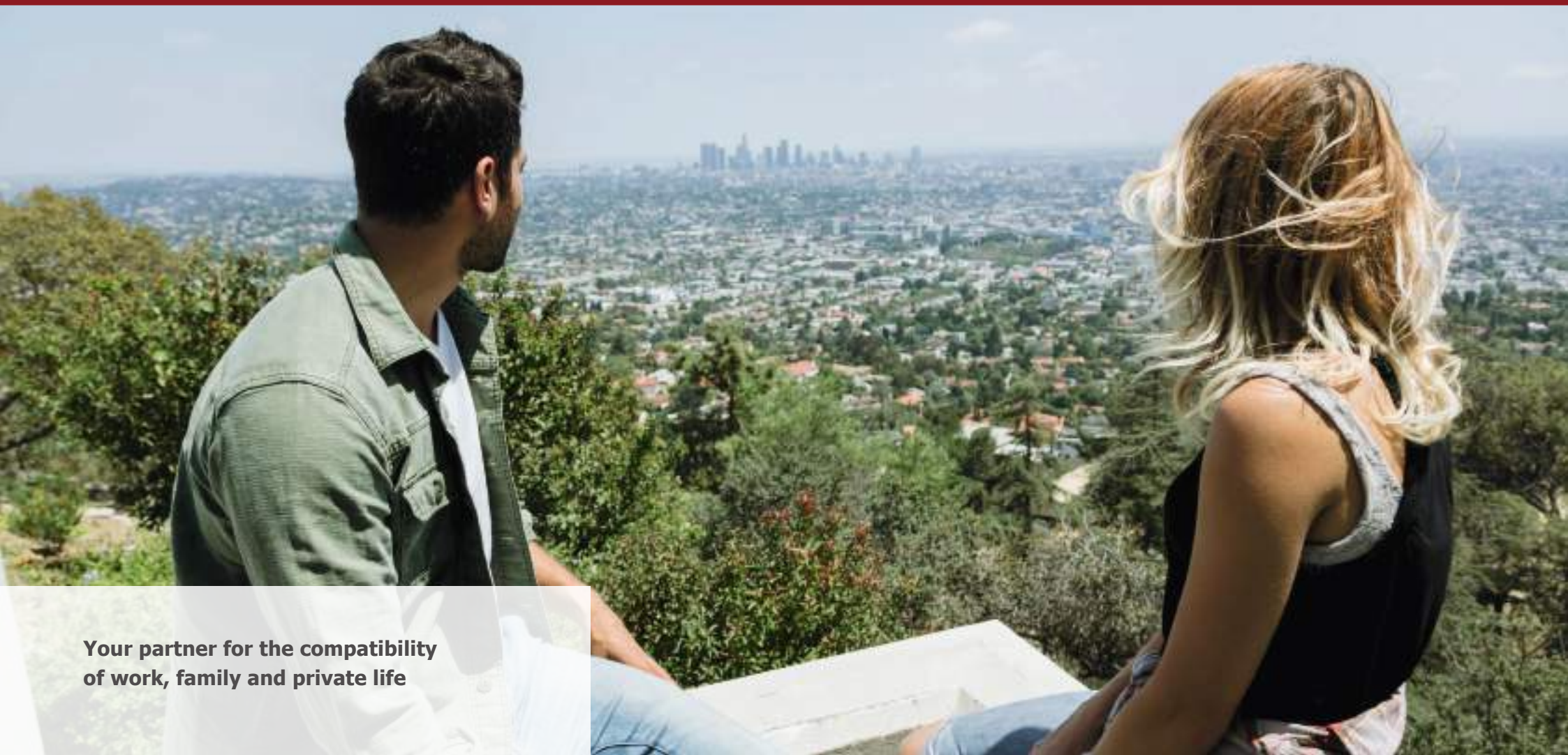


Shaping Sustainable HR Policy



Your partner for the compatibility
of work, family and private life



Greeting

Oliver Schmitz, Managing Director of berufundfamilie Service GmbH

Dear reader,

"The way is the goal," Confucius once stated. This also applies to a sustainable compatibility of work, family and private life – one of the biggest personnel policy tasks at the moment and one of the most urgent. An altering understanding of values combined with an increasing shortage of skilled workers as well as a work environment with high change dynamics are at length posing new challenges for employers.

The berufundfamilie Service GmbH, which emerged from an initiative of the Non-Profit Hertie Foundation, uses the unique strategic management tool audit berufundfamilie respectively audit

familiengerechte hochschule to be a reliable partner while supporting the sustainability of organizations. Furthermore we offer specific training formats and consulting in our topic fields.

