



WIPÄD INSTITUT FÜR WIRTSCHAFTSPÄDAGOGIK

Institutsleiterin: Univ.-Prof. Mag. Dr. Michaela Stock



Individualisiertes Lernen und Arbeiten am Beispiel Magna International

Dr. Markus Tomaschitz, MBA

Executive Director Magna Education & Research

KONFERENZ DER DEUTSCHSPRACHIGEN LÄNDER

9. – 11. Mai 2013 in Graz



Zentrale Frage?

Welche Art von Lernen und Entwicklung braucht ein Unternehmen und dessen Mitarbeiter, um schneller als die Konkurrenz das zu lernen, was es zur Realisierung seiner strategischen Erfolgspositionen benötigt?



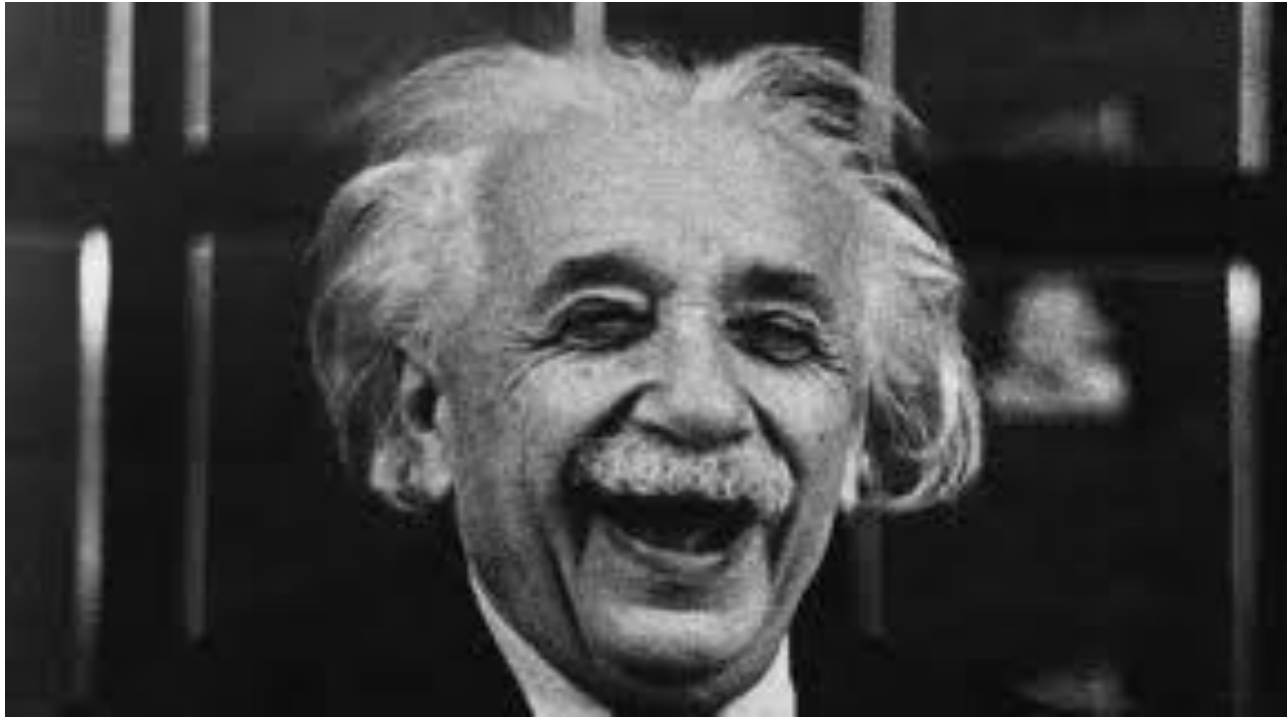
„Individualisiertes Lernen und Arbeiten heißt, jeder Mitarbeiterin und jedem Mitarbeiter die Chance zu geben, ihr bzw. sein motorisches, intellektuelles, emotionales und soziales Potential umfassend zu entwickeln und sie bzw. ihn dabei durch geeignete Maßnahmen zu unterstützen (durch die Gewährleistung ausreichender Lernzeit, durch spezifische Fördermethoden, durch angepasste Lehrmittel und gegebenenfalls durch Hilfestellungen weiterer Personen mit Spezialkompetenz).“

Ela Eckert





“Die reinste Form des Wahnsinns ist es, alles beim Alten zu belassen und gleichzeitig zu hoffen, dass sich etwas ändert.”



Albert Einstein 1879 - 1955

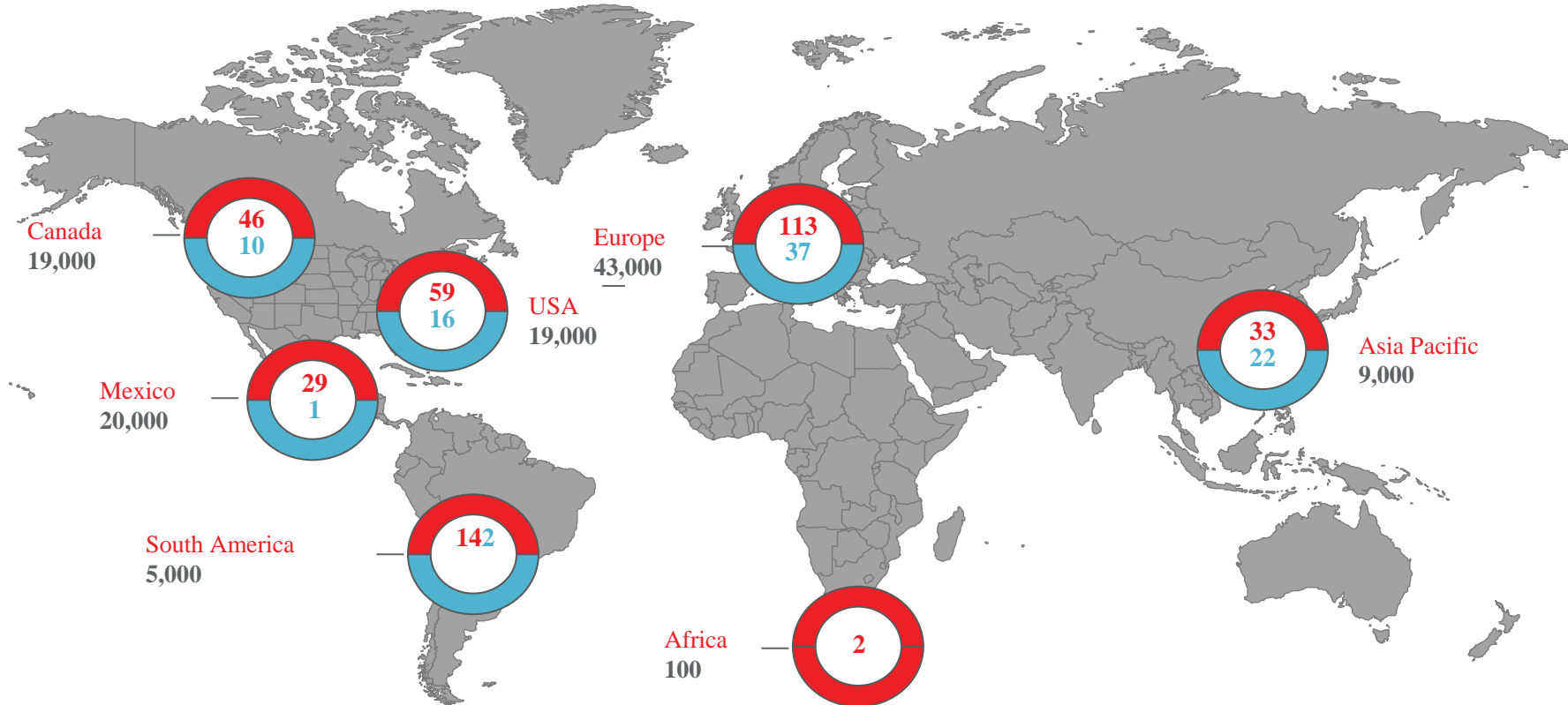


Magna International

Locations in All Key Markets

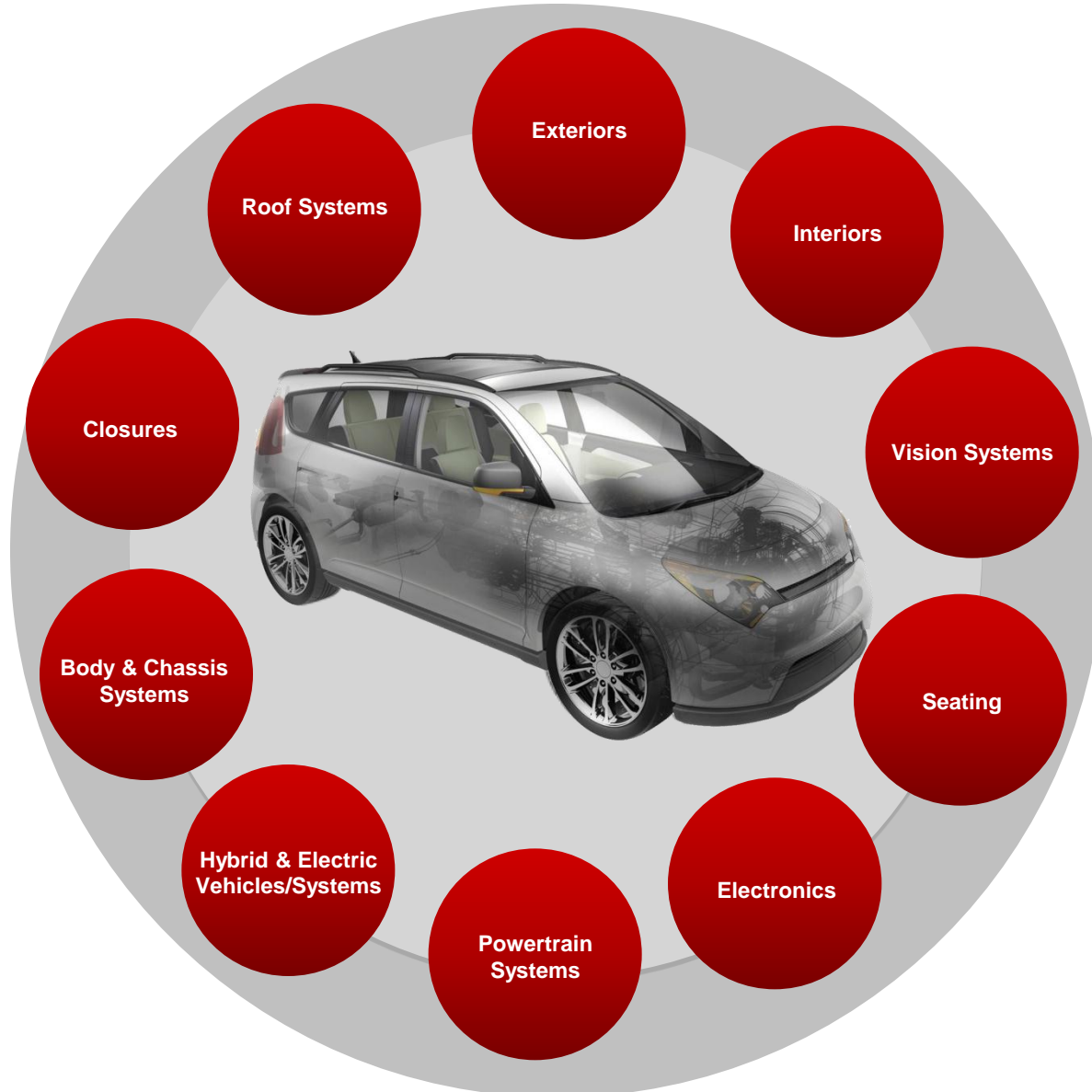


~ 120,000 People | 26 Countries | \$30 Billion (sales for 2012)



