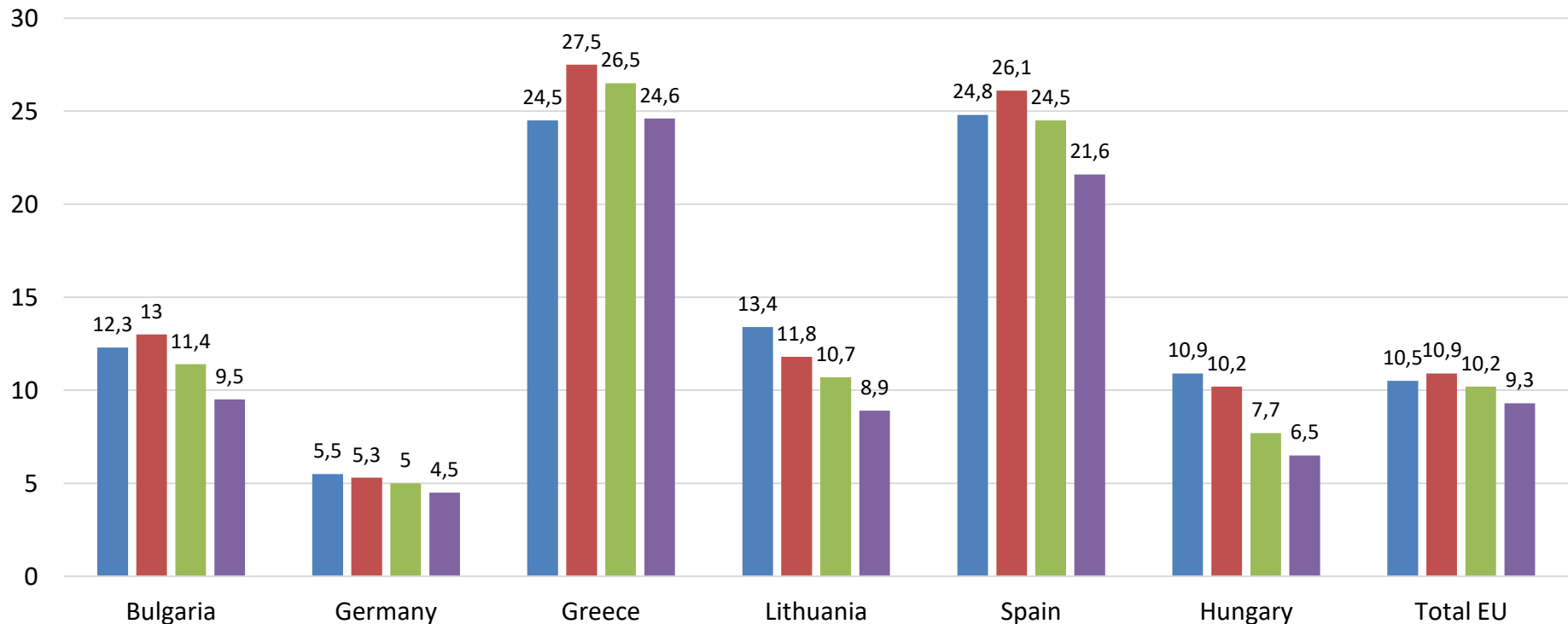


Content

- 1) European challenges
- 2) Project „Job Developer“: key question, partners, aims, project progression, tasks
- 3) Conception and tools
 - 3.1. Talent diagnosis
 - 3.2. Employment radar
 - 3.4. Experts hearing
- 4) The „Job Developer“ concept
- 5) Outlook

1. European challenges

Registered Total Unemployment (in %)