Join us on the path of designing your family- and life-phase-conscious personnel policy. Learn about us, our philosophy and 'our know-how for you' on the following pages.

With 'compatible' regards,

Oliver Schmitz



Bundesministerium
für Familie, Senioren, Frauen
und Jugend



Lisa Paus, Federal Minister of Family Affairs, Senior Citizens, Women and Youth, MP,
patron for the audit berufundfamilie/ audit familiengerechte hochschule

Without employers who actively support their employees, the compatibility of family and work cannot be accomplished. By means of the audit berufundfamilie the companies send the clear message to their employees that they have committed themselves to enabling a systematically and sustainable family-conscious world of work respectively family-friendly study conditions.

Here I would like to see many more companies that meet their responsibility and let family friendliness become a natural part of their corporate culture.

The Situation

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Statistisches Bundesamt, Hochschulen: Frauenanteile nach akademischer Laufbahn, 2021, <https://www.destatis.de/DE/Themen/Gesellschaft-Umwelt/Bildung-Forschung-Kultur/Hochschulen/Tabellen/frauenanteile-akademischelaufbahn.html>



49.7 %

of companies in Germany complain about a shortage of skilled workers

30 %30

of the people currently available on the German labor market will retire by 2036

4.96 mill.

people in Germany are in need of care – by 2030 probably 5.75 million and by 2050 7.25 million

85 %

of employees wish to organize their working hours flexibly and 60 % of employees under the age of 40 would like to work from home a few days a week

48 %

of fathers are seeking a partnership-based division of tasks with regard to work and family

73 %

of representatives of Generation Z expect family awareness from their employer

52.4 %

of first-year students in Germany are female

Living Individualized Personell Policy

Living Employer Attractiveness

Emergency care for the child, flexible home office hours, support in the search for a nursing place for a relative, part-time offer in leadership...

Individual situations and individual lifestyles require individual solutions. Employees are increasingly asking for more tailor-made solutions for their compatibility of work, family and private life.

Negotiation processes become the key to a future-oriented personnel policy. This is the basis of our philosophy – the compatibility triologie: work together with us to develop and implement ways and instruments for successful negotiation of compatibility issues – focussing on the employee's tasks and company requirements, tailored to the employee's personal interests and matched with the needs of the team.

ACTIVITY/TASK



**NEGOTIATION
PROCESS**



INDIVIDUAL



TEAM

Compatibility Trialogue

The philosophy of berufundfamilie Service GmbH

Strengthen yourself in dealing with issues of the compatibility of work, family and private life. Manage the growing field of tension of operational, personal and team concerns with the help of our consulting services.

www.berufundfamilie.de/vereinbarkeits-trialog



https://www.youtube.com/watch?v=Xklib8FT_LQ
Explanatory film (in German language): "Personel policy in times of individualization"



Attractive Employer **Benefitting from Potentials**

The audit goes back to an initiative of the Non-Profit Hertie Foundation. The Federal Minister of Family Affairs is the patron of the audit, that is recommended by the top associations of the German economy: BDA, BDI, DIHK and ZDH.



You and your employees benefit from a strategic family- and life-phase-conscious personnel policy respectively family-friendly research and study conditions.

A sustainable compatibility of work, family and private life provides you with answers to the shortage of skilled workers and the demographic development. You strengthen your employer attractiveness and support your employer branding.

www.berufundfamilie.de/arbeitgeber

The audit is the strategic management tool for tailor-made, profitable solutions for the compatibility of work, family and private-life. Design a strategic HR policy with the audit berufundfamilie..

audit berufundfamilie

is a rewarding investment in the compatibility of work, family and private life. Whether large corporations, medium-sized businesses or small businesses, whether services, administration or manufacturing companies - employers of all sizes and industries win with the audit.

audit familiengerechte hochschule

is an instrument for the implementation and further development of family-friendly working and study conditions. Universities are also supported in shaping their statutory framework tasks and their social responsibility.

HR Managers

Shaping Sustainable HR Policy

The audit is doing a lot

We take you by the hand. With the audit, we pick up the compatibility potential in your company, show you how to reach your goal and stay at your side – also during the implementation phase. The procedure and the results are tailored to your company and your employees. You will get fit in questions of compatibility.

The audit is effective

Among the effects are the increased identification, motivation and satisfaction of the employees, the retention of skilled workers and an improved applicants' quality.

The audit is structuring

The temporal structure of the audit leads to success. This is how we proceed:

- ▼ preparatory meeting
- ▼ status quo survey
- ▼ strategy workshop
- ▼ basic check*
- ▼ auditing workshop
- ▼ management talk*
- ▼ objective agreement
- ▶ **issuing certificate**

* depending on the number of employees and students

Auditing process – detailed and needs-based

Multilevel method and stringent process that adapts to the level of development of the organization. After the first audit, there will be two re-audits every three years. This is followed by the dialogue process.