296 Manufacturing
88 Product Development, Engineering, Sales

Global Capability



engineering + services

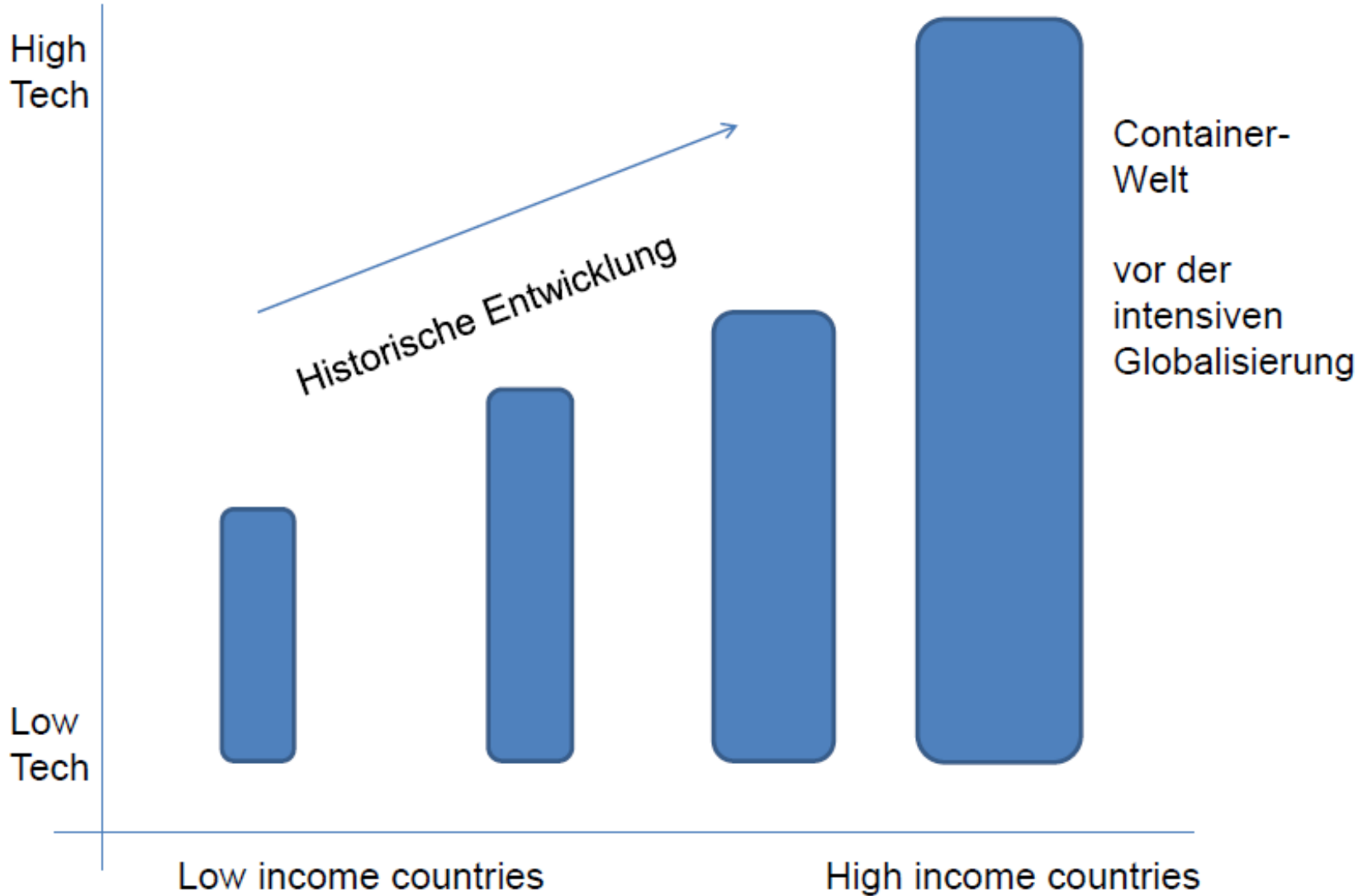
product systems

vehicle assembly



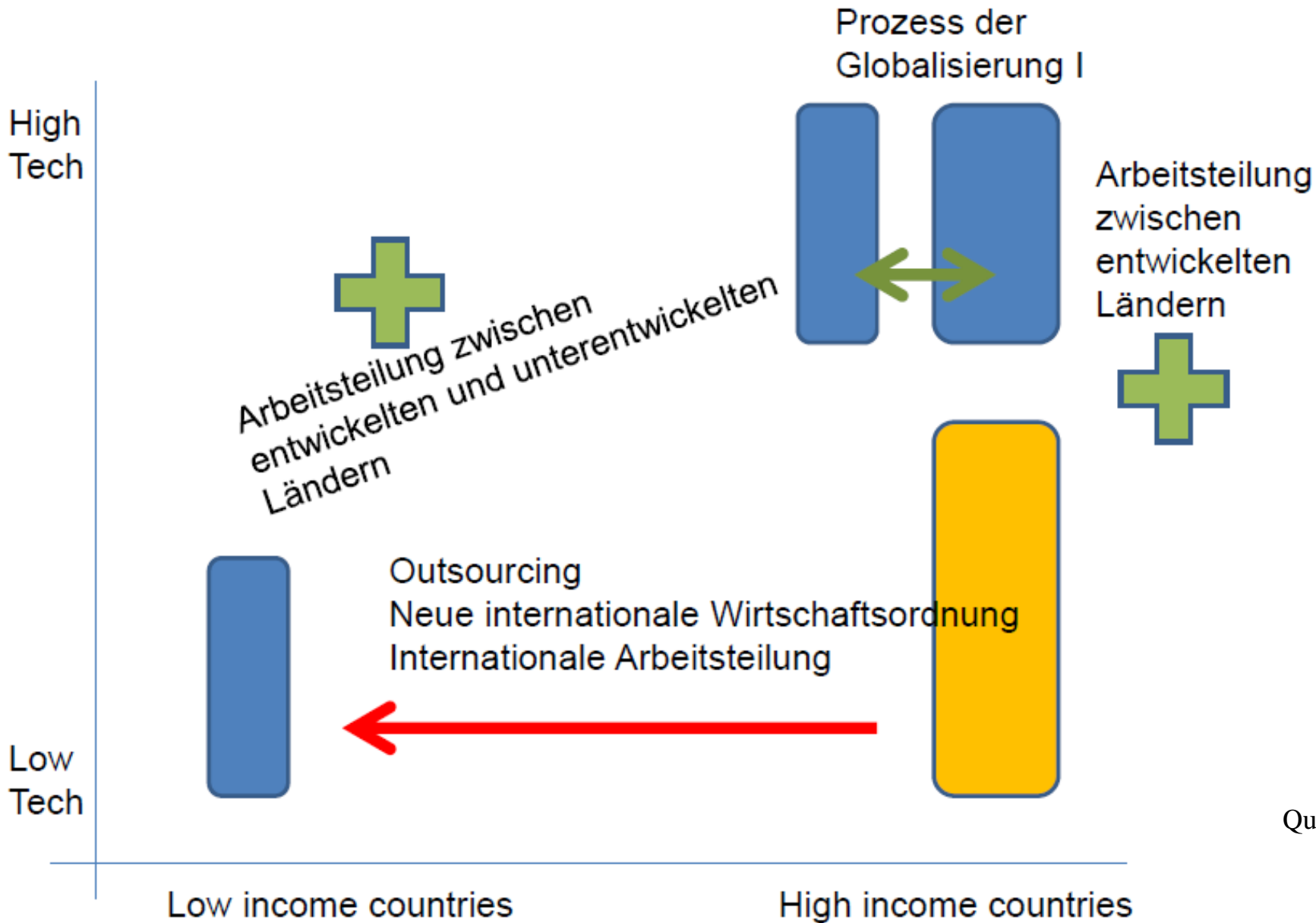
Unsere Herausforderungen

Ende der Containerwelt



Quelle: Prisching





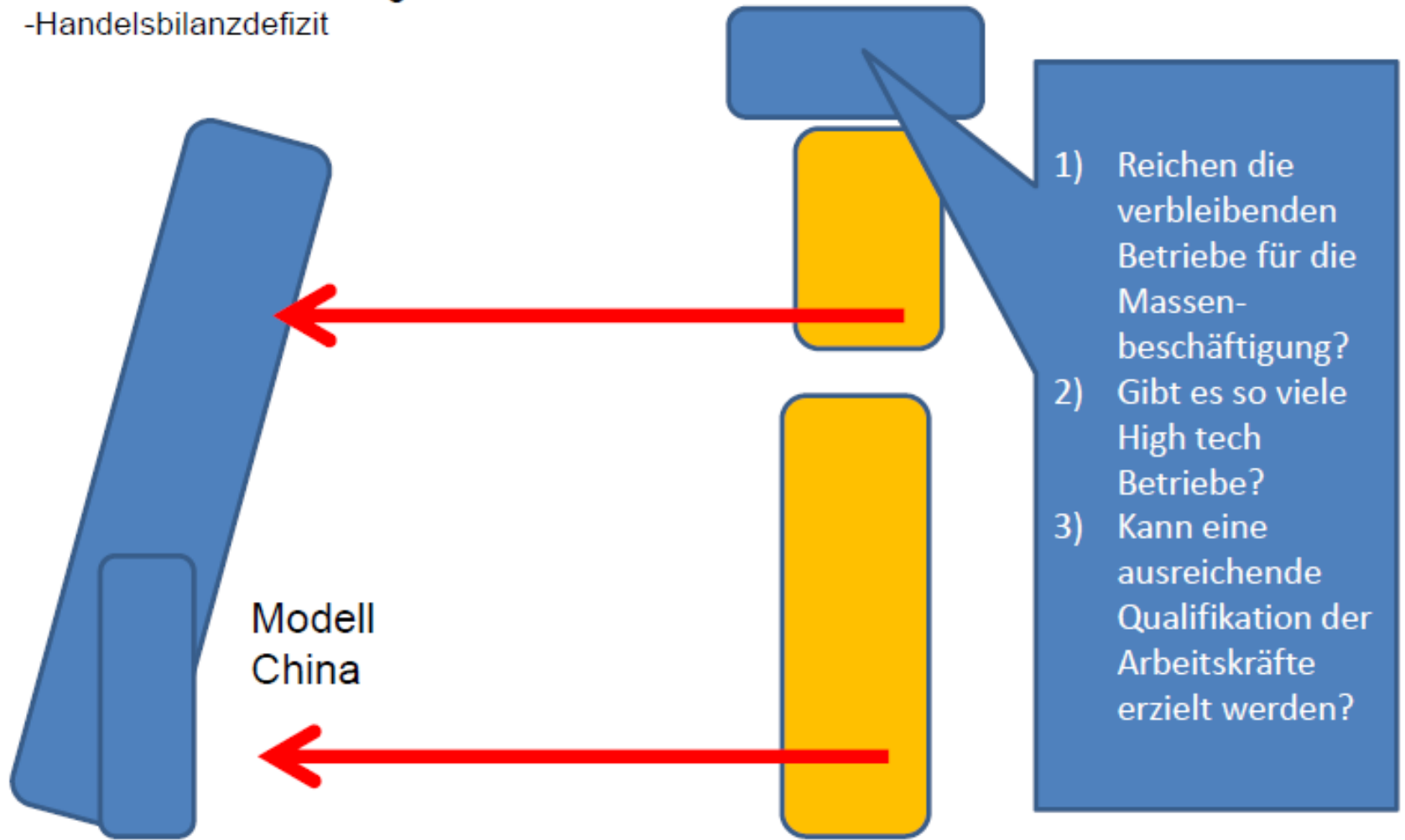
Quelle: Prisching

Deindustrialization
-Abnehmende Beschäftigung im Produktionssektor
-Wandel zu Dienstleistungssektoren
-Handelsbilanzdefizit

Prozess der
Globalisierung II

High
Tech

Low
Tech

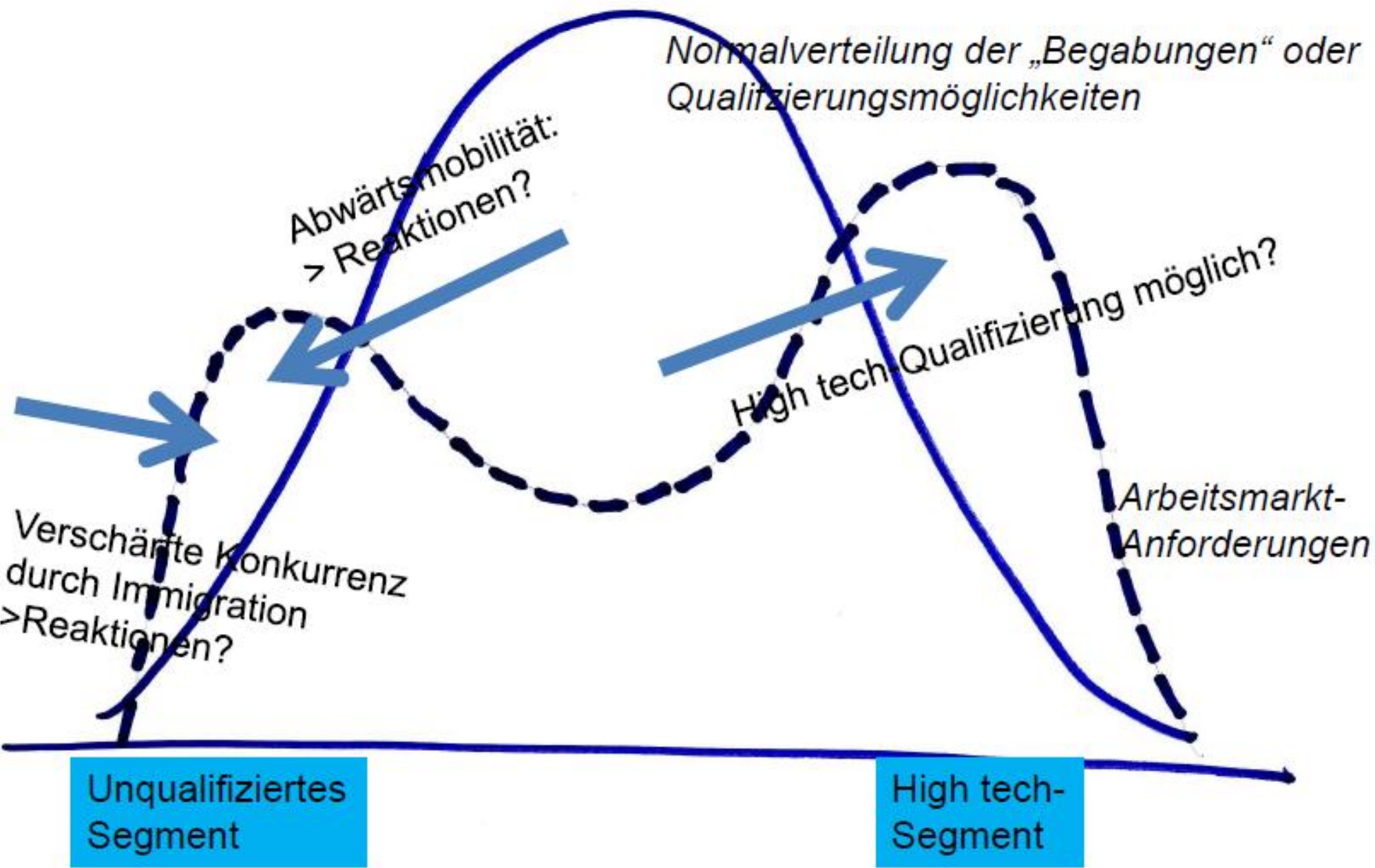


Low income countries

High income countries

Quelle: Prisching

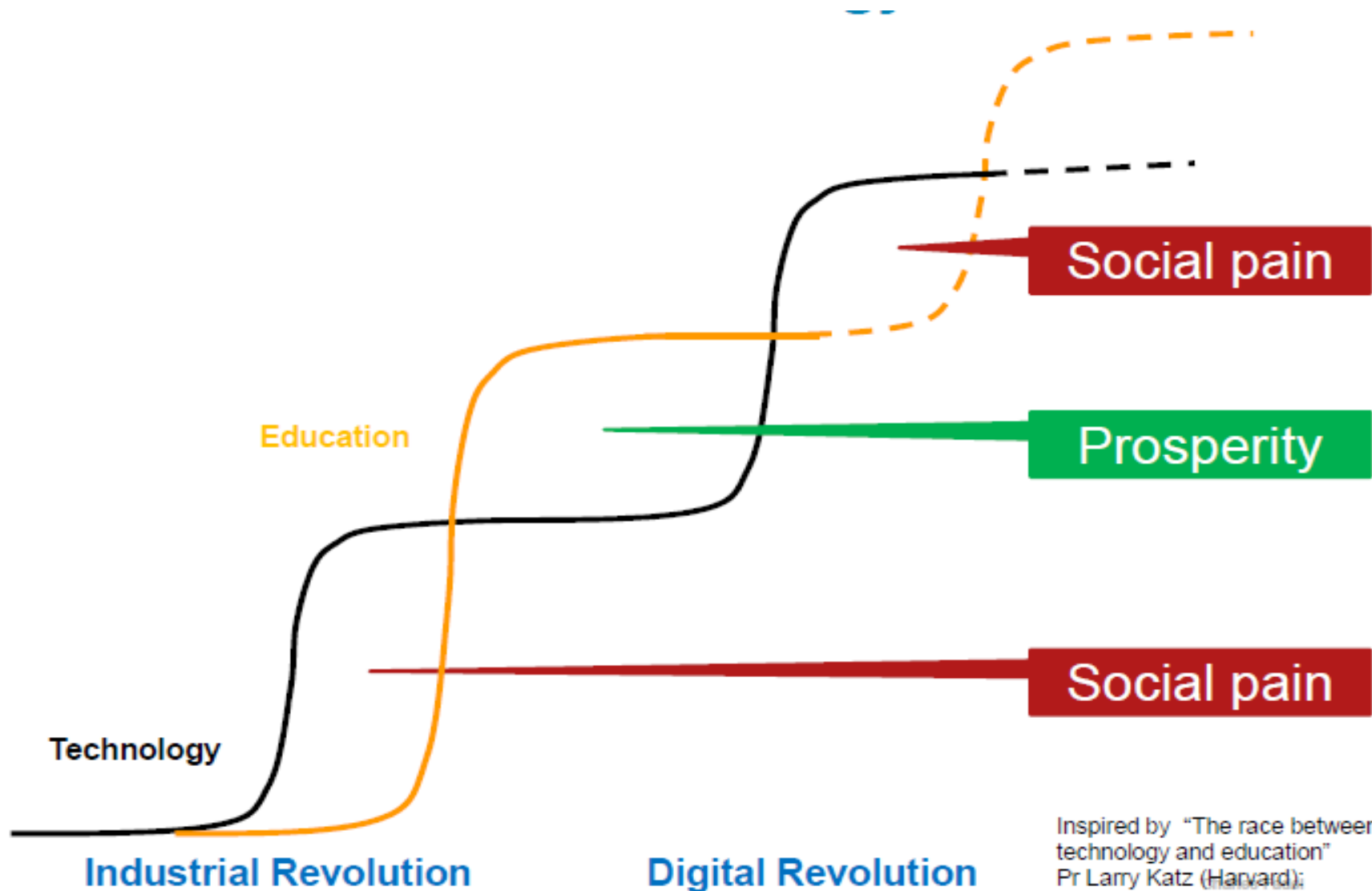
Normalverteilung der „Begabungen“ oder Qualifizierungsmöglichkeiten



Unqualifiziertes Segment

High tech-Segment

The race between technology and education



Inspired by "The race between technology and education"
Pr Larry Katz (Harvard);

Herausforderungen an Unternehmen!



1. Globalisierung meistern
2. Rentabilität durch Wachstum (Effizienz, Produktivität)
3. Technik beherrschen und Innovationen treiben
4. Geistiges Kapital im Unternehmen vermehren
5. Wandel meistern (Change verursacht Ängste)
6. Standorte halten (v.a. in Hochlohnländern)
7. Mehr Flexibilität
8. Schaffung einer lernfördernden Kultur (Führung)
9. Lernen und Lernerfolg brauchen Zeit
10. Schaffung adäquater Anreizsysteme



Arbeitswelt der Zukunft

- **Vorrang der Wissensarbeit**
 - **Offene “Berufs”-Verläufe**
 - **Vom Arbeits”platz” zur “Aufgabenerfüllung”**
 - **Wechselnde Berufsumgebungen und Tätigkeitsfelder**
 - **Integration von “Arbeiten” und “Lernen”**
 - **Von “äußerer” zu “innerer Sicherheit”**
 - **Verantwortung für die “Beschäftigbarkeit” (employability)**
 - **“Selbständigkeit” und “Unternehmertum”**
 - **“Sozialsystem” zur Förderung des Wandels**
 - **Beweglichkeit als geistige (Bildungs-)Herausforderung**
-

