

Personnel:

E/D/E – an attractive employer brand



Growth requires excellence: the employees at E/D/E are shaping the industrial B2B sector of the future with a great deal of creativity and commitment.



The world of work is undergoing fundamental change. However, one thing remains unchanged: the human factor is indispensable for long-term business success. This is why the E/D/E pro-actively focuses on employee retention, team spirit and daily interaction.

Meaningful tasks

In 2024, E/D/E continued to meet the diverse challenges in personnel management with pragmatic and flexible approaches. To cope with increased personnel costs without jeopardising employee satisfaction and loyalty, E/D/E continued to focus on employee development, more efficient processes and automation. This serves, in particular, to relieve employees of repetitive tasks and promote the development of meaningful tasks.

New ways to attract employees

The shortage of skilled workers and the general labour shortage affects almost all areas of the Group. Innovative solutions are, therefore, needed to attract and retain qualified employees. This is achieved by way of a combination of appealing employer branding, particularly across social media, competitive remuneration and comprehensive further education programmes.

Today, a strong online presence and a positive employer brand are crucial for attracting and retaining talented specialists and employees. In this context, the innovative, AI-supported recruiting platform has proven its worth in reducing application hurdles and optimising the selection process.

Continual further education and qualification

Further education is a key to employee retention and development. The modern learning management platform makes it possible to offer customised and low-threshold learning programmes both for the company's own employees and for member companies. This promotes continual learning and adaptation to changing market requirements.

Among other things, E/D/E launched a new programme in 2024 for managers, who can receive individual advice in a change consultation. It also offers individual learning consultations for employees. In the Collaboration Hub, managers can familiarise themselves with various workshop formats or book a moderation session. The Lego Serious Play® format has been particularly well received.

Automating processes

The continued automation of HR processes is contributing to greater efficiency across the entire organisation, and reduces administrative burdens not only for employees in the HR department. Use of modern technologies has enabled further routine tasks to be automated and complex processes to be simplified. This creates time for substantive work with managers and employees.

These focal points will also characterise the current year in HR management. E/D/E wants to further sharpen its profile as an attractive employer brand to successfully retain employees and to make a convincing case in the recruitment area. Continual further education remains the key to operating with the usual high level of performance vis-à-vis members, suppliers and cooperation partners.

E/D/E AKADEMIE: From knowledge transfer to a solution-oriented approach

Targeted, project-related further education

Numerous companies in the industrial B2B sector are using the current economically challenging times to step up their further education activities. Instead of standardised training courses, there is an increasing demand for company-specific, individually tailored measures. This focusses on the desire to work together with colleagues on specific, practical solutions. The boundary between further education and project work is often blurred. The E/D/E AKADEMIE team of experts can meet these high-level requirements with a deep understanding of the market and customers and with the involvement of E/D/E Member Management.

The open E/D/E AKADEMIE portfolio with a wide range of entertaining, low-threshold formats once again proved its worth. In conjunction with training, activities in this area remained at the previous year's level in 2024, while in-house measures increased significantly.

Advisory services are to be expanded

For the current year, the trends described in the area of vocational training and further education are expected to continue. To meet the increasing demand for individualised measures, the E/D/E AKADEMIE will significantly expand its advisory services and further strengthen its own team. Numerous companies that have not yet systematically dealt with the qualification of their employees are increasingly recognising the significant added value associated with this: it is no longer just about building up the knowledge of the individual, but about developing joint solutions.



A positive working environment promotes inspiration and contributes significantly to the success of E/D/E.