

Das Personalentwicklungs- Kolleg (PE-Kolleg)

Course for the development of Human Resources

**Qualification in smaller and medium
sized enterprises**

Agenda / Today:

Learning Region- Landkreis Emmendingen
The Economical Situation in EM
Researching the Requirements
PE-Kolleg: Innovation Characteristics /
Concept – Contents / Program / Goals
Status Quo / Next Steps

Learning Region – Landkreis Emmendingen

- march 2002 - march 2003 developing the educational network and 5 subprojects
- more than 25 public and private instituts of education and companies
- april 2003 realising the projects
- one of these projects is the PE-Kolleg

The Economical Situation

ca. 153,000 people living in Emmendingen

companies are mainly SME

total of 5,000 enterprises, merely 135 employ more than 20 persons

1,600 craft firms employ 1/3 of the workforce

Researching the Requirements

- 1. research 1999: large deficits in offers of further education for SME
- vast conversations with human resources executives, federal agency employment, chambers
- special workshops
- 2. research via telefon 2002

Results:

- further job training is a very important for larger enterprises
- most of SME do not offer any further job education for their employees

Reasons:

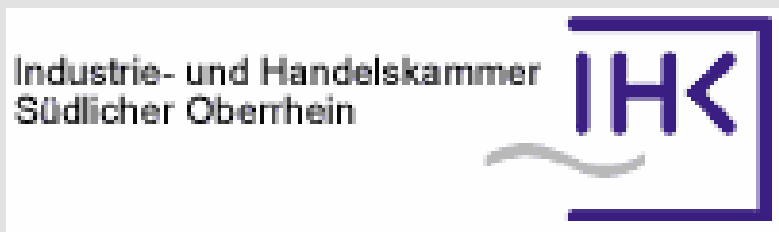
- shortage of time and money
- no offers at the site of the companies, little flexibility of suppliers of education
- employees with higher qualification demand higher wages
- no motivation of employees
- little or no supply of interesting and business-directed offers

**and
now**





The PE – Kolleg group:



The goals...

- implement an innovative education climate
- LLL is necessary, possible, usefull and nice
- bring the SMEs to the market of further education
- enhancing the competitiveness and the employment conditions in EM

A possible answer:

■ The Personalentwicklungs-Kolleg (PE-Kolleg) for...

- implement practical measures for the development of organization, human resources, further job training and further education in SMEs



Innovative Characterists:

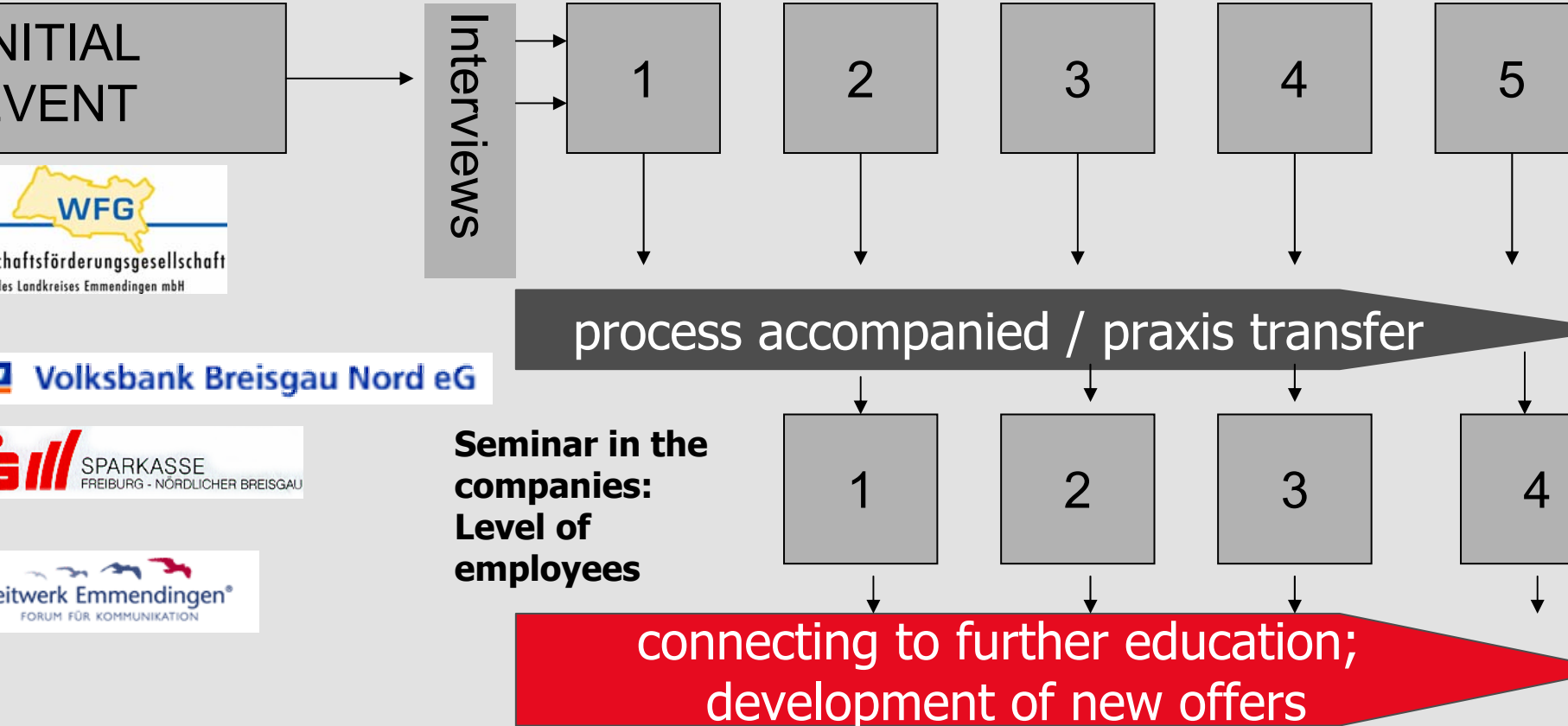
individual, company-specific courses
participians determinate the courses
everybody in an enterprise is asked to partake, from
leadership to employee
combination of workshops, colleges and process
accompanied
decentralized colleges
new acquisition strategy
a network give answers to the need
acceptable price