Ganzheitliche Bildungsanforderungen

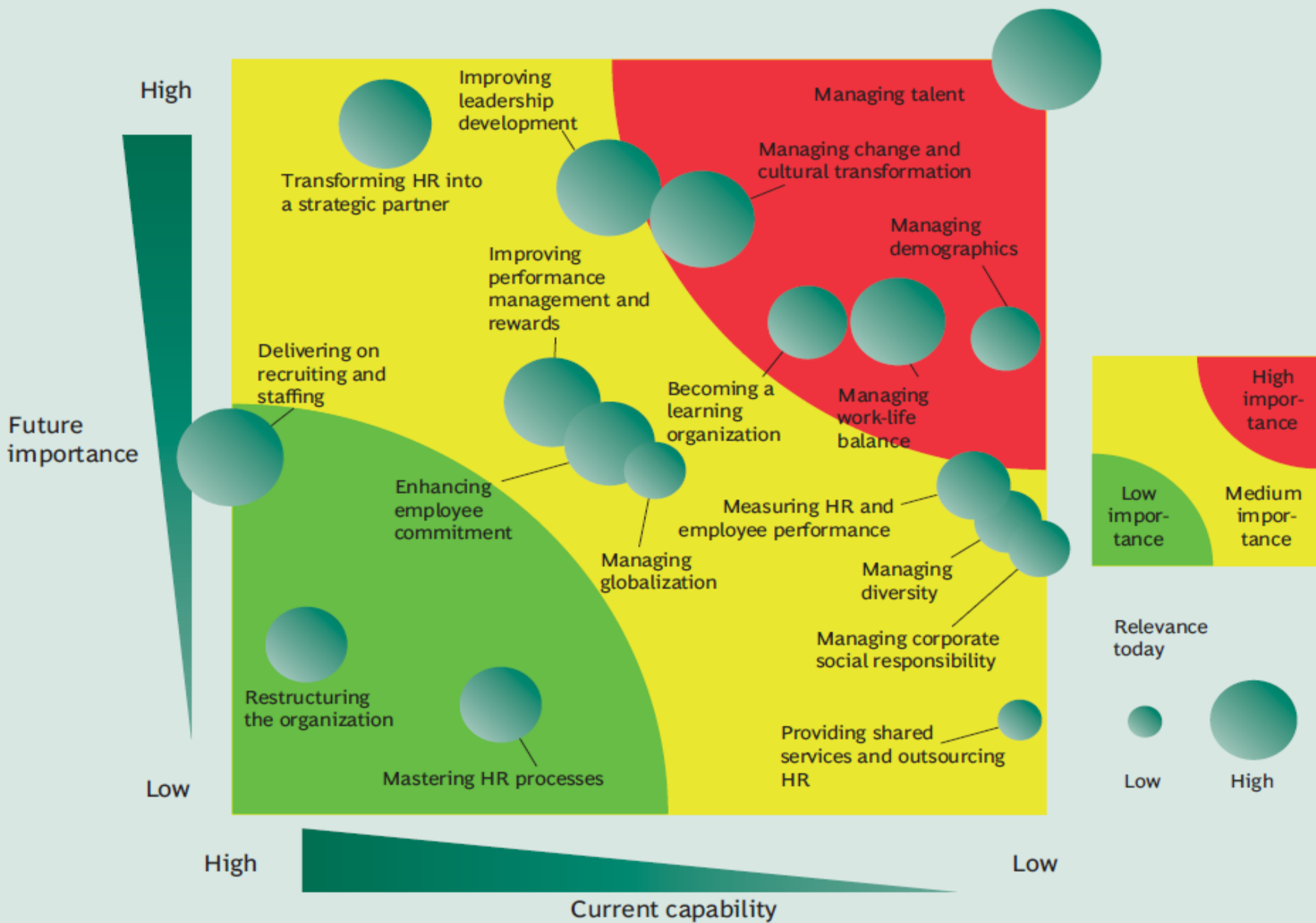


- **Bildungsbasis**
Grundkultur”techniken” (z.B. Sprache)
“Existenznotwendiges Orientierungswissen”
 - **Fachliche, berufliche Ausbildung**
“Spezialisierte Generalisten”
“Generalistische Spezialisten”
 - ⇒ **Persönliche Fähigkeiten und Eigenschaften**
“Dynamische Qualitäten”
“Schlüsselqualifikationen” Methodenkompetenz
“Sozialkompetenz” Grundhaltung und Werte
-

Persönliche Fähigkeiten und Eigenschaften

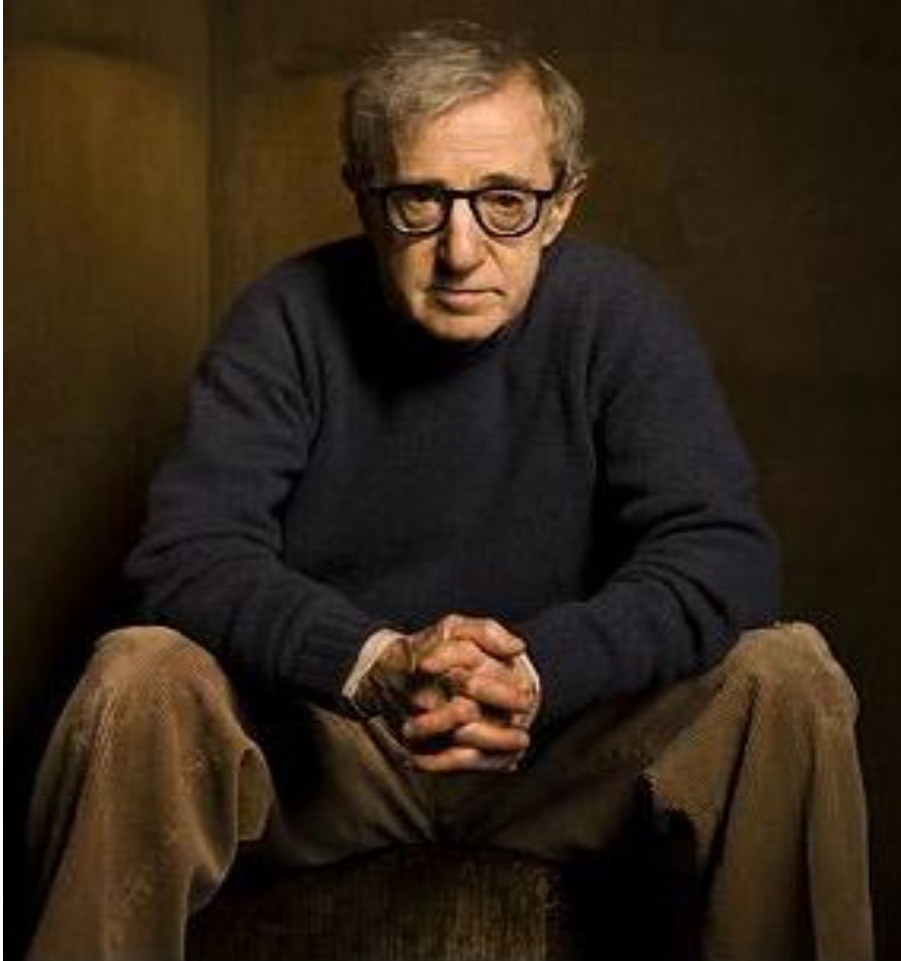


- ↪ **Umgang mit wechselnden Situationen**
 - ↪ **Fähigkeit zum selbständigen Bildungserwerb**
 - ↪ **Teamfähigkeit**
 - ↪ **Verantwortung und Entscheiden**
 - ↪ **Arbeitshaltung und Belastbarkeit**
 - ↪ **Selbstorganisation und Informationsmanagement**
 - ↪ **“Disziplinierte Kreativität”**
 - ↪ **Kulturelle Offenheit**
 - ↪ **Anwendungs- und umsetzungsorientierte Handlungskompetenz**
 - ↪ **Grundhaltung, Einstellung, Werte**
-





Unser Verständnis von Lernen



***„Sicherheit hat man
nur dann, wenn man
das Problem einfach
noch nicht verstanden
hat.“***

Woody Allen

Gerald Hüther



GERALD HÜTHER

Was
wir sind



Ein neuro-
biologischer
Mutmacher
S. Fischer

und
was wir
sein
könnten



Gerhard Roth



Gerhard Roth

Persönlichkeit

WARUM ES SO SCHWIERIG IST,

Entscheidung

SICH UND ANDERE ZU ÄNDERN

und Verhalten

KLETT-COTTA



Lernprozess und Kompetenzerwerb

**Persönlichkeit
Charakter**

Erfahrungen

**Veranlagung:
Genetische
Prädisposition
+
Konditionierung**

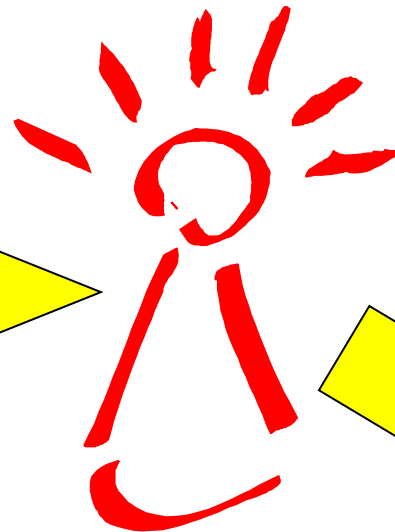
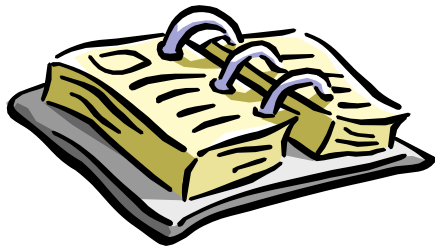
**Fähigkeiten
Fertigkeiten
Können**

Potentiale

Transfer

**Neues
Verhalten**

**Mehr
Kompetenz**



Different types of competences



⇒ *Behavioral competences:*

- How people are expected to behave in order to perform well –
Social, personal skills

Soft skills

⇒ *Technical or functional competences:*

- What people are expected to know and are able to do to perform their work well
- Work based or occupational competences
- Refers to expectations of workplace performance, standards & outputs of specified roles

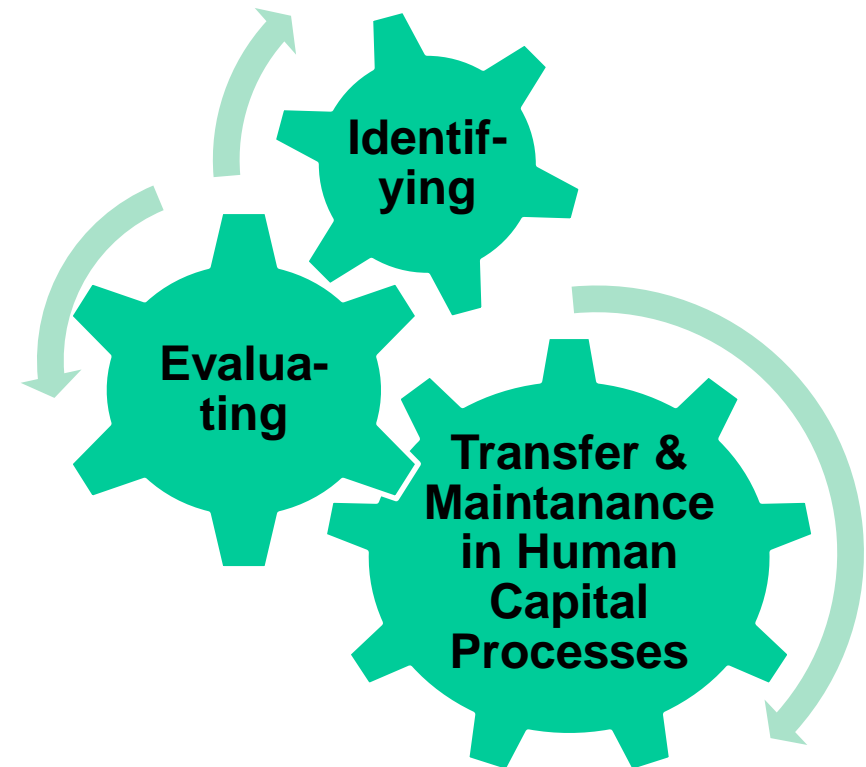
Hard skills

- *Methodological – transfer/management competence*
 - *Management skills*

Charakteristikum von Kompetenzmodellen in Produktionsunternehmen



- > Tasks and processes are standardized and Competency development can be easily evaluated
- > Successful performance can be monitored in completion of work tasks
- > Learning on the job along the technological added value is the most established learning process
- > Teams are forced to cooperate in order to transfer knowhow and practical experience
- > Action related Competencies and process related Competencies are observable for the management



Kompetenzprofile als Ausgangspunkt

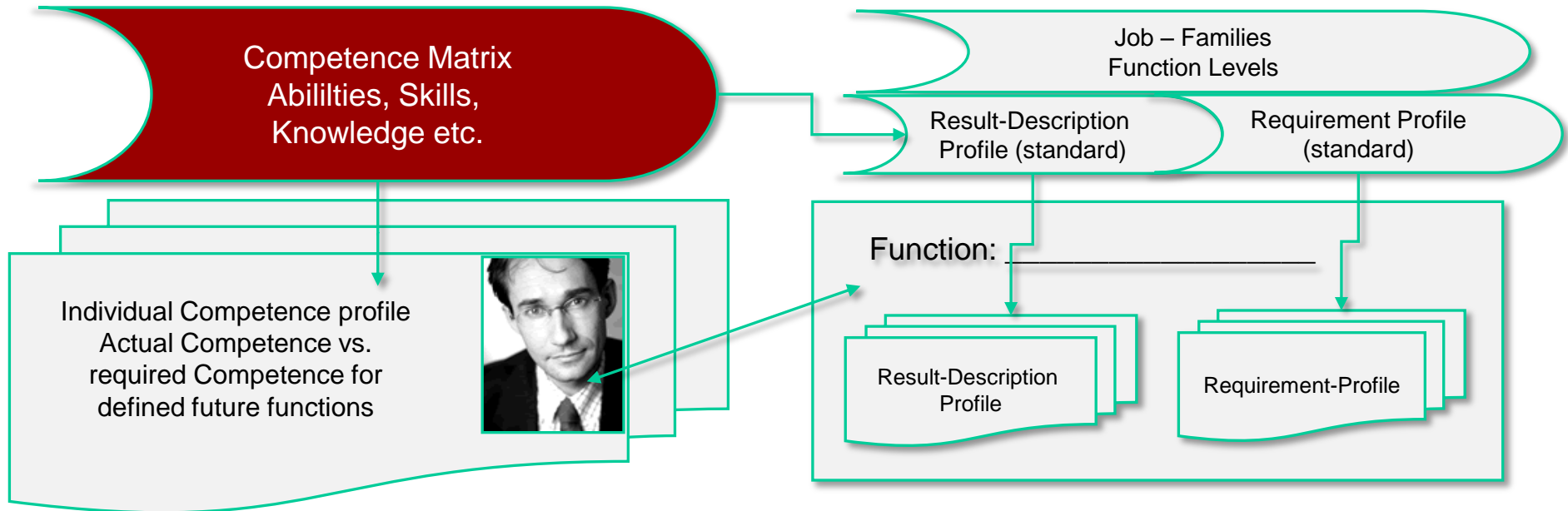


Job Family: _____

Core Competency	employee	expert	teamleader	Leader	required competencies					Skkilled	unskilled	
					++	+	-	--				
Customer focus dealing with ambiguity Process management result focus				strategic agility innovation management Monitoring quality Managing building effective teams	✓	✓			in ambiguity customer focus: process management result focus	<ul style="list-style-type: none"> - translates the organization's vision an goals into expected employee behaviour - identifies gaps between present skills and future requirements - provides consistency in performance expectations and measurement 	<ul style="list-style-type: none"> - doesn't give feedback to individuals - doesn't help employee's to move toward esemplary performance - isn't able to translate strategic goals - doesn't help to measure a company's bench strength 	
			planing & staffing conflict management tasks capability innovation management building effective teams		✓	✓						
		organizing problem solving process overview guiding others				✓	✓					
	Problem solving task responsibility Passion for success communicating					✓	✓					



Based on the competence matrix functions are differentiated in several job families. For each job family standard result-description profiles and requirement profiles are described. These standard profiles will be personalized and individualized for each function of the job family.



