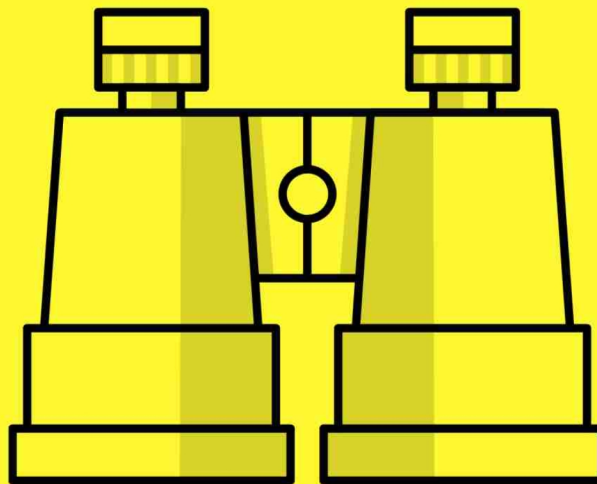

Simone Janson (ed.)

FIND TOP EMPLOYERS



Inspire with your application portfolio & get hired, learn recruiting knowledge, read job ads & online reviews the right way, do reality-checks in the interview

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

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Employer branding meets skills shortage: Problems homemade?

// By Simone Janson

The ghost shortage of skilled labor is going around. Allegedly missing for all technical professionals. Not true, say a number of headhunters and HR experts, the problems are caused by the companies and employers themselves. Who is right?

Are the companies themselves to blame?

Martin Gaedt's book "Mythos Skilled Personnel Shortage" causes heated discussions. Because, according to Gaedt, "there can be no talk of a nationwide shortage of skilled workers". But why then do politicians and business always talk about the lack of skilled workers as a central challenge for the future?

For example, the German Chamber of Industry and Commerce, which announced to 2010 that almost 2015 percent of companies would expect a shortage of skilled workers until 50, as well as studies by Forsa or Kienbaum of 2012. So are the companies themselves to blame when they complain about a shortage of skilled workers?

Unserious calculating games

One thing is certain: according to the Association of German Engineers, there are even no engineers in Germany about 80.000. This number was calculated by the VDI by multiplying the number of jobs reported to the Federal Employment Agency by seven - because according to a survey by 2009 only every seventh job agency is reported.

Dr. Karl Brenke, scientific consultant at the German Institute for Economic Research (DIW) in Berlin, recalculated the VDI figures and comes to another conclusion, which he published in the DIW weekly report 11/2012: "If you calculate realistically, you get roughly 20.000 people who retire from engineering every year for reasons of age. But at universities we have graduates in the range of 45.000 to 50.000. This means that the graduates who are currently streaming out of the universities are more than sufficient to meet the replacement needs and an additional need for engineers," said Brenke in the DIW weekly report.

Why are companies just not finding the right people?

Apart from all arithmetic games, there are still companies that simply cannot find the right employees. Headhunter Dirk Ohlmeier reports on a client who was unsuccessfully looking for a new manager for six months. The reasons were homemade: "When we presented the first qualified candidates, the feedback from

the decision-makers was long in coming, and the interview was also delayed," reports Ohlmeier. The candidates were oriented elsewhere.

On the other hand, experts also advise companies to take care of the next generation in good time, i.e. already during training and further education, so that the problem of shortages does not even arise. Ultimately, you have to ask yourself the following questions:

- So do we have no shortage at the end?
- Where then comes the oblique picture of the skilled labor force?
- And what can companies do that do not find suitable candidates?

Location disadvantages in the middle class

There are also disadvantages such as location factors. The medium-sized valve manufacturer Hansgrohe, on the other hand, is well aware of its location disadvantage in Schiltach in the Black Forest: "The next largest cities like Stuttgart are about 90 minutes away. You have to come up with something to be attractive as an employer," says HR Manager Thomas Egenter.

For example, Hansgrohe offers family-friendly home office jobs and childcare during school holidays. Employees also appear as testimonials in advertisements and YouTube videos. And the company itself looks after the next generation: "In total, we employ around 140 trainees, 40-50 new employees are added every year, and almost all of them are usually taken on," explains Egenter, adding: "So far, we have had problems still cushion when looking for employees."

Education and training is important

The recruitment agency YITP - Young IT Professionals in Heidelberg has also recognized the importance of training and further education: It trains the right IT specialists themselves - in cooperation with the Federal Employment Agency, companies, training providers and universities in Germany and abroad. "We don't just want to mediate, we see the long-term, strategic approach," explains CEO Axel Stadtmeyer.

"Companies are often looking for the perfect candidate. However, headhunters often only postpone the problem, because the hard-found employees are often quickly gone. Companies should therefore invest in the further training of their employees and actively pursue talent management, then they do not need to search in the first place."

Problems are homemade?

Martin Gaedt, founder and CEO of YOUNNECT GmbH Berlin, prefers not to gamble on computer games, but rather faces the numbers and complaints about a shortage of skilled workers compared to his personal experiences.