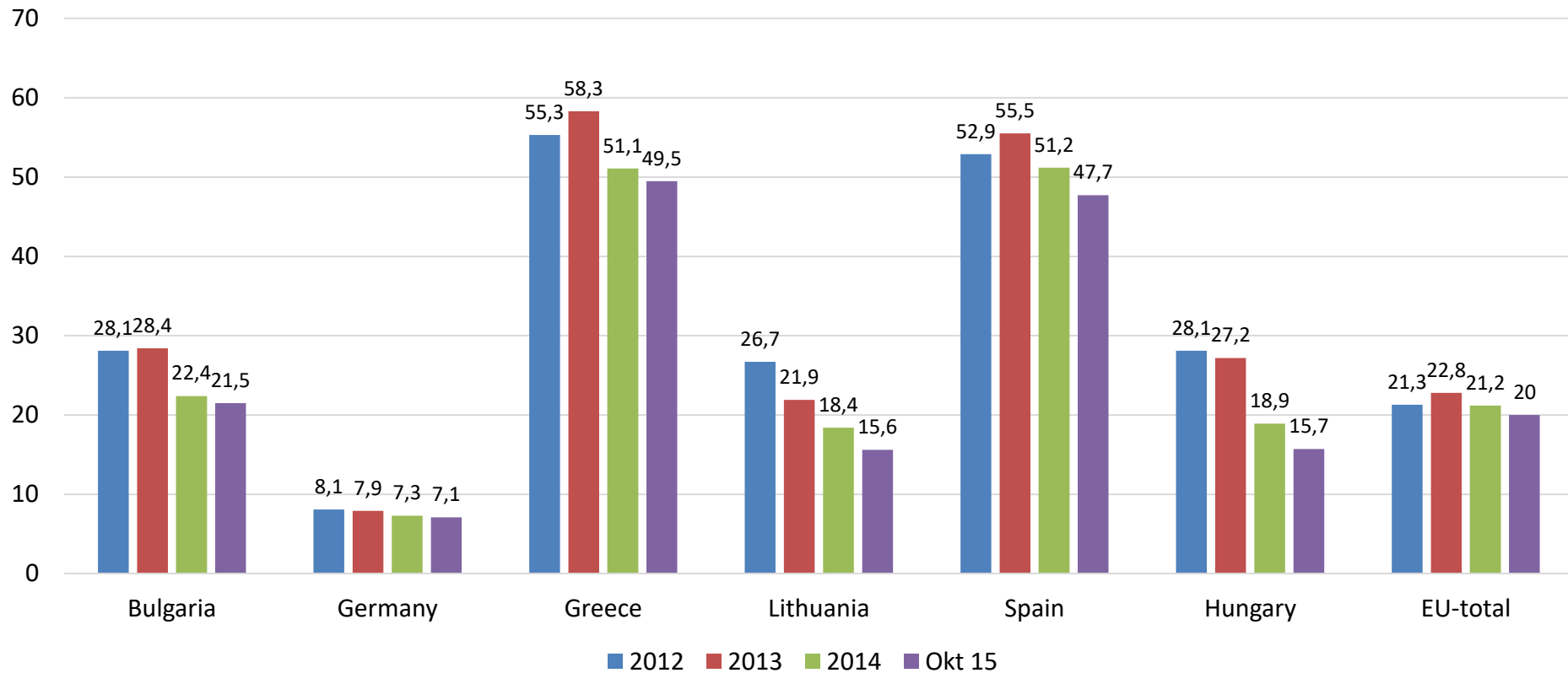


Source: Statista 2016

■ 2012 ■ 2013 ■ 2014 ■ Okt 15

1. European challenges

Youth Unemployment (in %)



Source: Statista 2016

1. *European challenges (I)*

- High unemployment, especially long-term unemployment
- High youth unemployment
- Early school and training leavers (high dropout rate)
- **specific affected: low skilled workforce**
- Low self-employment rate

1. *European challenges (II)*

- Digitalization, flexibility, dissolution of boundaries and globalization
- Connection between production (Cyber-Physical Systems; Industry 4.0) and services (Smart Services) to Product-Service Systems → generation of new value added economic opportunities
- → new requirements of interaction: personel, technology and organization
- → specific: competence requirements
- but: discrepancy between education and working world



2. Job Developer-Project: key question

How can one reveal **talents** (strengths/ potentials) of young people in an early stage by a specifically developed talent diagnosis and how can these talents be matched with (before created) **employment opportunities** as well as further developed with help of **experts**?

2. Job Developer-Project: Partners

JOB_DEVELOPER

from job creation to competence development

Institute for Work Science at the Ruhr-University of Bochum (Germany)

Minipreneure GmbH Saarbrücken (Germany)

Vilnius Chamber of Commerce, Industry and Crafts (Lithuania)

Centro Europeo de Empresas e Innovación de Murcia (CEEIM) (Spain)

Chamber of Commerce and Industry Pécs-Baranya (Hungary)

Eniochos Consulting (Greece)

Science and Technology Park of Crete (STEP-C) - (Greece)

Gabrovo Chamber of Commerce and Industry (Bulgaria)