HCHuman Capital

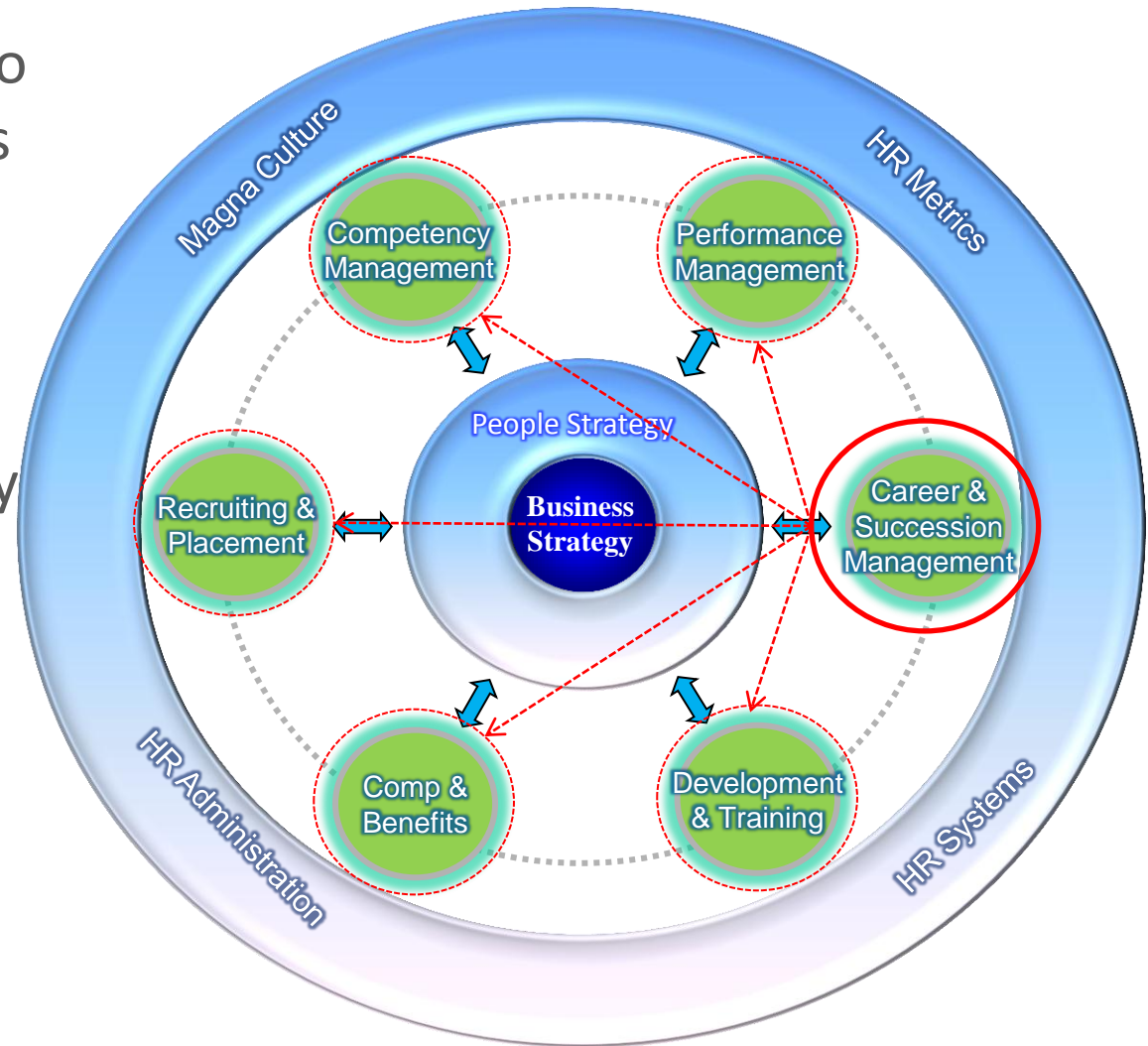


**Magna
Leadership
Competence
LDS**

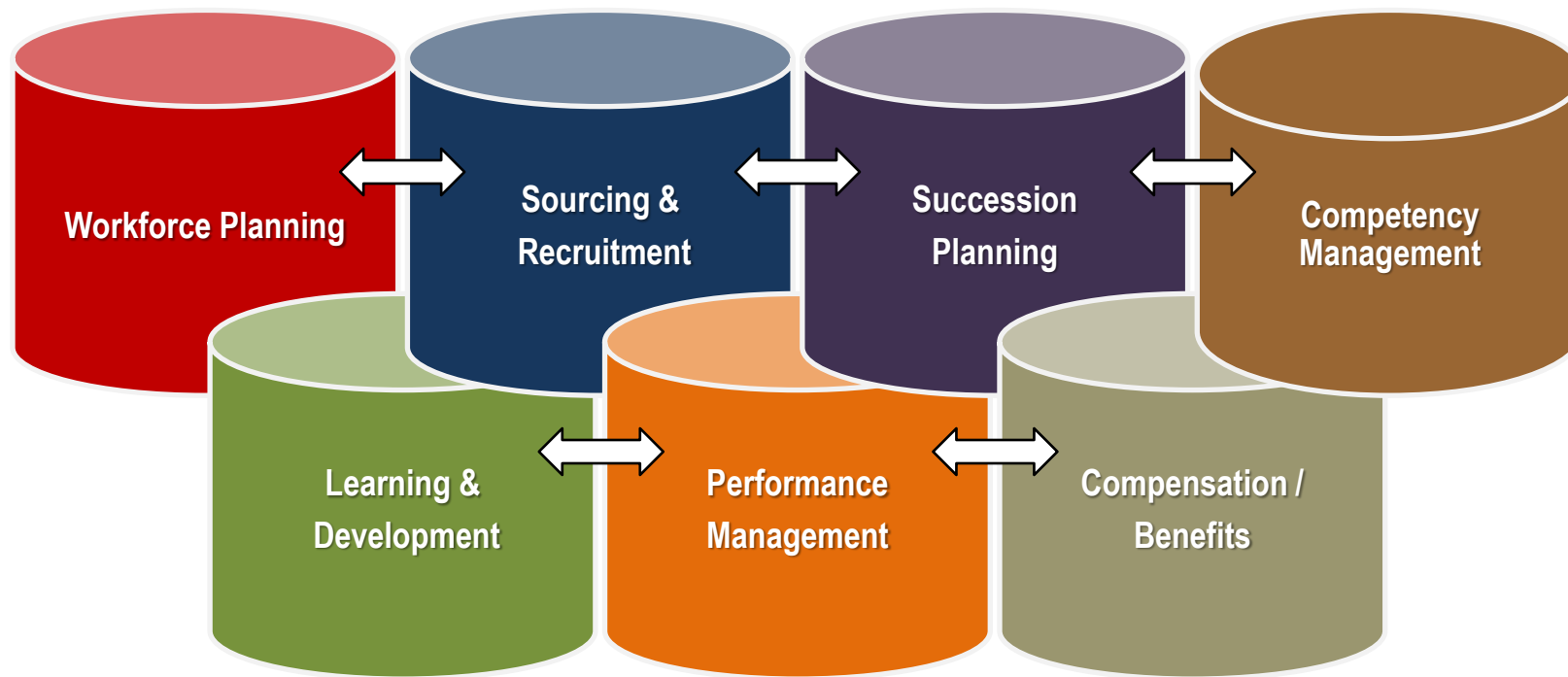
Building our future ... the Magna HR Model



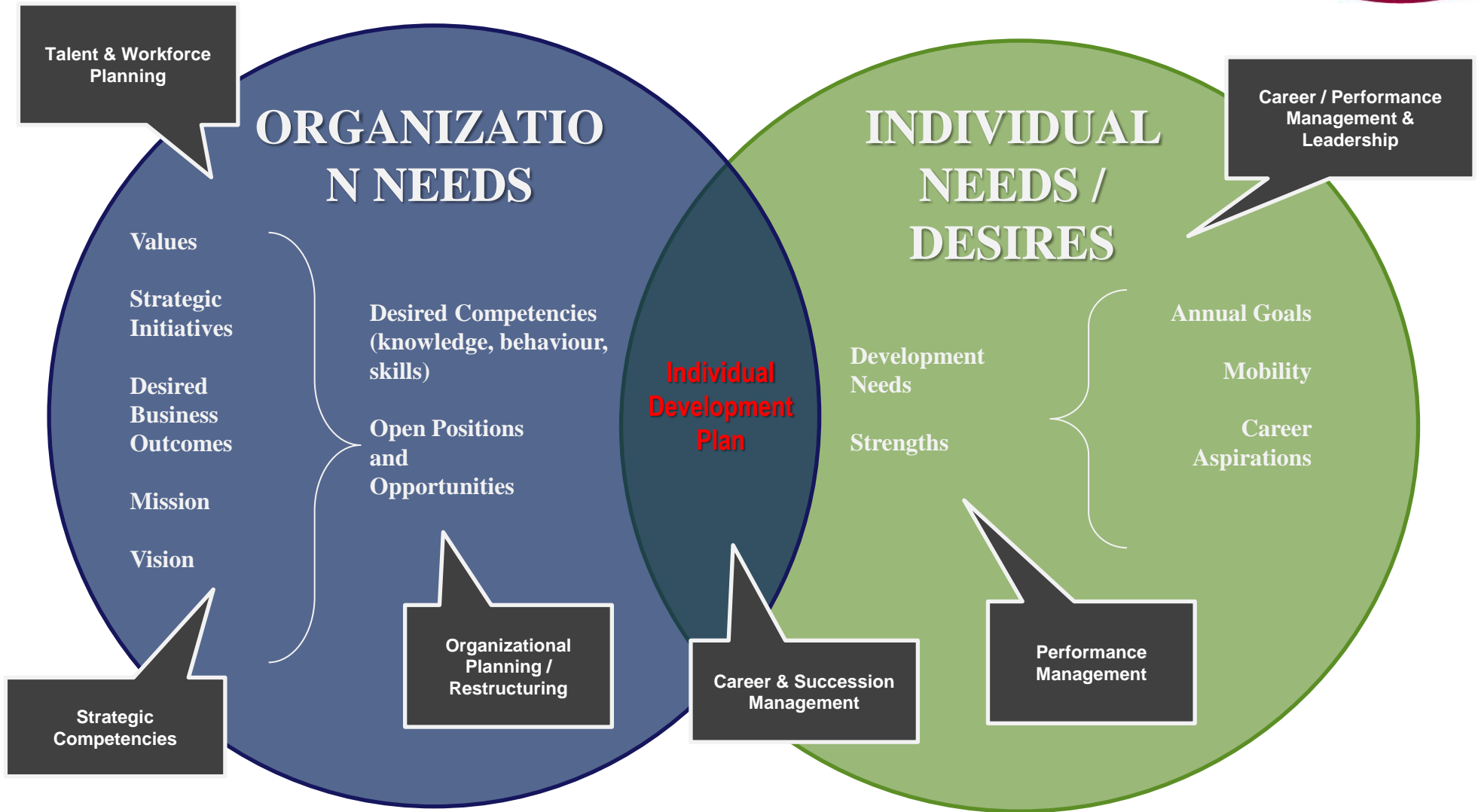
- Our people strategy has to support Magna's business strategy
- The HR key processes interact with each other and cannot live separately
- Integrated HR processes are essential for an aligned people strategy



