

SUSTAINABLE BUSINESS DEVELOPMENT: REGIONS, TALENT RETENTION AND SMART LEADERSHIP

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Our world



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REGION/TOWN COMPETITIVENESS-ATTRACTIVENESS MANNHEIM

- ✓ Metropol Region Rhein-Neckar with 2,4 Mio. inhabitants. County Baden-Württemberg
- ✓ Mannheim 300.000 Inhabitants, 170 nationalities, 43% migration background
- ✓ Renowned companies (ABB, Daimler, John Deere, Roche, Siemens, SAP, BASF)
- ✓ Creatives minds
- ✓ Economic strenghts, entertainment and life quality
- ✓ Active citizens
- ✓ More than 206 professions
- ✓ Universiy town
- ✓ Mafinex, Technology Center for Start-ups

TALENT RETENTION

- BASF (in 2017 ranked #50 in the world 'attractive employers')
- Interesting packages for employees
- Holistic approach --- listening employees – knowledge sharing and co-creation
- Tandem between Talent strategy and Business strategy
- Employee recognition
- Offering employee growth and developing opportunities
- Ensuring a healthy work-life-balance

Global Smart Leaders: 4Qs

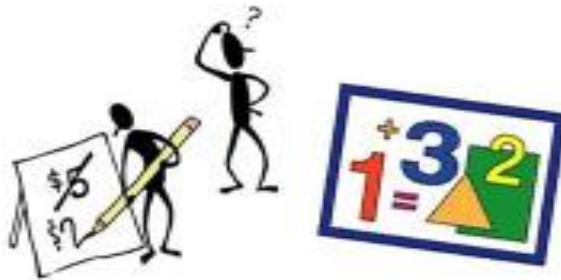


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Quantitative intelligence (IQ): rational and logic based

Emotional Intelligence (EQ): ability to recognize people's feelings, to understand emotional chains, and to use emotions in cognitive tasks

Logical-Mathematical Intelligence



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Cultural Intelligence (CQ): The ability to interact effectively in multiples cultures. It reveals a person's capability to gather, interpret, and act upon radically different situations and function effectively across cultural settings

Artificial Intelligence (AI): the ability of a computer or computer-controlled robot to perform tasks commonly associated with intelligent beings





- **S:** Social networks/ soft diplomacy
- **M:** Mindsets
- **A:** Adaptability/ Awareness
- **R:** Respect
- **T:** Trust





Спасибо!