2. Job Developer-Project: Target groups

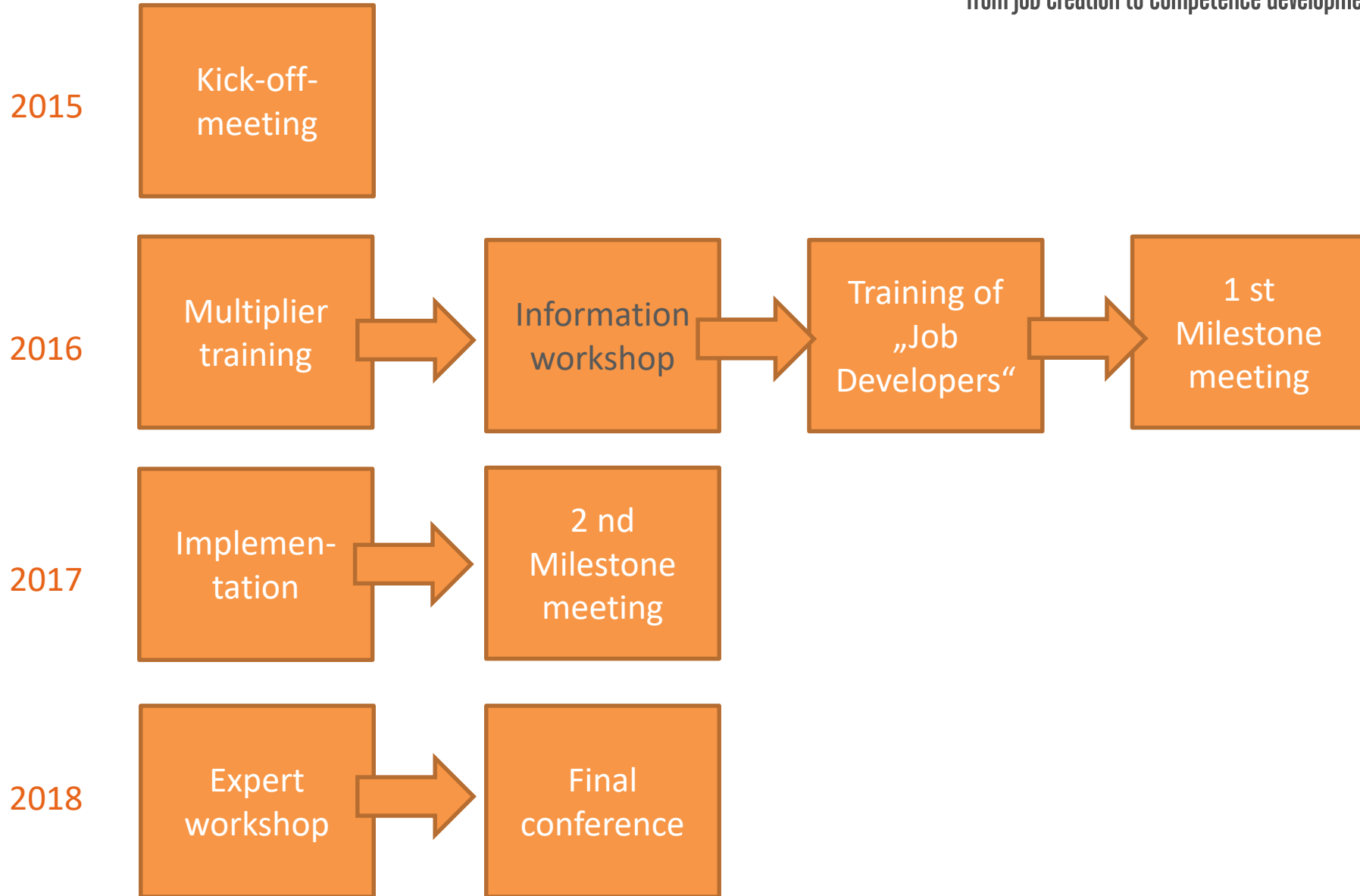
Primary target group:

- Multiplicators from selected EU partner countries, which take up the position of the job developers or experts:
 - E.g.: chambers, job centers, public and vocational schools, business development, research institutes, economy seniors, universities, personnel decision makers, career centers

Secondary target group:

- Job seeking young adults (18+)

2. Job Developer-Project



2. Job Developer-Project (references)

Our Successful EU- projects:



Term: 10/ 11 – 09/13



Term: 09/13 - 08/15

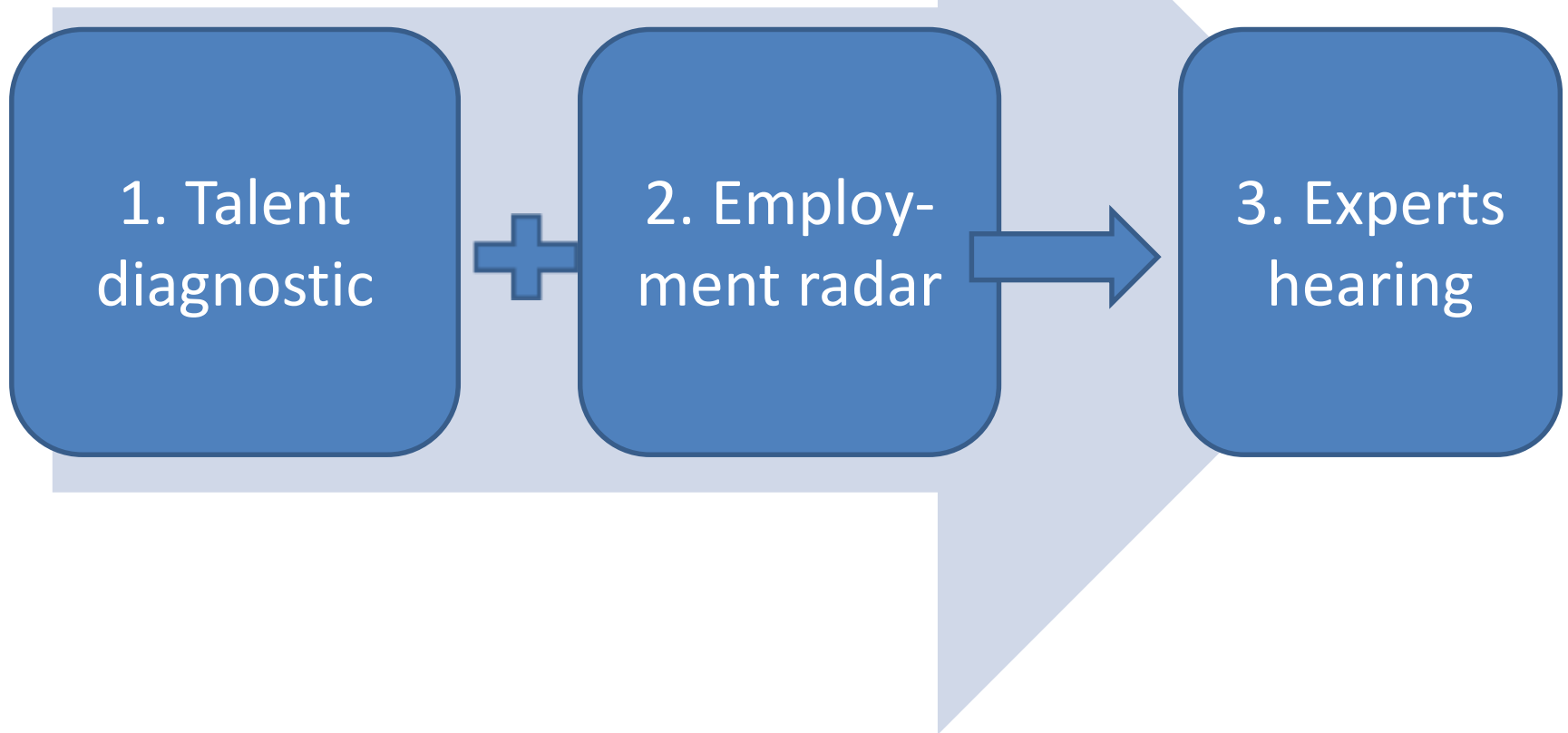


Term: 09/14 - 08/17

JOB_DEVELOPER

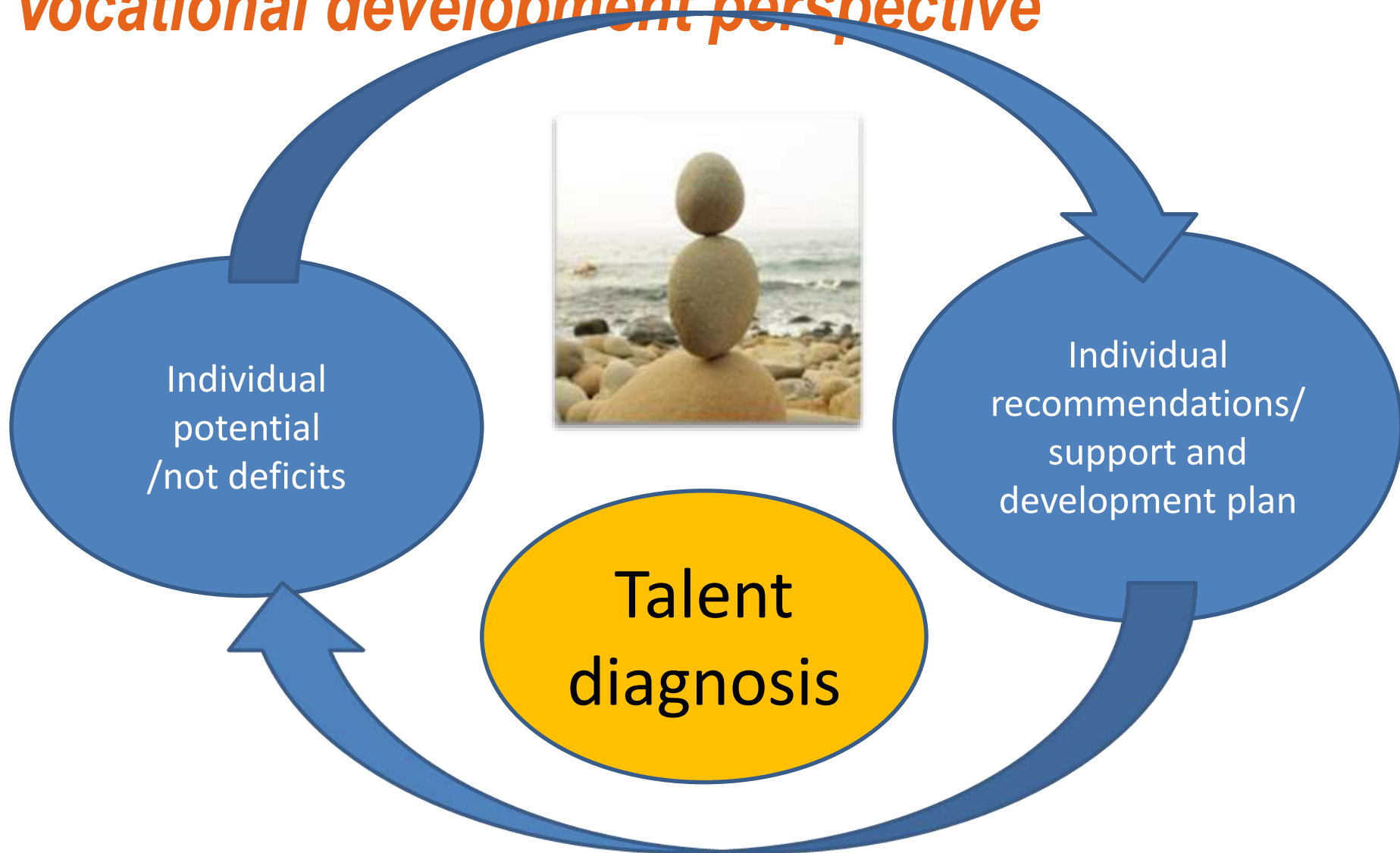
from job creation to competence development