Integrated HR



IDPs - Organizational and Individual Needs



Source: Bersin & Associates

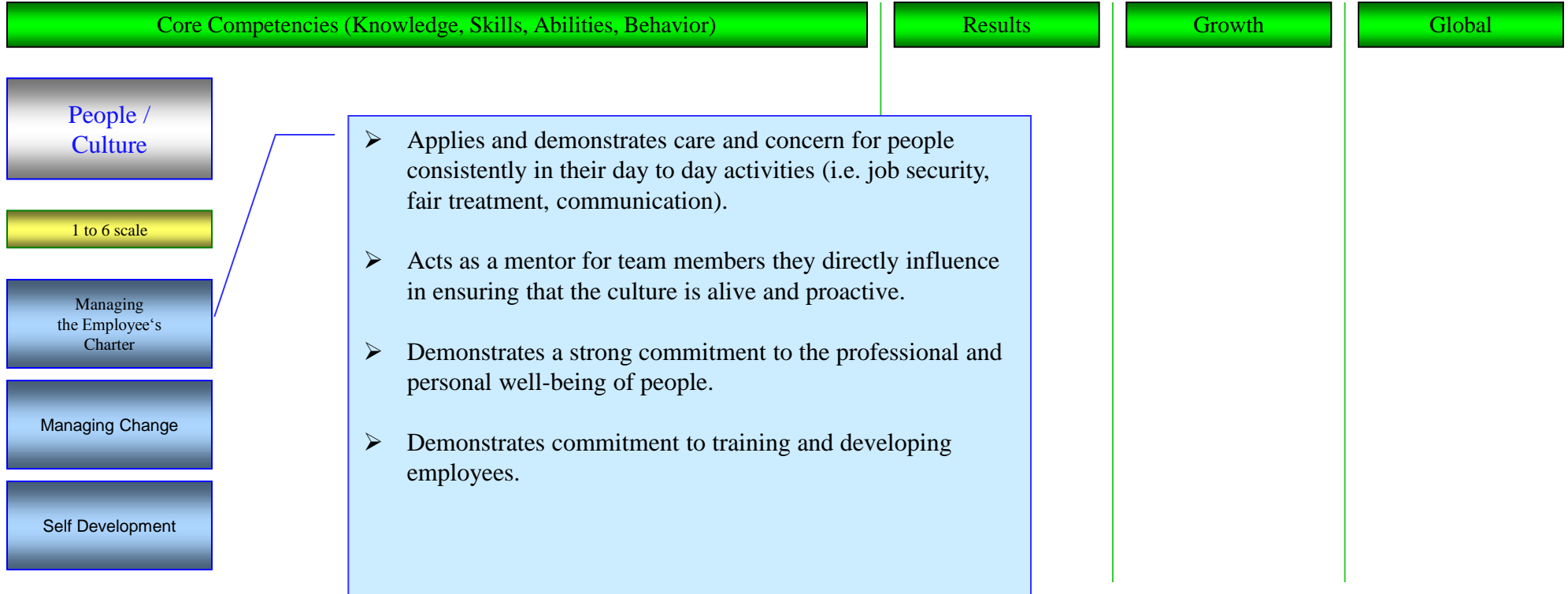


Magna Evaluation Model



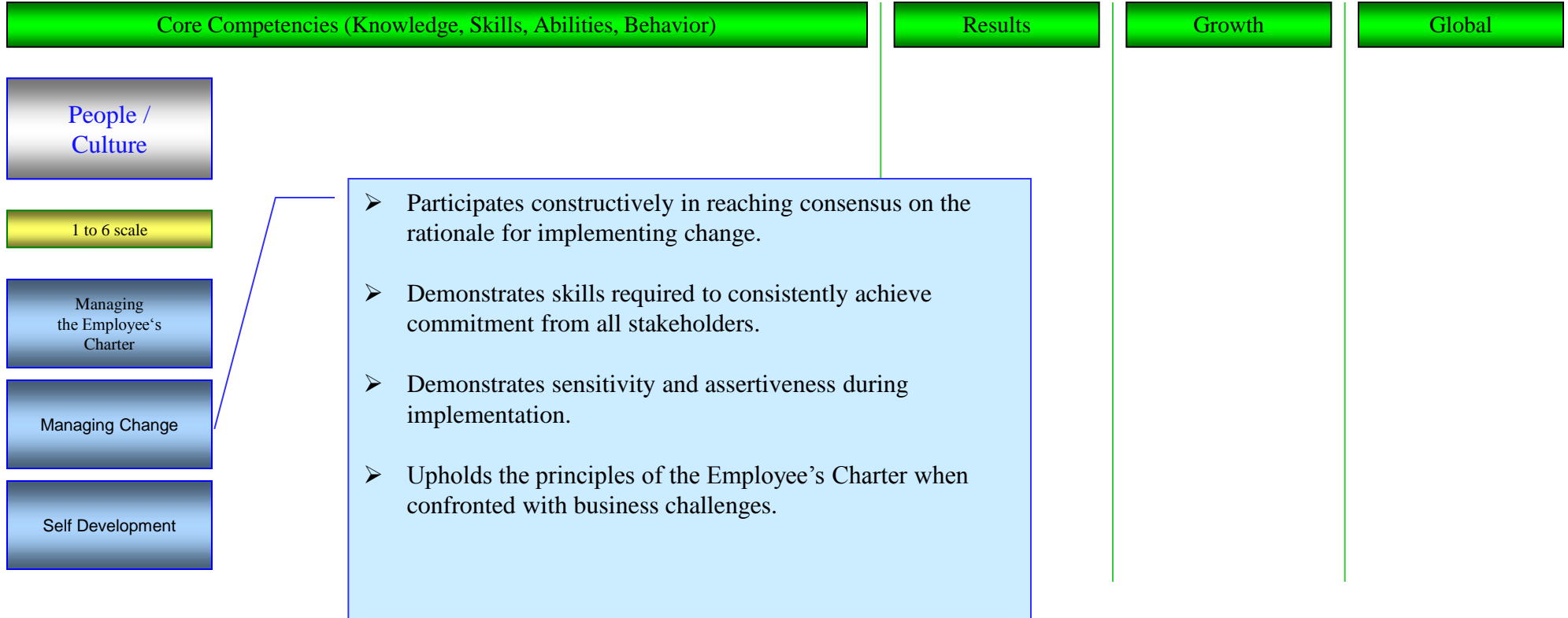


Criteria for People / Culture



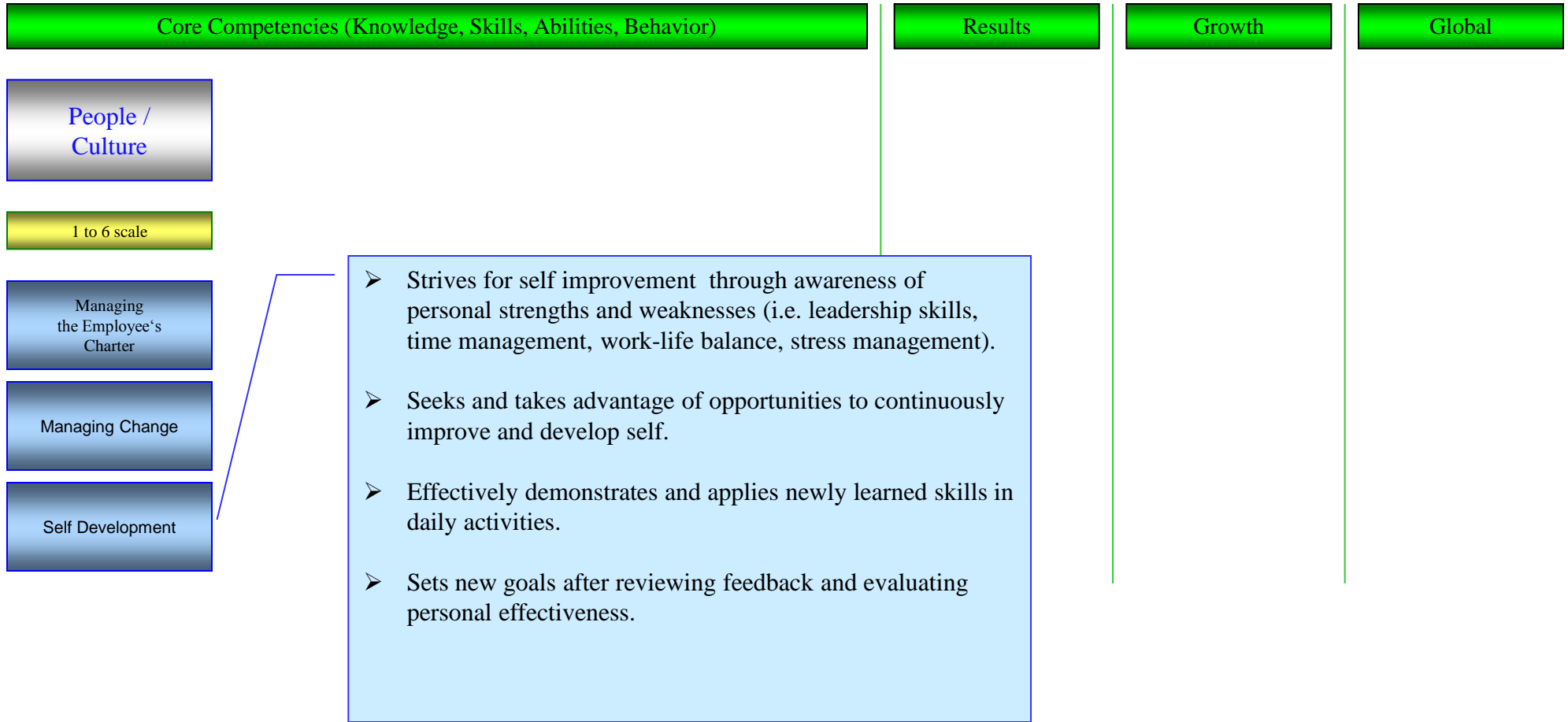


Criteria for People / Culture



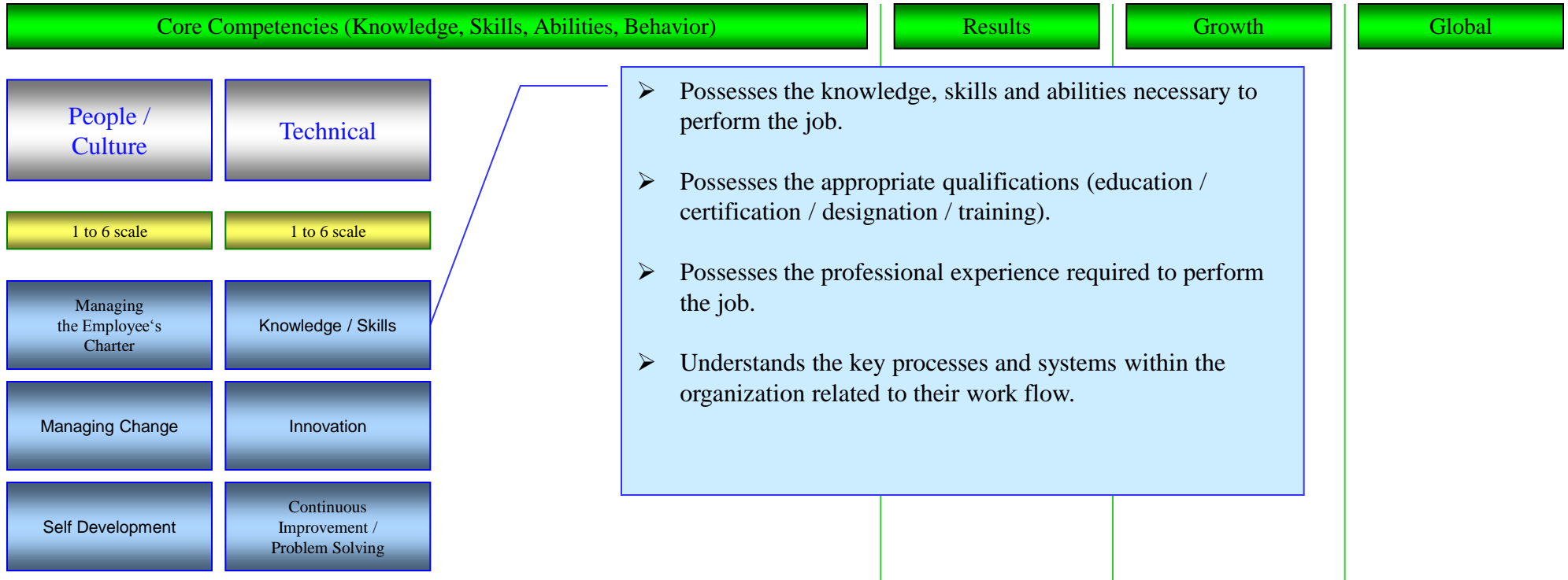


Criteria for People / Culture



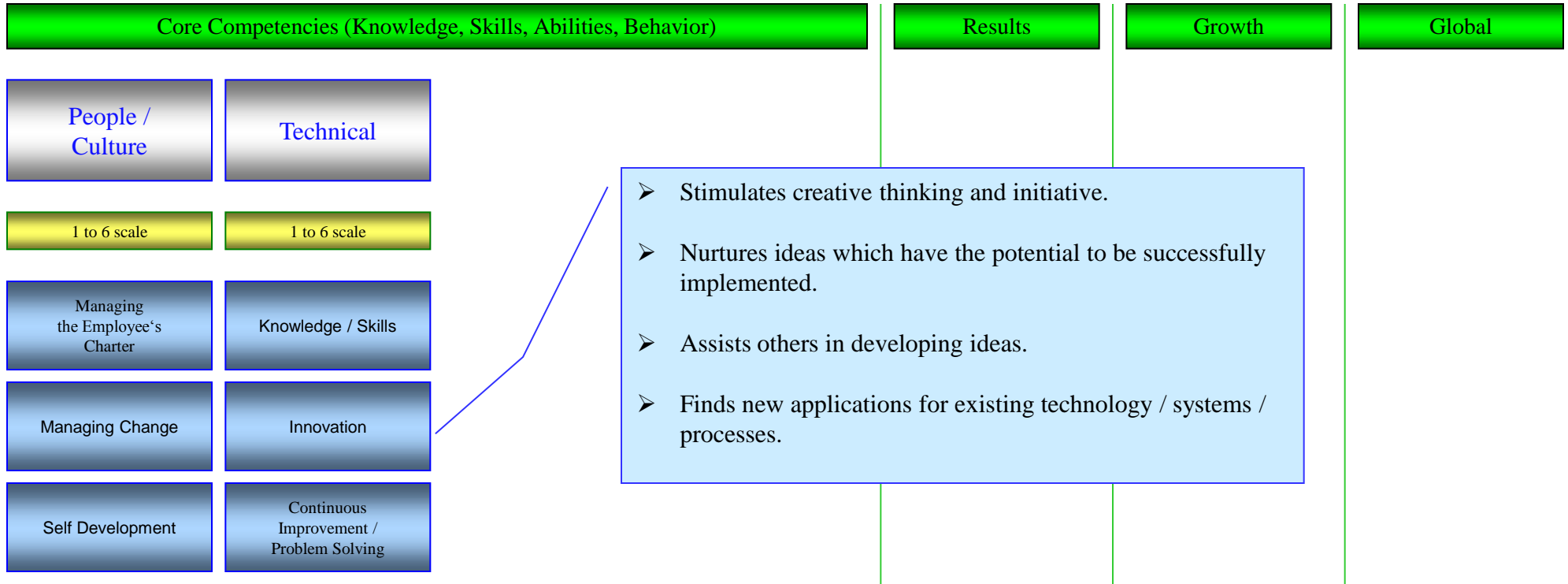


Criteria for Technical



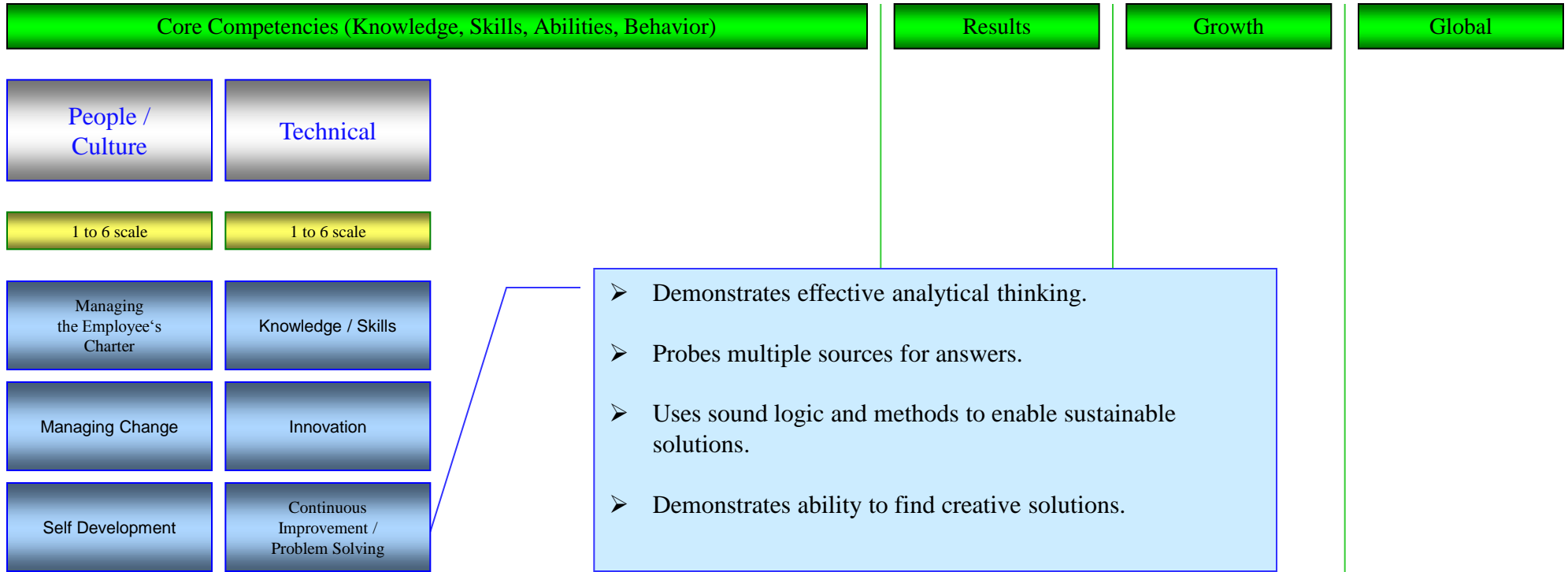


Criteria for Technical



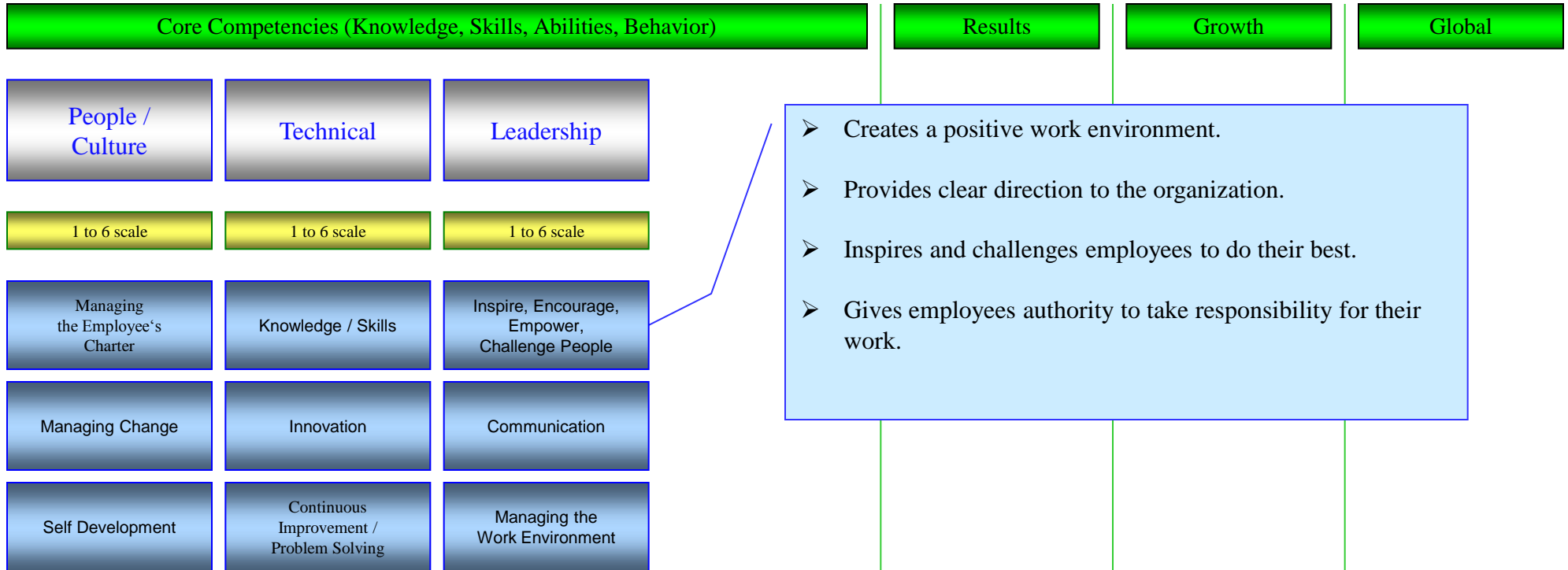


Criteria for Technical



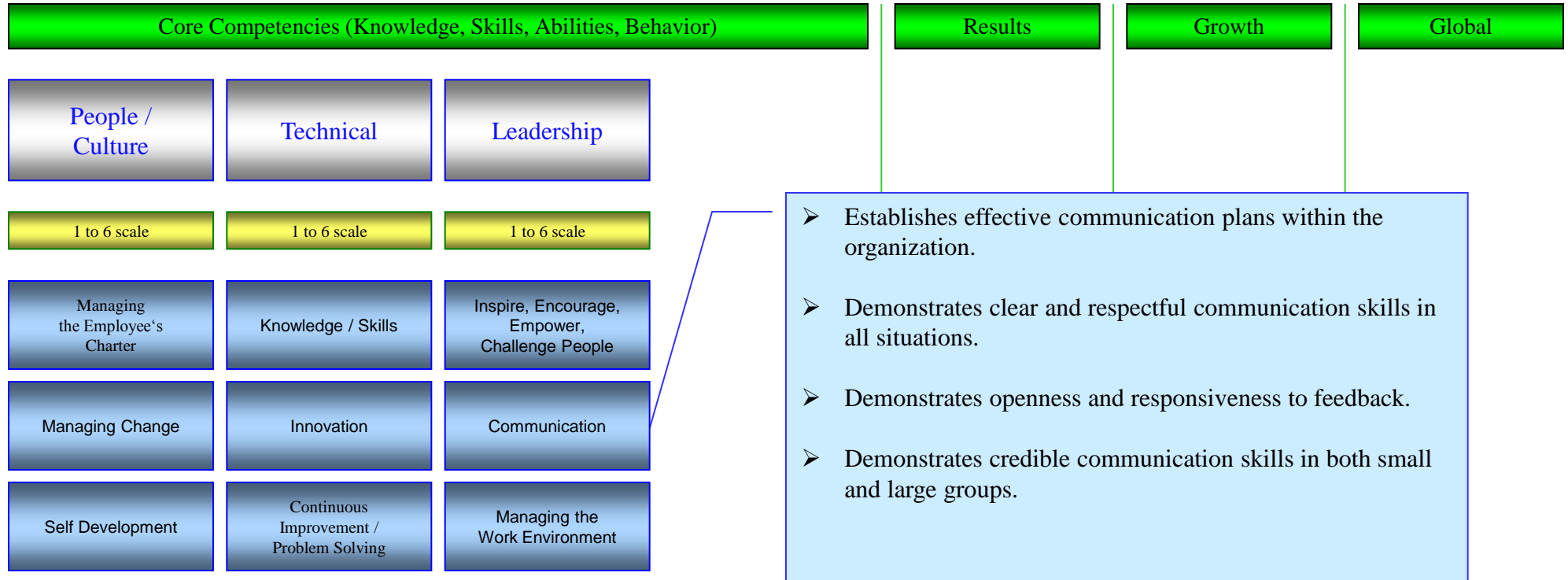


Criteria for Leadership



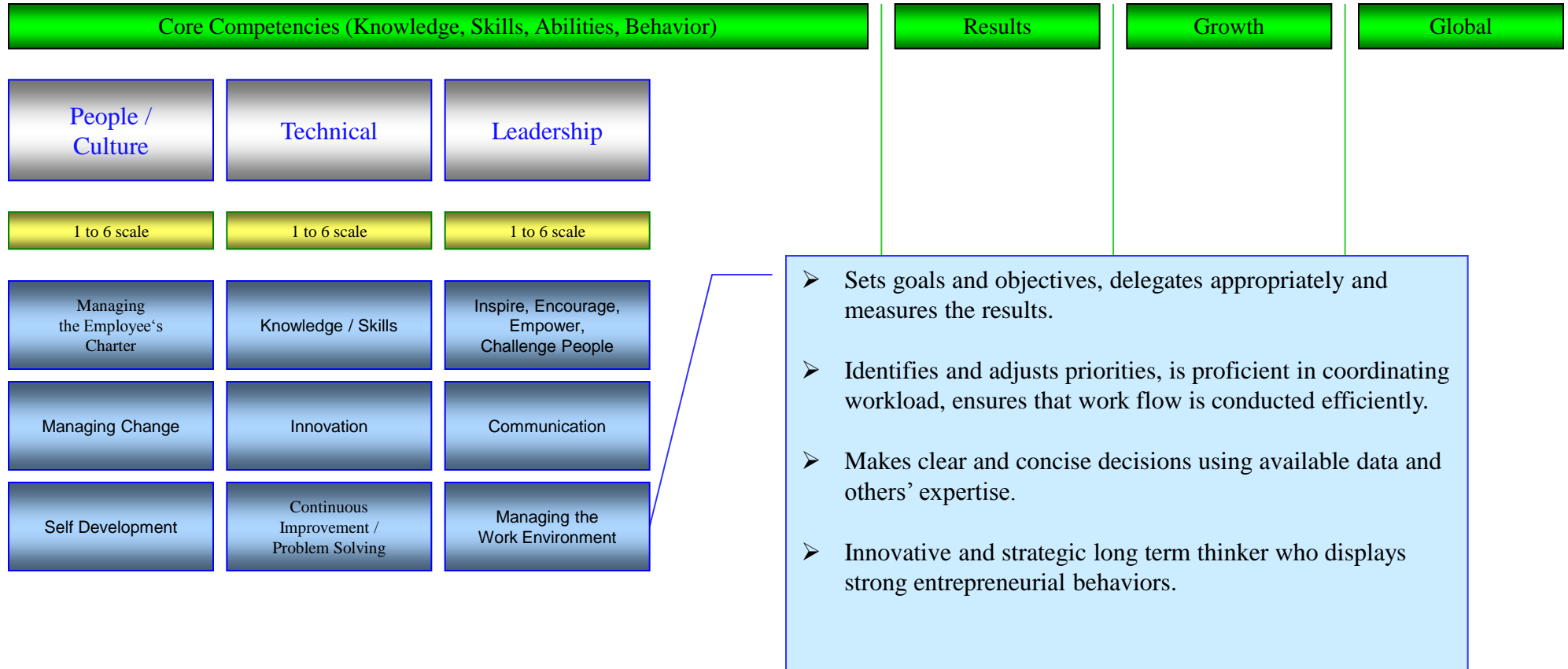


Criteria for Leadership





Criteria for Leadership



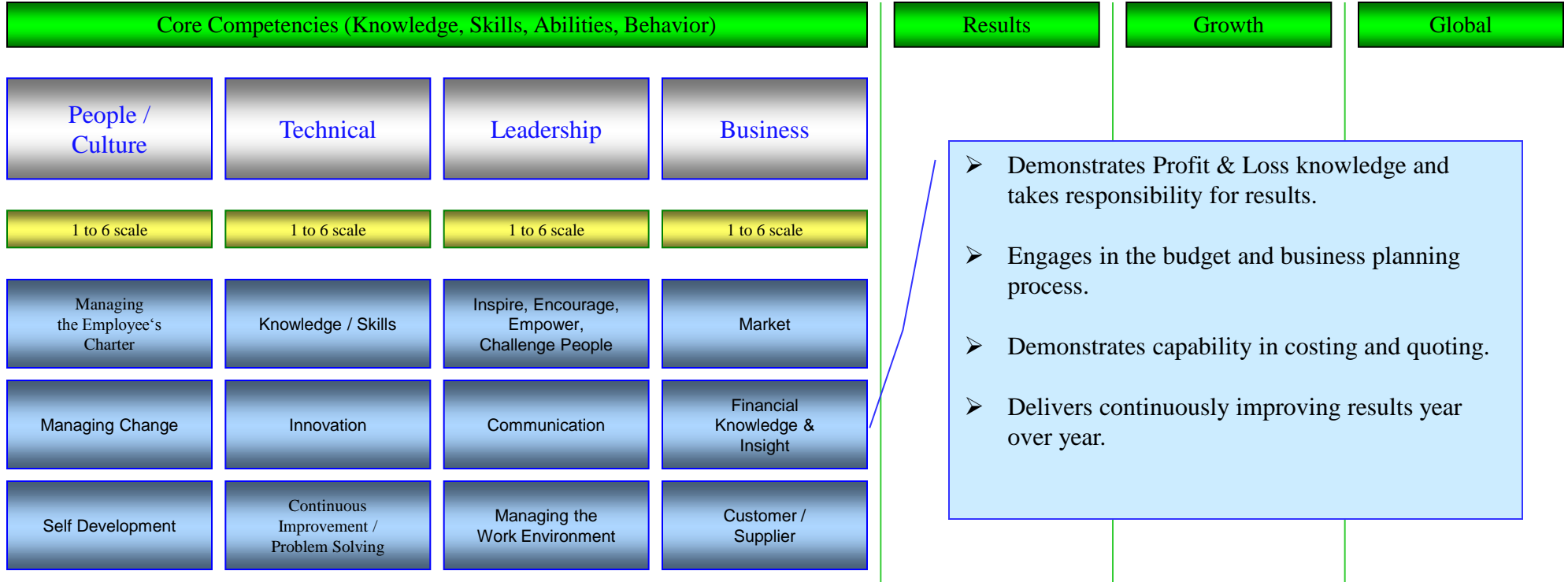


Criteria for Business

Core Competencies (Knowledge, Skills, Abilities, Behavior)				Results	Growth	Global
People / Culture	Technical	Leadership	Business	<ul style="list-style-type: none"> ➤ Demonstrates an understanding of the automotive industry as well as the present global market trends and conditions. ➤ Demonstrates an understanding of Magna/Group global “Product Portfolio Roadmap”. ➤ Demonstrates an understanding of competitors’ strengths and weaknesses in the global marketplace. ➤ Demonstrates the ability to apply the market information to their area of responsibility. 		
1 to 6 scale	1 to 6 scale	1 to 6 scale	1 to 6 scale			