Learning organization in the audit

Aim of the audit: A growing self-control of the topic compatibility of work, family and private life by the organization. In short, the organization grows with the audit. And: the audit adapts to the organization.

The audit is awarding

The successful audit will be rewarded with the certificate – the quality seal with a three-year validity. After a successful dialogue process, the certificate with distinction is awarded – as special recognition for long-term sustainable reconciliation policy.

You are the key factor in the further development and implementation of a family- and life-phase-conscious personnel policy.

You need a reliable and future-oriented instrument for the successful strategic alignment of the HR work and its further development.

www.berufundfamilie.de/personalverantwortliche



<https://www.youtube.com/watch?v=XaiZvR7gzCU>
Explanatory film (in English language): "The audit berufundfamilie"



Employees

berufundfamilie – A Trademark for A Better Quality of Life





A family- and life-phase-conscious work environment offers relief of strain and supports you.

With measures for the compatibility of work, family and private life, you master the difficult balancing act. You gain time for family and friends as well as for social engagement while getting opportunities for flexible career planning.

www.berufundfamilie.de/arbeitnehmende

The audit brings about more

It creates a change in corporate culture towards a positive working atmosphere, open communication and frankness regarding the personal concerns of the staff.

The audit is picking up

The substantive structure of the audit: active in eight fields of action that reflect the core areas of a strategic HR policy.

working conditions	anchoring	accompanying measures
1 working time/ research and study time	4 information & communications	7 financial benefits resp. student financing
2 work organization/ research and study organization	5 leadership/ management	8 services
3 work location/ research and study location	6 human resources development and scientific qualification	

Public Relations

Professional and Practical





Attract attention and increase your visibility.

Enhance your reputation as an attractive employer to employees, potential employees and the general public.

www.berufundfamilie.de/presse

The awarding of the certificate

The annual certificate ceremony (designed as a certificate online event during the Corona pandemics) is your high-profile platform. The event is present in the media and offers you the highlight for your internal and external communications. Eye-catching due to the participation of the Federal Ministry for Family Affairs.

Our support for your communication

Participate in the discourse on the compatibility of work, family and private life. With our information and materials, we support the internal as well as the external communications of certified companies, institutions and universities.

Our channels:



Media relations

press releases and exclusive reporting in print, radio, tv and online media



Direct communications

newsletter, mailings



Web und Social Media

website, blog, podcast, twitter, xing, linkedin, YouTube

Benefit from our knowledge management

Studies, surveys, publications, tools, etc.

Consulting

Consulting for Analysis and Implementation in HR and Organizational Development



www.berufundfamilie.de/consulting

Analysis and consulting

Counseling as a practical and individual support – purposefully and effectively designing measures to promote the compatibility and to increase the employer attractiveness!

Tri-Check

The Tri-Check is a comprehensive and tailor-made consulting service for solution-oriented handling of individual compatibility issues. The Tri-Check consists of the procedural guideline for executives and checklists on individual topics that help manage negotiation processes.

Employee survey

Job satisfaction analysis – strategic information for management. Important insight: how your employees evaluate the company offers for the compatibility of work, family and private life, what their wishes are and how they assess the leadership culture and encouragement of employees.

berufundfamilie Akademie

Training for Specialists and Executives



www.berufundfamilie.de/akademie

Seminars

Modern leadership and expertise. Learn "to think compatibility beyond".

Inhouse

From negotiation processes to time management. Always needs-oriented and tailor-made.

Network meetings

Exchange experiences, collect ideas. Exclusively and free of charge for our audit network.

Online – digital training

Online trainings for small groups, webinars as compact knowledge units and the remote café with keynote speeches.

berufundfamilie Service GmbH

Your Team of Experts for the Compatibility of Work, Family and Private Life



berufundfamilie Service GmbH successfully accompanies companies, institutions and universities in the implementation of a sustainable family- and life-phase-conscious personnel policy and the design of family-friendly research and study conditions.

Benefitting from experience and knowledge



- Established for almost 25 years
- About 1,900 audited organizations – companies, institutions and universities
- Benefits for currently about 2 million employees and 1.4 million students
- Established employer network
- On the spot everywhere in Germany with experts
- With Europe-wide rights for the audit via partners also represented in Austria and northern Italy. Conducting audits in other European countries
- Tailor-made solutions for small businesses, medium-sized and large employers
- Individual solutions for manufacturing and service companies, public service, universities and research





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#personalbewusst