3. Concept and Tools: Overview: What is new? Connection....



Source: Hartz, Peter/Petzold, Hilarion, 2014

3. 1. talent diagnosis: Vocational development perspective



3.1. Talent diagnosis: Skills as basis for talent

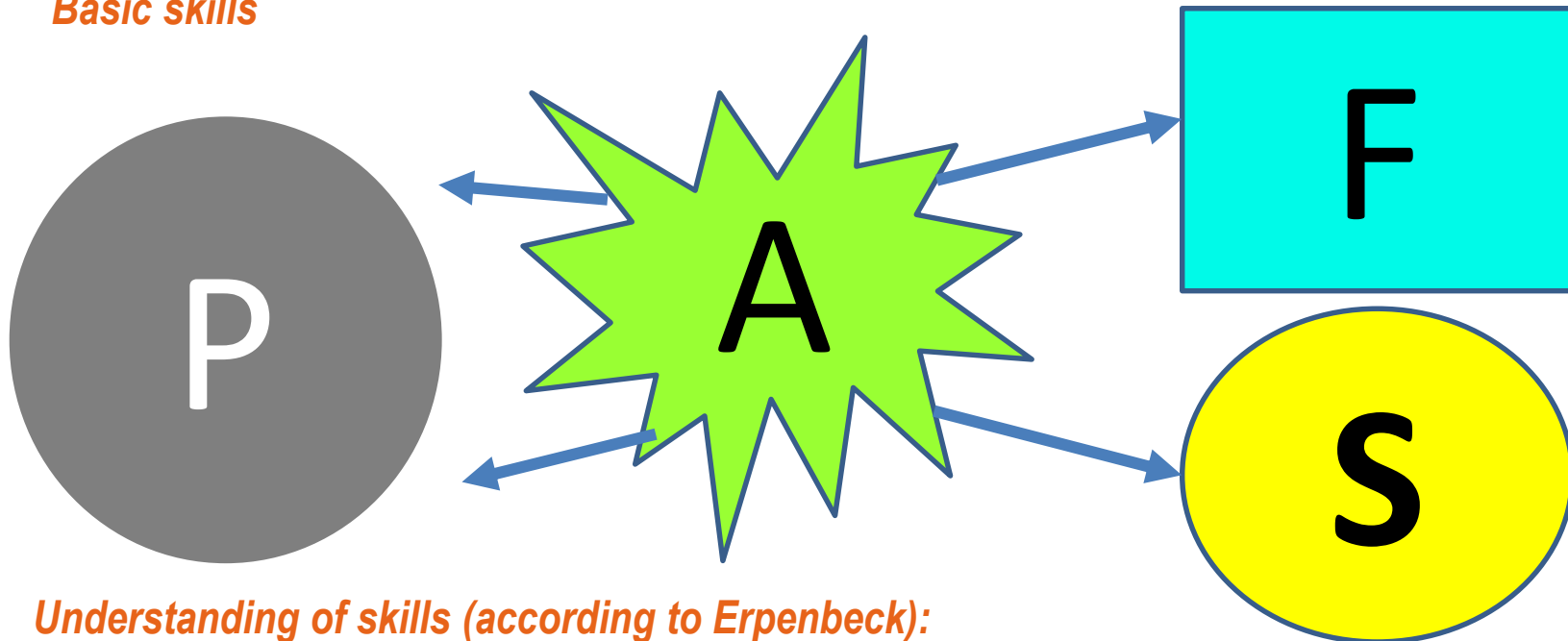
P:
reflexive as to his
own person:
attitudes,
values, self-image

A:
more or less active:
integration of
emotions, motivation,
experiences with the
own „will motor“

F:
professional-
methodical in relation
to circumstances:
solving objective-
representational
problems

S:
social and comm-
unicative with
regard to others:
group /relation
orientated
behavior

Basic skills



Understanding of skills (according to Erpenbeck):

3. 1. talent diagnosis: Tools

The tools should be selected according to this criterias:

1. they should help with the identification of own potential which are often overlooked (because these are easy ones)
2. not primary the weakness and barriers
3. they are suitable to lead oneself (hence, also used for managers)

3. 1. *Talent diagnosis:* *Tools (examples)*

1. Panorama of life:

- Sculptural representation of important memories
- Discovery of talent in unknown sectors
- Discover problems, resources and potentials

2. European passport CV:

- Through reflection: first hints of talents, resources and potentials
- Which problems are experienced on the job market?

3.2. *Employment radar*

I. Finding
existing jobs



Open vacancies

Not published
open vacancies

II. Observe trends, chances
and identify new
employment potential



Growth of existing
enterprises

Starts-Ups

development or
range of services

3.2. *Employment radar* steps:

II. Observe trends, chances and identify new employment potential

- (a) Analyze the economic situation
- (b) Uncover societal mega trends
- (c) Preparation and use of information from the
„Sinus-Meta-Milieus“