Managing the Employee’s Charter	Knowledge / Skills	Inspire, Encourage, Empower, Challenge People	Market			
Managing Change	Innovation	Communication	Financial Knowledge & Insight			
Self Development	Continuous Improvement / Problem Solving	Managing the Work Environment	Customer / Supplier			



Criteria for Business





Criteria for Business

Core Competencies (Knowledge, Skills, Abilities, Behavior)

People / Culture	Technical	Leadership	Business
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1 to 6 scale	1 to 6 scale	1 to 6 scale	1 to 6 scale
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Managing the Employee's Charter	Knowledge / Skills	Inspire, Encourage, Empower, Challenge People	Market
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Managing Change	Innovation	Communication	Financial Knowledge & Insight
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Self Development	Continuous Improvement / Problem Solving	Managing the Work Environment	Customer / Supplier
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Results

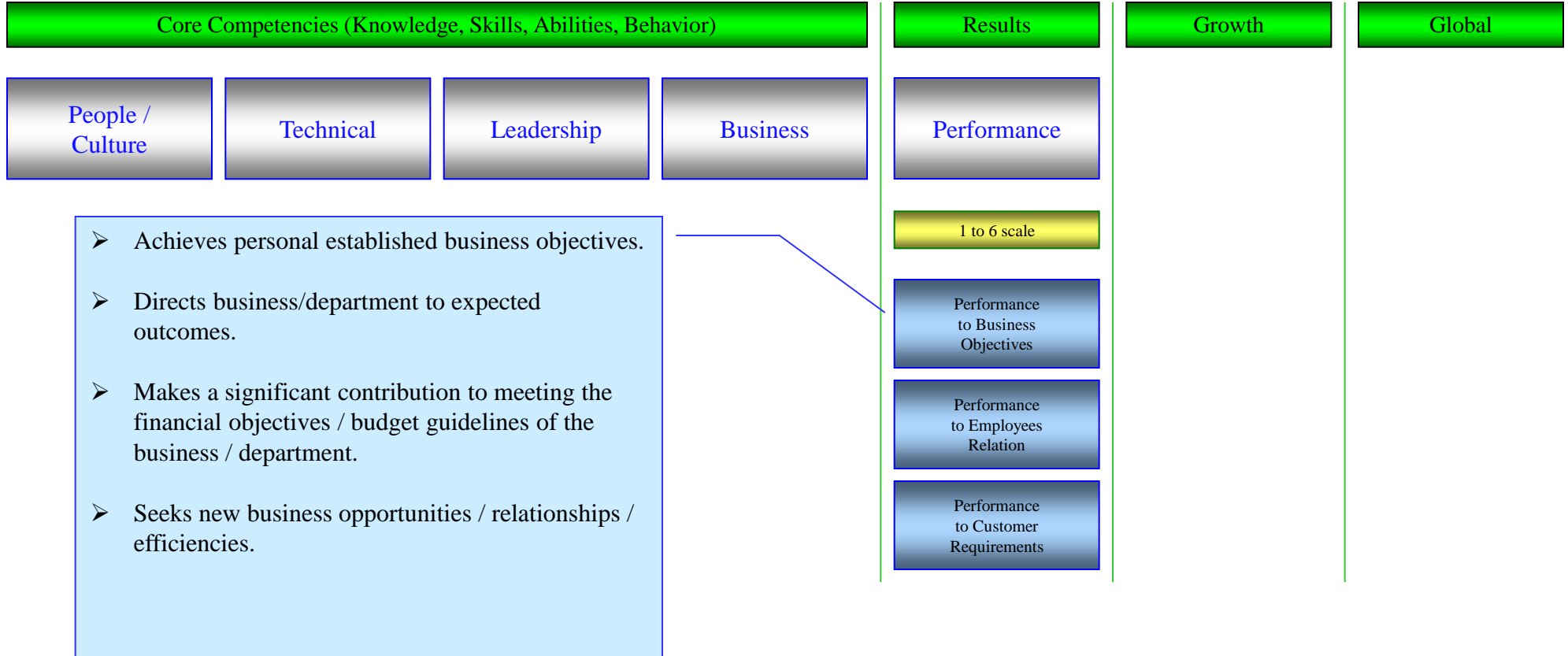
Growth

Global

- Understands their role in creating customer/supplier strategies to generate and sustain profitable business.
- Develops and maintains strong customer and supplier relationships.
- Demonstrates global cultural sensitivity in dealing with customers and suppliers.
- Demonstrates ability to manage the customer/supply base.

