

# SIEMENS

## CHALLENGE

As one of the largest technology companies, Siemens relies on a continuous supply of the brightest talent coming out of specifically-selected universities. To prime and tap this pipeline, they needed a unified global standard to manage their university relations approach.

## APPROACH

Siemens' approach starts with identifying key universities to partner with, based on combined R&D and talent acquisition goals. They now work with more than 300 partner universities worldwide. At each university an individual HR engagement plan is in place, fulfilling four objectives:



### EMPLOYER BRANDING

Position Siemens as an employer of choice



### TALENT PIPELINING

Build a pipeline for future recruiting



### RECRUITING

Hire the right people at the right time



### TRAINING & DEVELOPMENT

Exchange scientific and practical knowledge for mutual benefit

## EXAMPLES



### AWARDS & COMPETITIONS

#### Siemens Idea Competitions

Student teams at selected universities compete within a short time frame in a Siemens-related case competition and present their ideas to high level managers.

### COLLABORATION

#### PROGRAMS Innovation Think Tank

Young Student Innovator Fellowships of 3 to 6 months aim to generate new product ideas.

**1800+**

students and researchers engaged from 25 countries



**75%**

of project continued within business

### EVENTS Siemens Campus Roadshow

A chance for students to meet and engage with Siemens' employees on campus.

A single roadshow in Germany generated

**2158** interviews