Shaping Sustainable HR Policy
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 familienge-}

rechte 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
Those who want full employment must ensure the compatibility of family and work. A family-friendly corporate culture helps to recruit and retain professionals. For parents, it is about being in the job as personalities with responsibility for children, or for nursing relatives to be perceived and taken seriously. The transparent auditing process of the berufundfamilie Service GmbH accompanies the commitment for a family-conscious work environment in the company and makes family friendliness visible to both employers and employees.

Strong companies need strong families. Let us together use the possibilities for a better compatibility of family and work. Thus we are making Germany noticeably stronger.
The Situation
3 mill. skilled workers will be missing by 2030

2.9 mill. are in need of care – by 2030 it will be 3.4 million

20 mill. will be lost to the job market by 2029

79 % of the fathers would like to spend more time with the family

50.6 % of first-year students are female

70 % of the students consider their own family more important than the dream job

*data for Germany
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.
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=Xkilib8FT_LQ
Explanatory film (in German language): "Personel policy in times of individualization"
The audit goes back to an initiative of the Non-Profit Hertie Foundation. It is recommended by the top associations of the German economy: BDA, BDI, DIHK and ZDH.
Design a strategic HR policy with the audit berufundfamilie.

The audit is the strategic management tool for tailor-made, profitable solutions for the compatibility of work, family and private life.

**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.

You and your employees benefit from a strategic family- and life-phase-conscious personnel policy.

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](http://www.berufundfamilie.de/arbeitgeber)

https://www.youtube.com/watch?v=hNqXXuDw43Q

Short film (in German language): “The audit - a moving instrument in moving pictures”
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 gives structure
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. With a successful dialogue process, the certificate acquires a lasting character.
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/arbeitnehmer

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The audit brings about more

It creates a change in corporate culture towards a positive working atmosphere, open communication and openness 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.
The awarding of the certificate

The once a year award ceremony is your publicity platform. The event is present in over 1,000 media and offers you the highlight for your internal and external communication. Crowd-pulling by participation of the German Federal Ministry of Family Affairs.

Our support for your communication

Participate in the discourse on the compatibility of work, family and private life. With our communication measures, we support the public relations work of certified companies, institutions and universities. Our channels are:

**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

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**Media relations**
press releases and exclusive reporting in print, radio, TVF and online media

**Web and social media**
website, blog, podcast, twitter, xing, linkedin, google+, YouTube

**Direct communications**
newsletter, mailings
Consulting
Consulting for Analysis and Implementation in HR and Organizational Development

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

Seminars
Learning from professionals – accepting challenges
Making changes with our workshops for specialists and executives

Inhouse
Training – needs-based and tailor-made
Workshops, leadership trainings and professional impulses tailored to the point

Expert forums
Benefitting from expertise – shaping the future
Impulses from science and practice for future compatibility

Network meetings
Learning from each other – from practice to practice
Knowledge exchange exclusively for our certificate holders
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.
Benefit from experience and knowledge

- Successful for 20 years
- More than 1,700 audited employers
- Benefits for currently about 2 million employees and 1.4 million students
- Established employer network
- On the spot everywhere in Germany with experts
- Represented by partners also in Austria and Northern Italy
- Tailor-made solutions for small businesses, medium-sized and large employers
- Individual solutions for manufacturing and service companies, public service, universities and research