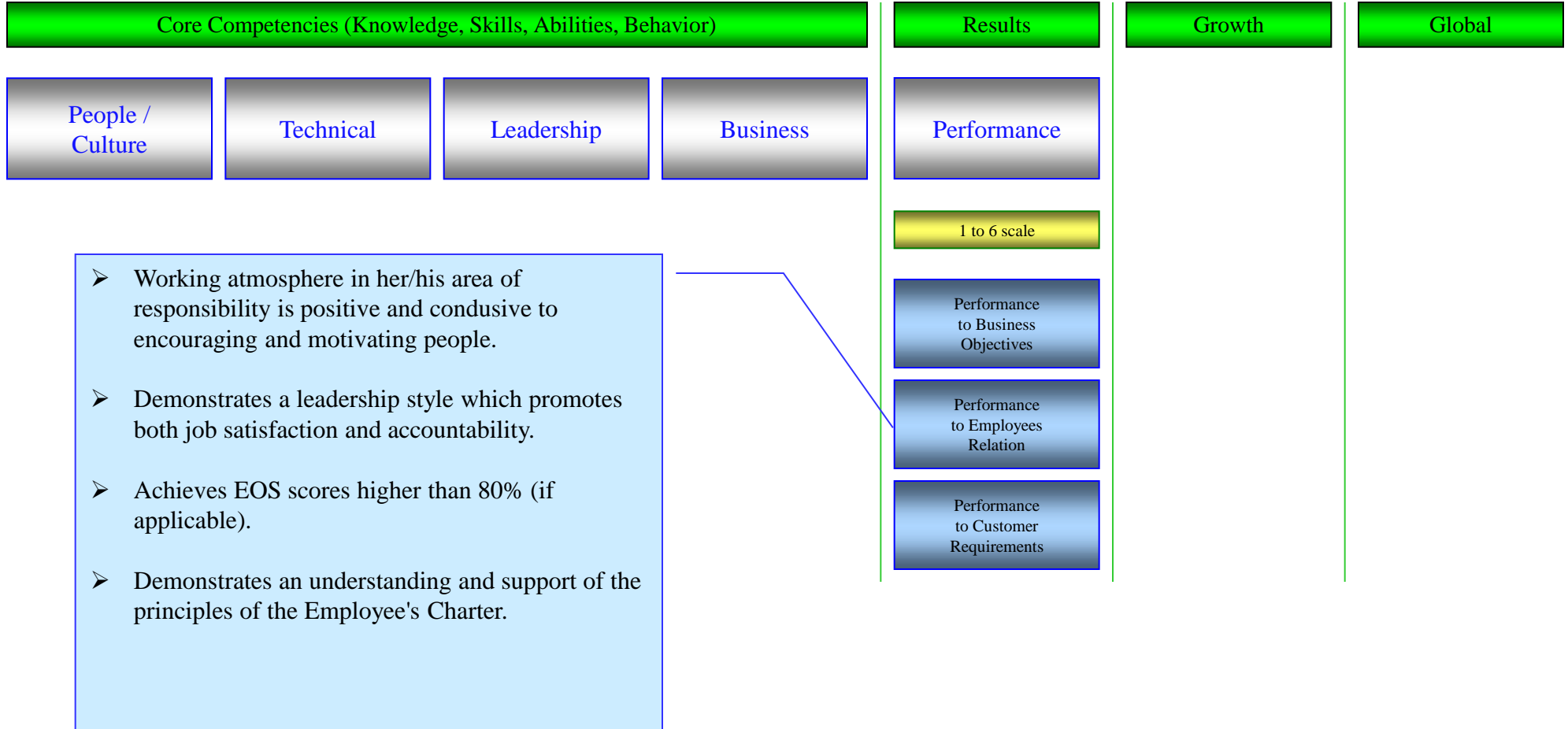


Criteria for Performance



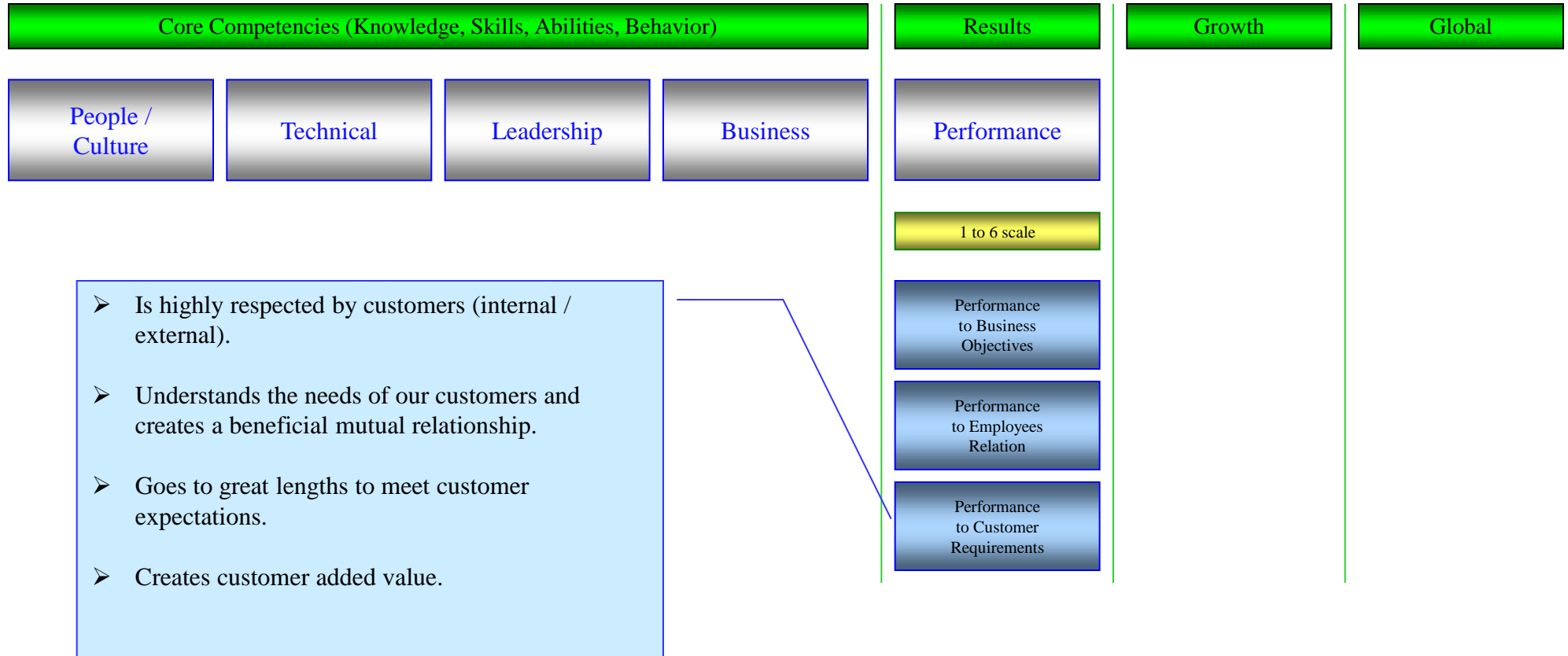


Criteria for Performance



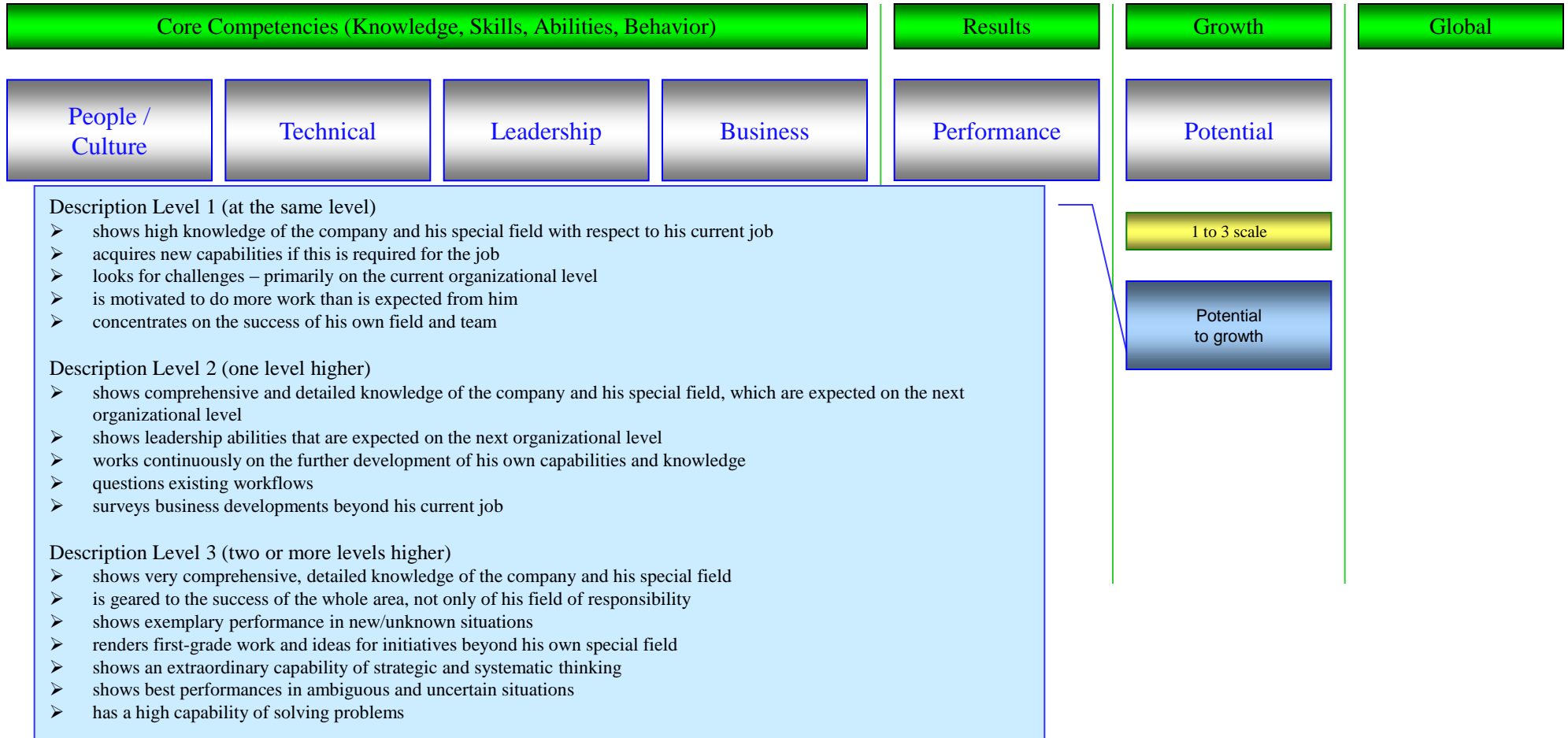


Criteria for Performance



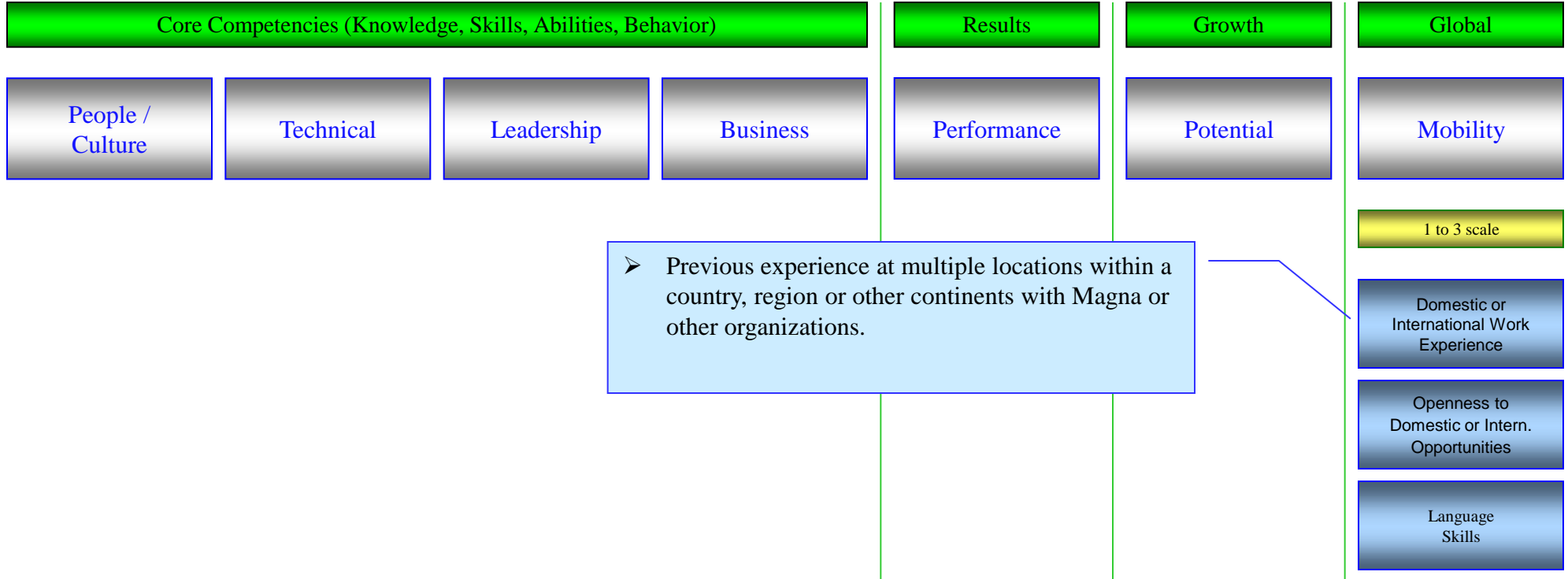


Criteria for Potential



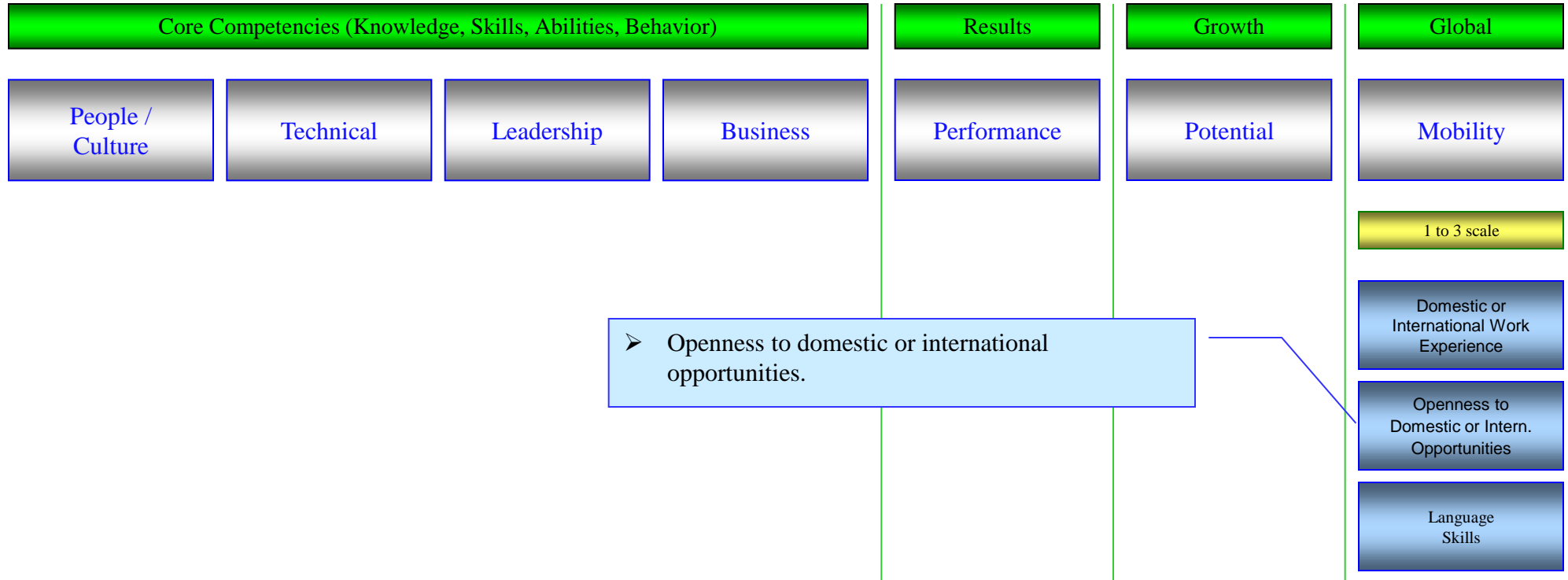


Criteria for Mobility



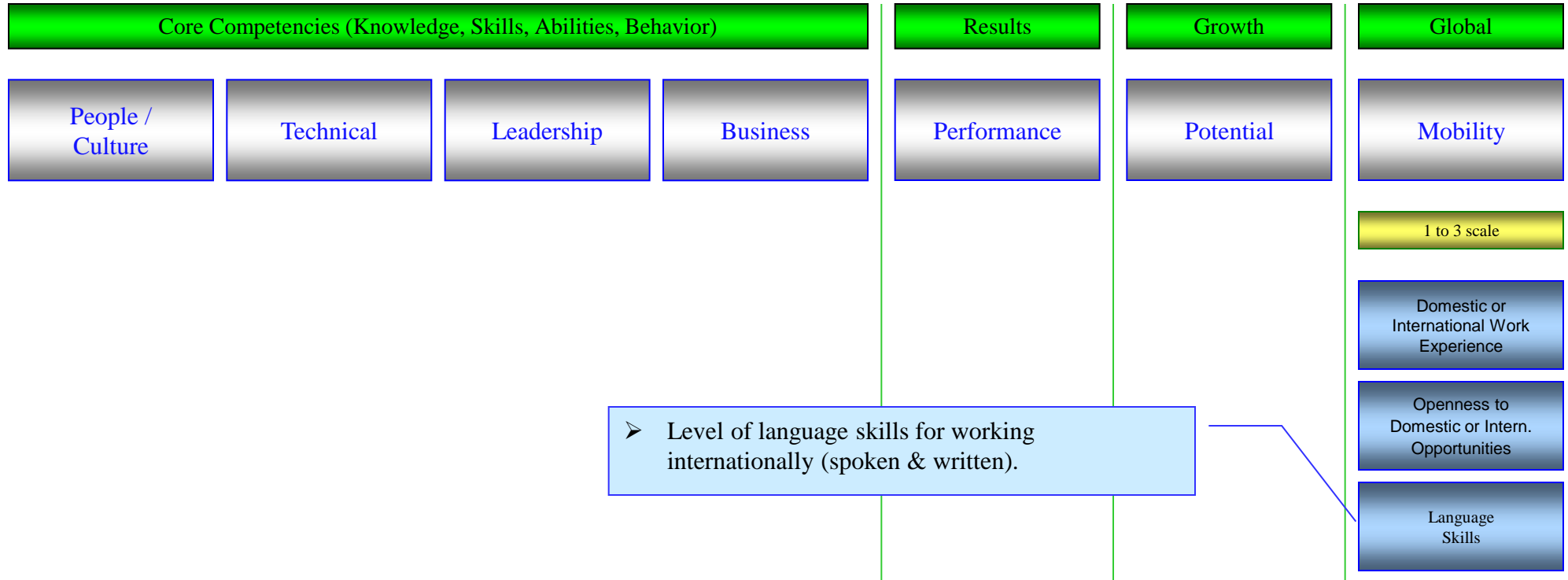


Criteria for Mobility





Criteria for Mobility

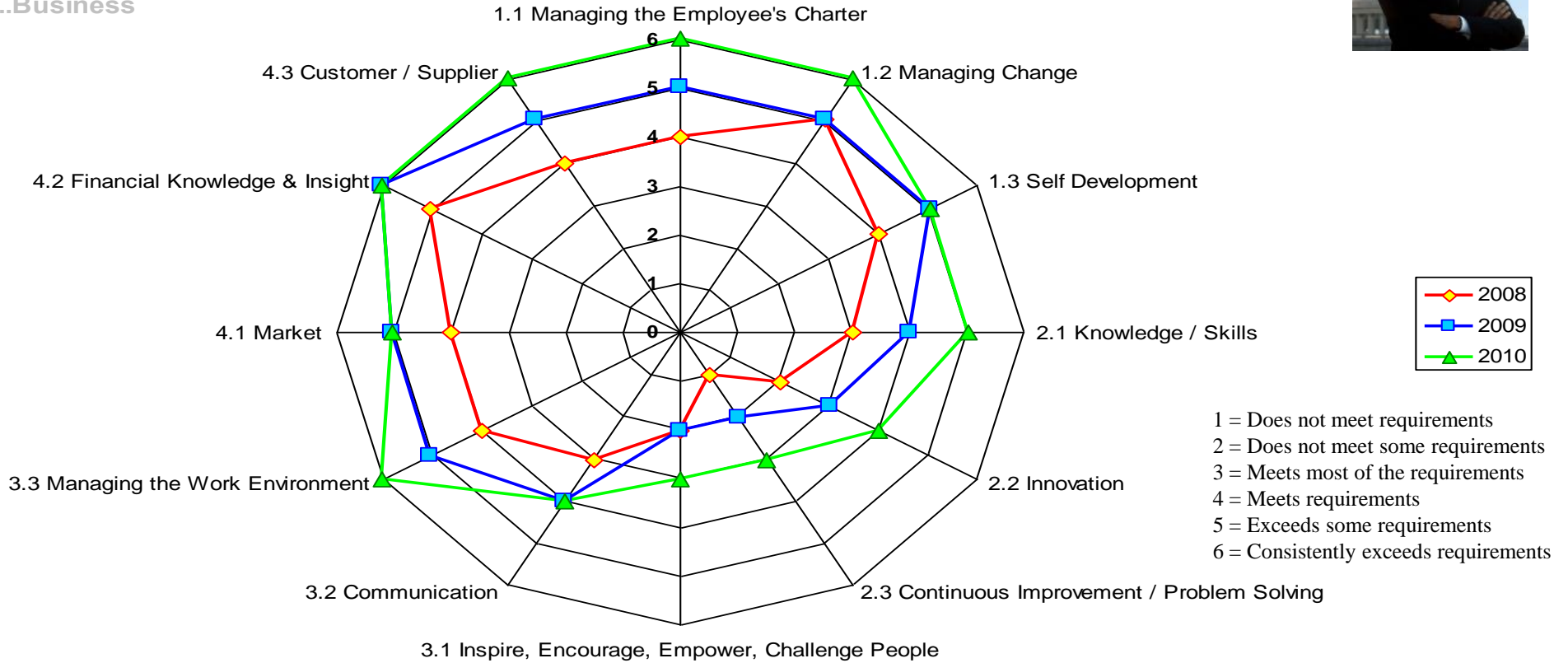




Learning Management

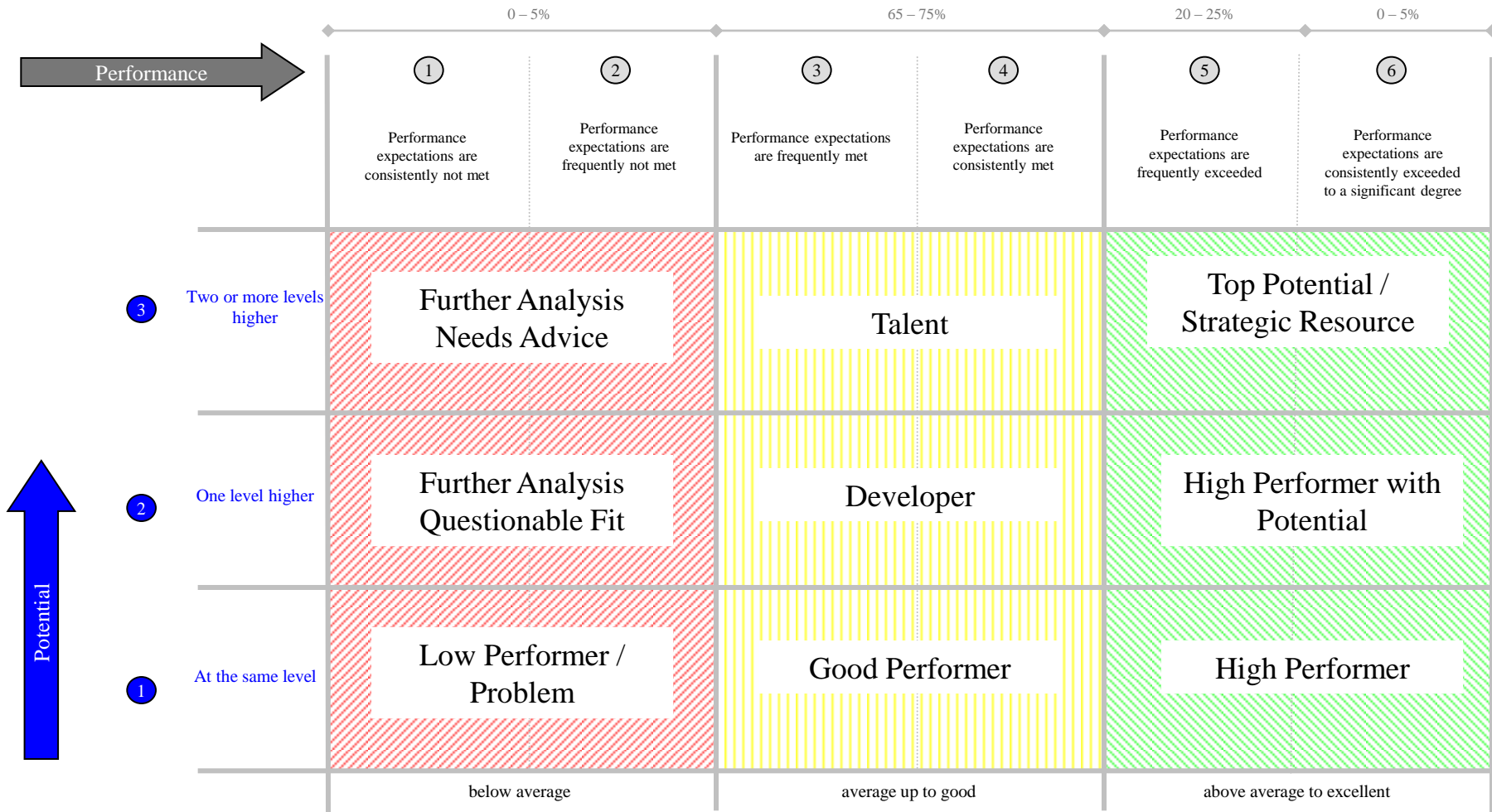
- 1.....People / Culture
- 2.....Technical
- 3.....Leadership
- 4.....Business