3.2. *Employment radar* *steps:*

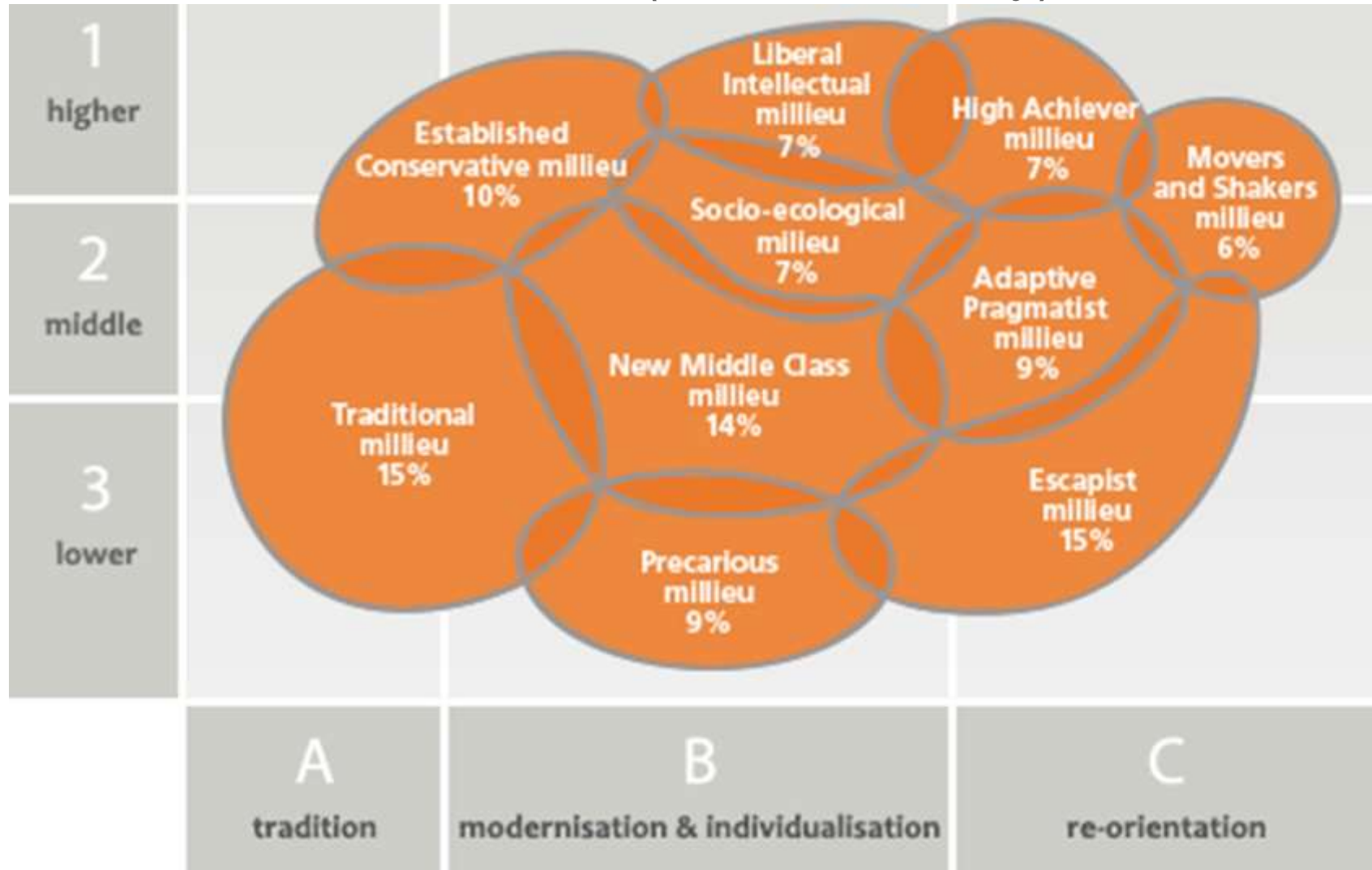
What are Mega trends (Long-term trends)?

- Are global (but differ in their forms)
- e.g. digitalisation, globalisation, urbanization, mobility, individualisation, demographic change, knowledge society, health development, climate change and growing logistics industry



3.2. Employment radar

What are Sinus Milieus? (here: Germany)



3.3. *Employment radar*

(d) Application of geo data to localize customers
(regional view/ supported by IT)

(e) Interview technique
to determine market
potentials (social
media: email,
facebook, twitter etc.)



(f) Identification and generation of new services

3.3. *Expertenhearing*

- Matching between talents and competences of participants with the employment potential of the local labour market
- Double expertise:
 - (1) Expert “in own case” (to take responsibility of one's own “Make yourself a project”)
 - (2) External experts (e.g. Experts on labour market, career consultants, technique experts, health experts, economy seniors)