Concept, Content, Program

- Initiation-event
- preliminary talks/interviews with interested managers/entrepreneurs
- practically-orientated workshops with the managers
- working processes are accompanied
- further job training seminars for the employees

PE-Course

PE-Kolleg 1-5: Workshops for human resource management



Status Quo...

More than 300 entrepreneurs at the initiating event
in the fall of 2003



Status Quo...

first 2 Kollegs February 2004 - content:

- getting acquainted, building trust
- organizing the principles of cooperation
- finding dates for the courses
- finding the region's economy's requirements...



1.) Employees

- their customer orientation
- professional and social competence
- consciousness for quality
- acceptance more responsibility
- increase their interest in further education and be open to change



2.) Leadership of enterprises

- ethical questions, visions, basic ideas
- find the right style in leading
- reaching set goals
- supporting a change of values in the staff



3.) Market handling

- acknowledging customer requirements / general improvement
- activating / improving customers contact
- sale strategies
- marketing / acquisition
- broadening of service
- presentation
- appearance

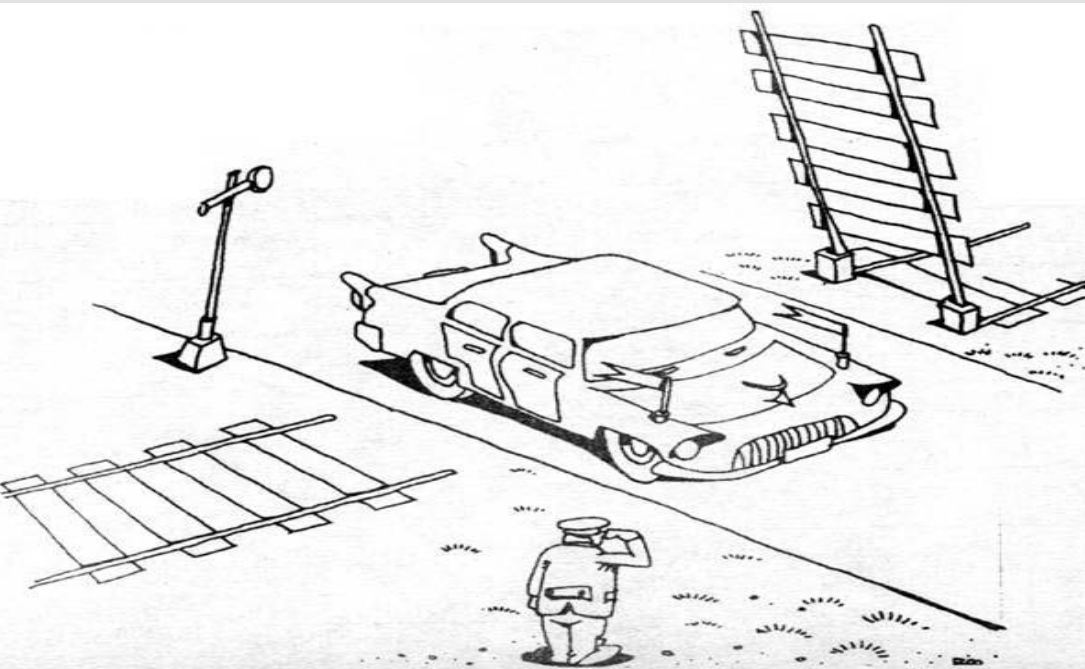


Next steps

- the human resources staff members were instructed to inform their employees about the PE-Kolleg
- they should motivate them to participate actively
- from each company 2 employees can visit the seminars for further job training

unusual problems need ...

...unusual solutions....



Thank you for your
attention.

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