Competencies Radar OBAMA, Barack



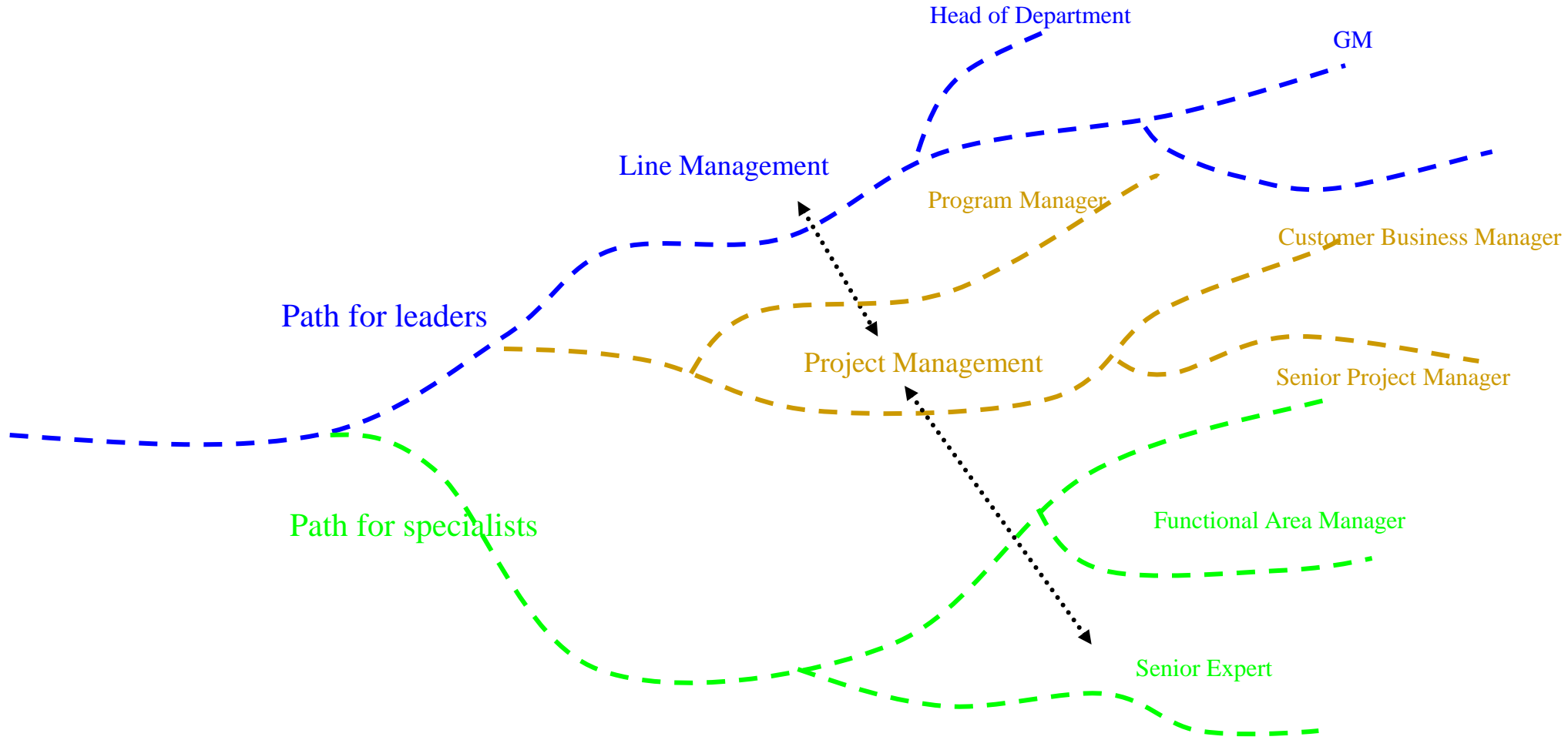


Nine Box





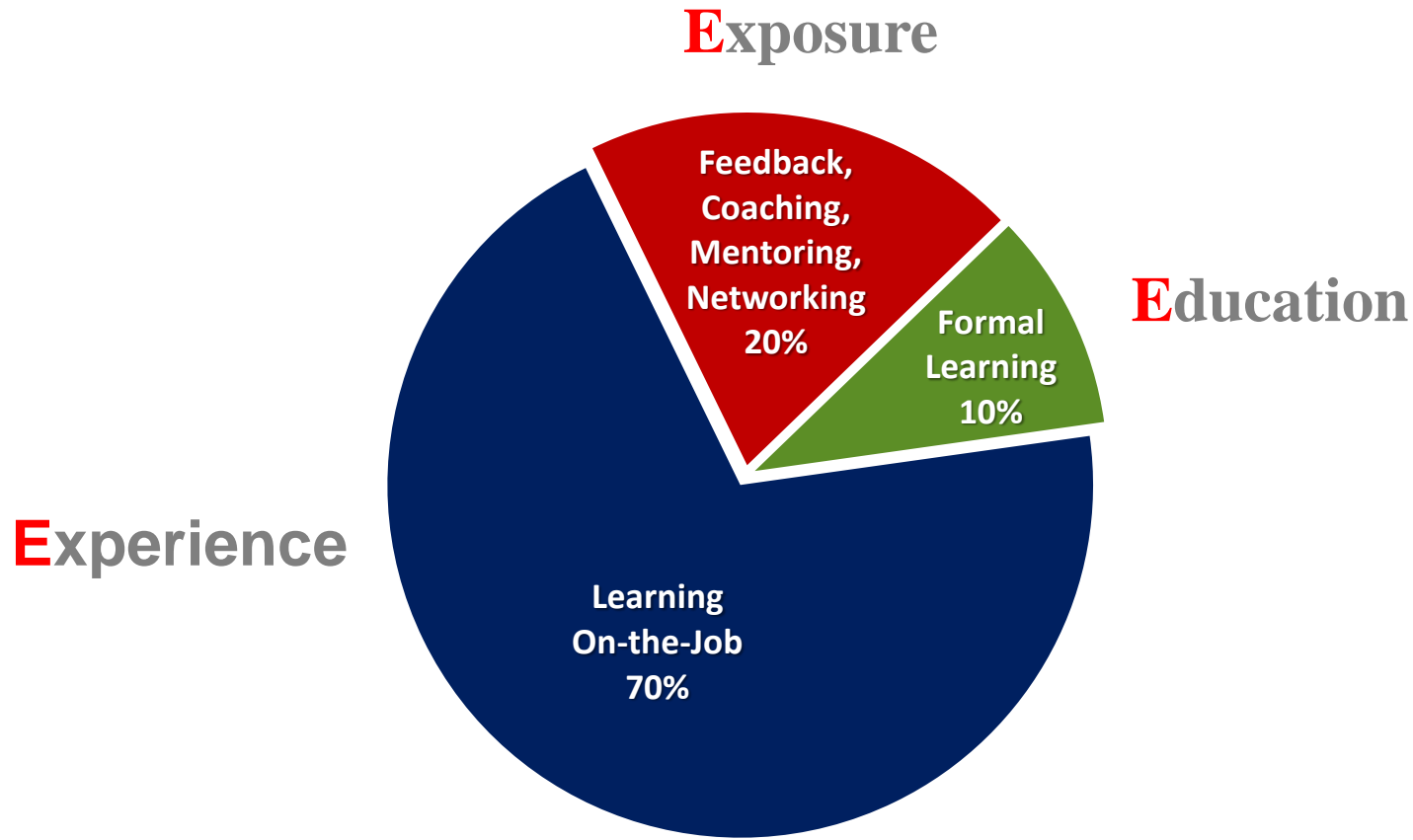
Career Paths



The 3 E-Model



Best Practice: 70-20-10 rule



Senior Leadership Program Concept



70
%

On-the-Job Activities

1. On-the-Job
The best development strategy: assign challenging "On-the-Job" tasks

Projects Assignments

20
%

Coaching & Mentoring

2. Coaching & Mentoring
Utilizing Experts & the experience of Senior Leaders

Coaching Mentoring

Off-the-Job Activities

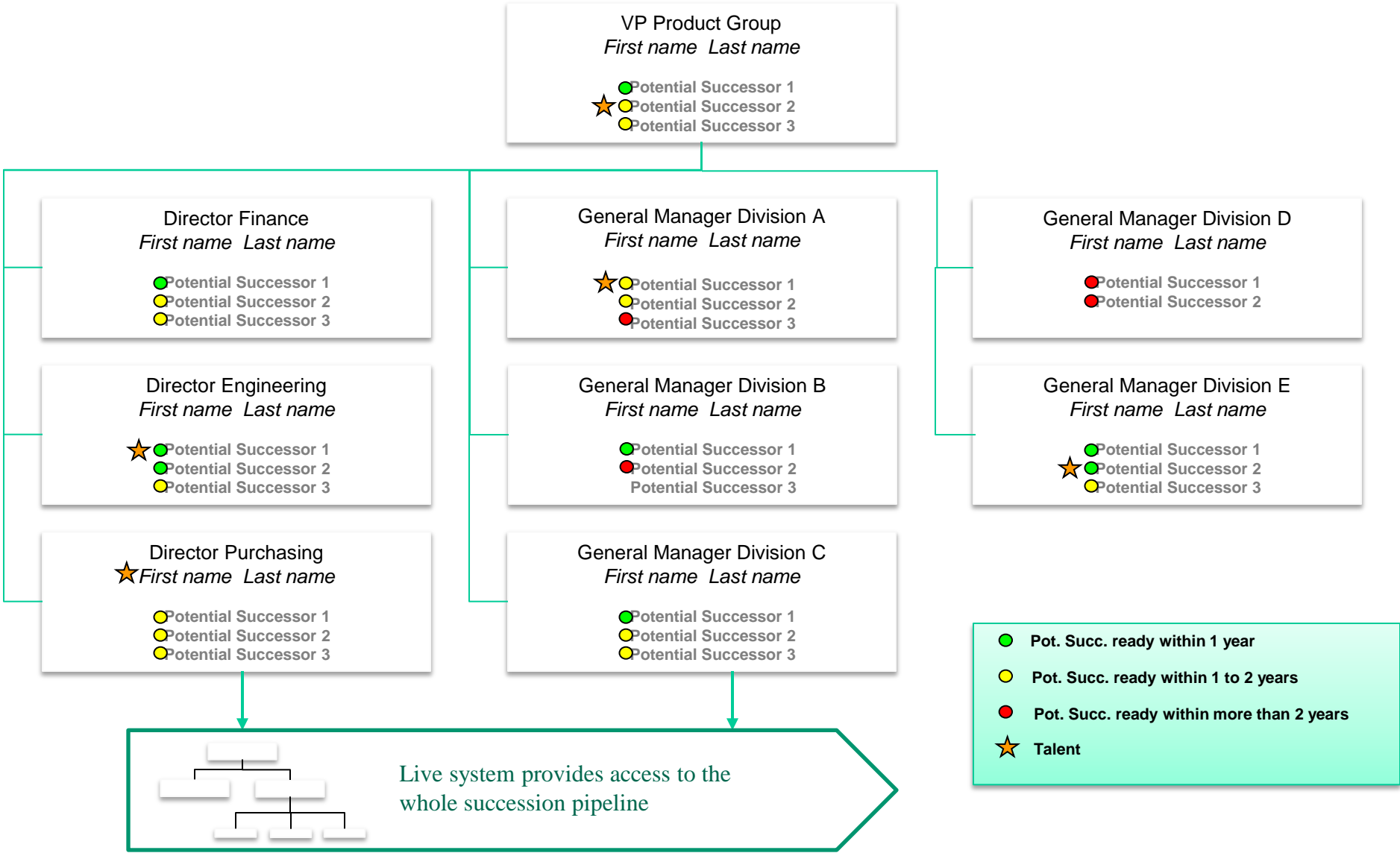
3. Open Course Programs
First class training for Senior Leaders and Executives

10
%

Senior Management (AGM+)

Internal Talent Management  Maximize Internal Job Fills

Successor Chart



How can we develop our employees

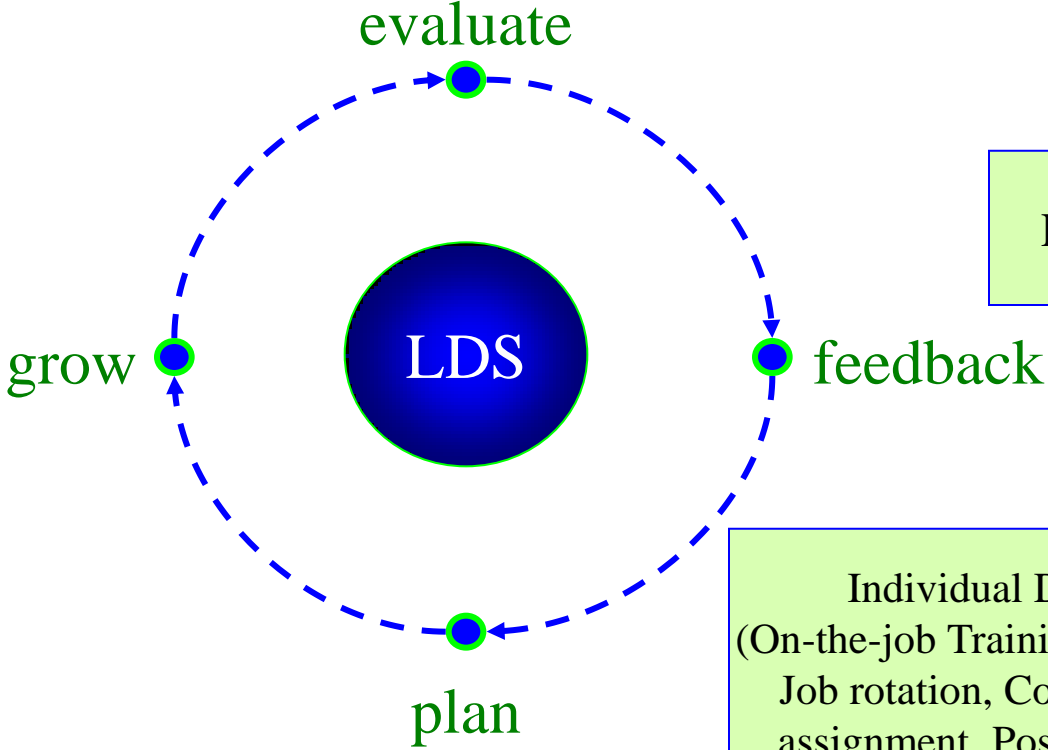


Competencies & behavior
Performance
Potential
Mobility

Challenge
Support
Monitor
Ongoing Feedback
Coach
Mentor

Feedback Session

Individual Development Plan
(On-the-job Training, Classroom Training,
Job rotation, Coaching, International
assignment, Postgraduate studies, ...)





The logo for MAGNA, featuring a stylized 'M' symbol with a red dot above it, followed by the word 'MAGNA' in a bold, grey, sans-serif font.