4. Profile of „Job Developers“

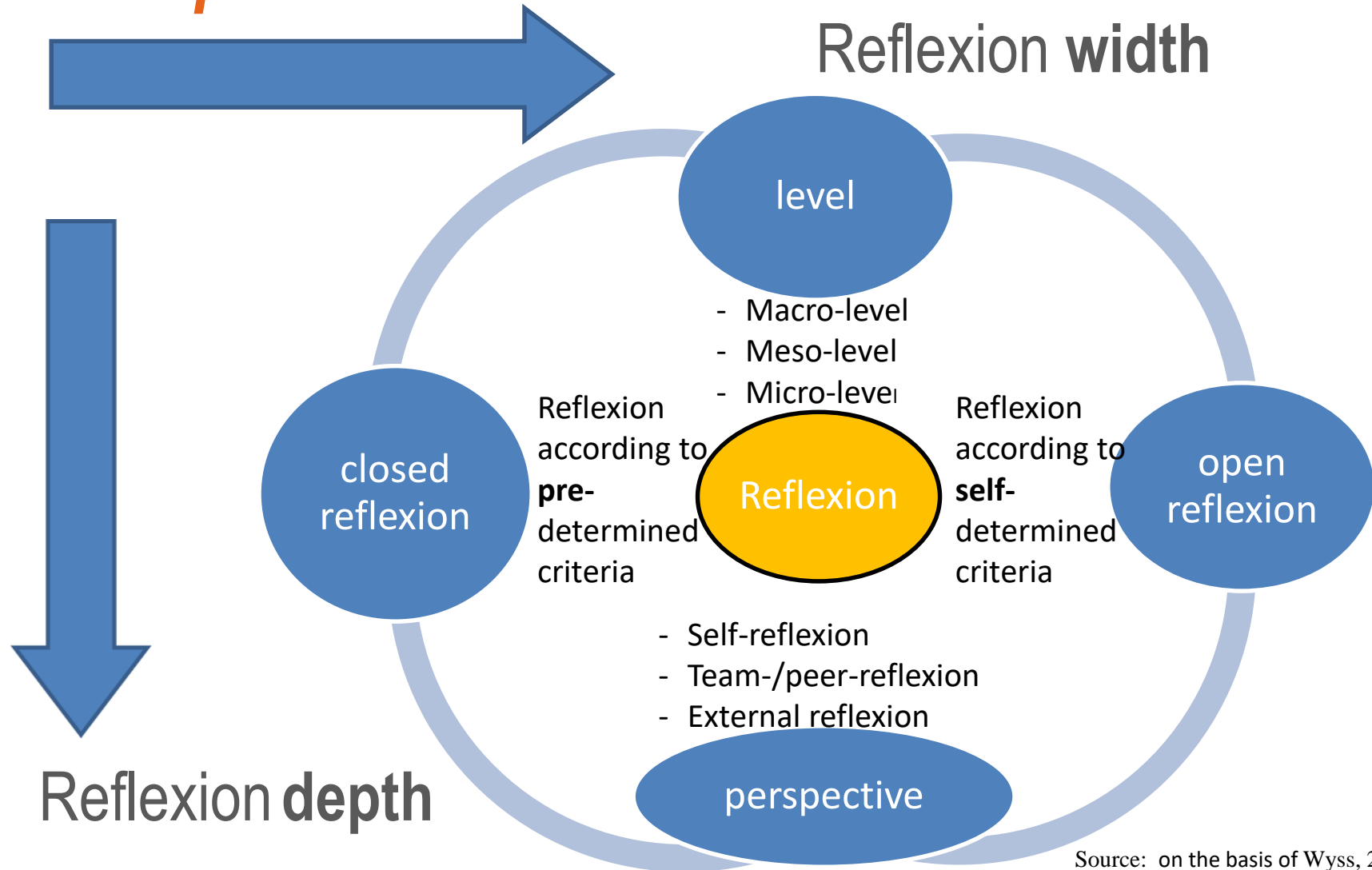


4.1. Tasks of „Job Developers“

1. Implementation of the talent diagnosis
2. Implementation of the employment radar
3. Leading and participation on expert hearing



4.1. Tasks of „Job Developers“. Reflexion



Source: on the basis of Wyss, 2013

5. Conclusion and prospect

- Use of digitalization to create new forms of occupation
 - Implementation of the tools (talent diagnosis, employment radar, expert hearings) in other EU countries → detection of resistances and potentials
 - Adaption on cultural characteristics in the EU countries
 - Generating a curriculum of the new assignment/ job description „Job Developers“
- **Target:** Reduction of youth unemployment in the EU

***Thank you very much for listening and
thinking!***

Academic source:

*Kröll M (Hrsg.) (2015) Europäische Arbeitsmarktstrategien auf dem Prüfstand.
Berlin.*

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4.1. Tasks „Job Developers“

1. Implementation of the talent diagnosis:

a) Introduction into the talent diagnosis

b) e.g. Life panorama

c) e.g. curriculum/Europass

d) On demand: further talent tests

e) Evaluation in one-on-one interview

4.1. Tasks of „Job Developers“

2. Implementation of the employment radar:

a) Analyzing economic data base

b) Detection of societal (mega) trends

c) Preparation and use of information of sinus meta milieus

4.1. Tasks of „Job Developers“

- d) Application of geo data to localize customers (regional view/supported by IT)
- e) Interview technique to determine market potentials (social media: email, facebook, twitter etc.)
- f) Identification and und generation of (public) services

4.1. Tasks of „Job Developers“

b) Moderation of decision finding:

- Data preparation of the occupation radar for the participating experts
- Self presentation of the participant
- Matching
- Discussion of targets and consequences
- Tailored recommendations/offer of support

5. Conclusion and prospect

- Use of digitalization to create new forms of occupation
- Implementation of the tools (talent diagnosis, employment radar, expert hearings) in other EU countries → detection of resistances and potentials
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→ **Target:** Reduction of youth unemployment in the EU

4.1. Tasks of Job Developers“

3. Conduction of expert hearing:

a) Conducting creativation workshops:

- Holistic view on social networks,
- mirroring the current life situation with Problems, ressources, and potenciales
- Support at identifying aims of life, profession, and work

4.2. Competences of „Job Developers“

Talent diagnosis

- **Social Competences:** empathy, communication, leadership, coordination, contact ability, criticism and conflict ability (abilities of a mentor)
- **Professional competences:** knowledge and experience of labour-market development, framework conditions for employment, human resource management, career planning and career development
- **Methological competences:** e.g. talent diagnosis methods, evaluation methods, conversation skills
- **Personal competences:** self assured, open-minded, willing to learn, target oriented

Employment radar

- **Social Competences:** see talent diagnosis
- **Professional competences:** trend and market analysis, business administration, business start-up (from practice)
- **Methological competences:** analytical abilities in the domains mentioned above
- **Personal competences:** see talent diagnosis

Expert hearing

- **Social Competences:** see talent diagnosis
- **Professional competences:** see talent diagnosis, consulting skills, practical experience
- **Methological competences:** moderation techniques
- **Personal competences:** see talent diagnosis

Beispiele für neue Dienstleistungen ...

