

Securing skilled employees

The focus here is on innovative approaches to attracting and retaining skilled employees, for example through an innovative corporate culture, new work and personal branding.

Tuesday, 3 June 2025

10:00. - 12:00

Online (Zoom link will be provided after registration)

- **Short welcome (GM - Werner Theiner | OWWF - Eberhard Sinner)**
- **Thematic classification Moderation (Christine Schickinger, Ole Neumann)**

Three short thematic presentations (approx. 20 minutes each)

1. **'Remote teams don't fail because of distance, but because of a lack of emotional closeness.'**
Fabian Ewald
How to retain employees who are thousands of kilometres away
2. **'Personal branding is more important than company branding.'**
Christine Schickinger
People leave managers, not companies
3. **'Innovation is possible, but not in the way you think.'**
Christian Opad
With the right methods and processes, the likelihood that something new will be successful increases

Following each presentation: Plenary discussion based on a pointed thesis

Questions during the presentations can only be asked via chat.

The moderators will then lead the discussion and incorporate specific questions and perspectives from the participants.

Information page on the GermanMittelstand website

Registration (via the GermanMittelstand website)