- „Land-kind-Organizer“: eine Person, die für Kinder aus der Stadt Landerlebnisse organisiert
- „Ready to Cook-Lieferservice“: Paket bereitstellen: alles fertig geschnippelt, vielleicht die ein oder andere Soße schon angerichtet
- Picknickservice (erfolgreich in Frankreich)
- Entrümpler
- Finanzdienstleister für Personen, die eine neue Dienstleistung etablieren wollen (Kalkulation, Rechnung schreiben, Hilfe bei den Gesprächen mit der Bank)

Beispiele für neue Dienstleistungen ...

- Die Idee des Beschäftigungsradars ist mit Konzepten zur Qualitätskontrolle zu verknüpfen
- Sowie mit dem Kontext des Social Franchisings zu verknüpfen
- Plattform, auf der sich die Dienstleister und Kunden austauschen können

The dimensions of personality of the BIP p. 21

Number
of
Items

Examples for Items

actual

set

● occupational orientation

14 ● achievement motivation

12 ● gestalt motivation

15 ● leading motivation

● Working behavior

14 ● preciseness

14 ● flexibility

14 ● action orientation

● Social Competences

12 ● sensitivity

15 ● affability

16 ● interpersonal skills

13 ● Team orientation

12 ● assertiveness

● Psychological Constitution

16 ● emotional stability

13 ● resilience

16 ● self-confidence

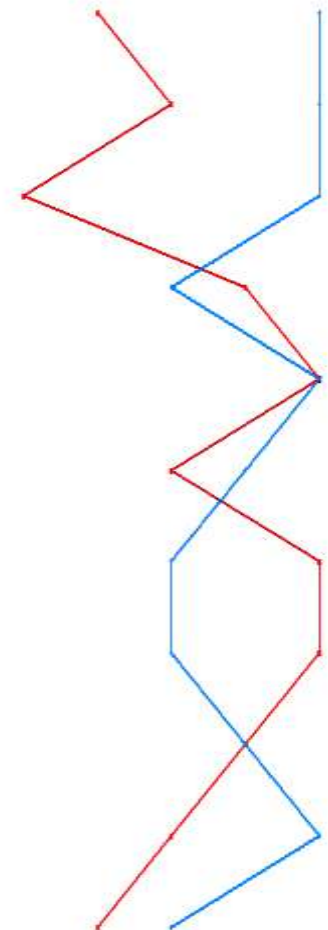
„My colleagues say I am
a lone fighter“ (-)

„I work much more
accurately than other
persons“ (+)

„In my opinion problems are
there to be solved by me“
(+)

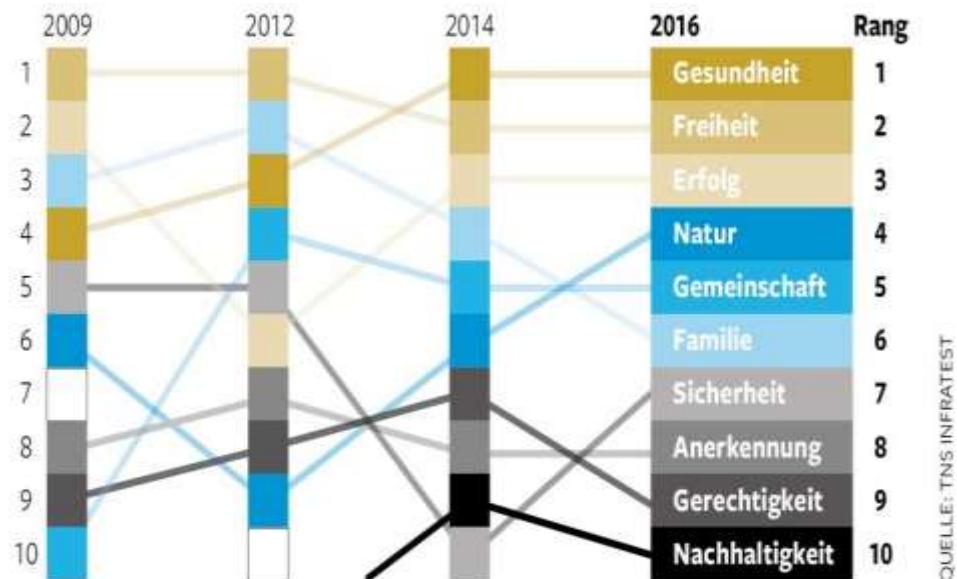
„I strike the right note in
almost every situation“ (+)

My work only satisfies me
when I am not dependent
on others' support" (-)



Most Important Values in Germany

DIE WICHTIGSTEN WERTE DER DEUTSCHEN
Veränderung der aktuellen Werte-Top-Ten im Zeitablauf



1. health
2. freedom
3. success
4. nature
5. community
6. family
7. security
8. appreciation
9. justice
10. sustainability

DIE WELT

