



rebequa[®]
fit for
demographics

Demography-Management for companies

«The demographic change as a
chance for entrepreneurs»

Why should companies become fit for demographics?

- preventing weaknesses in productivity by old-age
- remaining competitive in competition with potential young fit for work
- avoiding a possible skilled worker's shortage
- receiving innovation ability of the employees
- serving market of Silver-Ager
- meeting the financial crisis
- saving expert knowledge from leaving employees

Satisfied with demographic council:
Dr. Sven Hering, Metoba GmbH,
North Rhine-Westphalia





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Definition company demography management (staff management consciousness of demography)

« Company demography management means a company management which leads for all employees to healthy and learning-supporting terms of employment to be motivated and employees introduce her individual abilities constructively in the company.

All people involved remain attractive with it and protect her competitiveness and innovation ability.»

Carsten Baye, Demography Expert




Deficit model and differentiation model

Change of perspective

deficit model	→	differentiation model
Till the 1960's		Since the 1960's
Unilaterally negative approach of the ageing and age		Differentiated perception of the age and ageing
Age and ageing = Reduction and expiration qualification and performance		Change of abilities at the age, partly decreasing, solidly remaining, increasingly
If acceptance concerns all age developments of all people, i.e.: all people grow old in the same manner		Other differentiation: <ul style="list-style-type: none"> • differences between the individuals (everybody grows old at another time) • differences in the ageing processes of different organs • differentiated assessment of the efficiency of old people

Examples of abilities and qualities, as the age ...

... increases:	... stays the same:	... decreases:
<ul style="list-style-type: none"> • to estimate own borders realistically • assessment legal estate sense of duty • exactness • experience of life and occupational experience • knowledge specific for company • reliability • calmness 	<ul style="list-style-type: none"> • Admission of information • information processing • linguistic skill and capability of expression the retentivity in the long time memory • the treatment of linguistic-engaged and knowledge-engaged assignments 	<ul style="list-style-type: none"> • Muscle strength and muscular strength quickness of the movements • the retentivity in the short-term memory • robustness with high physical and psychic long-term charges longterm attention



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Company consultation topics



Sensitisation & age structure analysis

TODAY: Comprehensive view of the employees after age, function, qualification(skill) and gender(sex), etc.

Action demand becomes visibler

Review of present staff strategies becomes possible

gradual optimisation of the everyday(daily) staff work

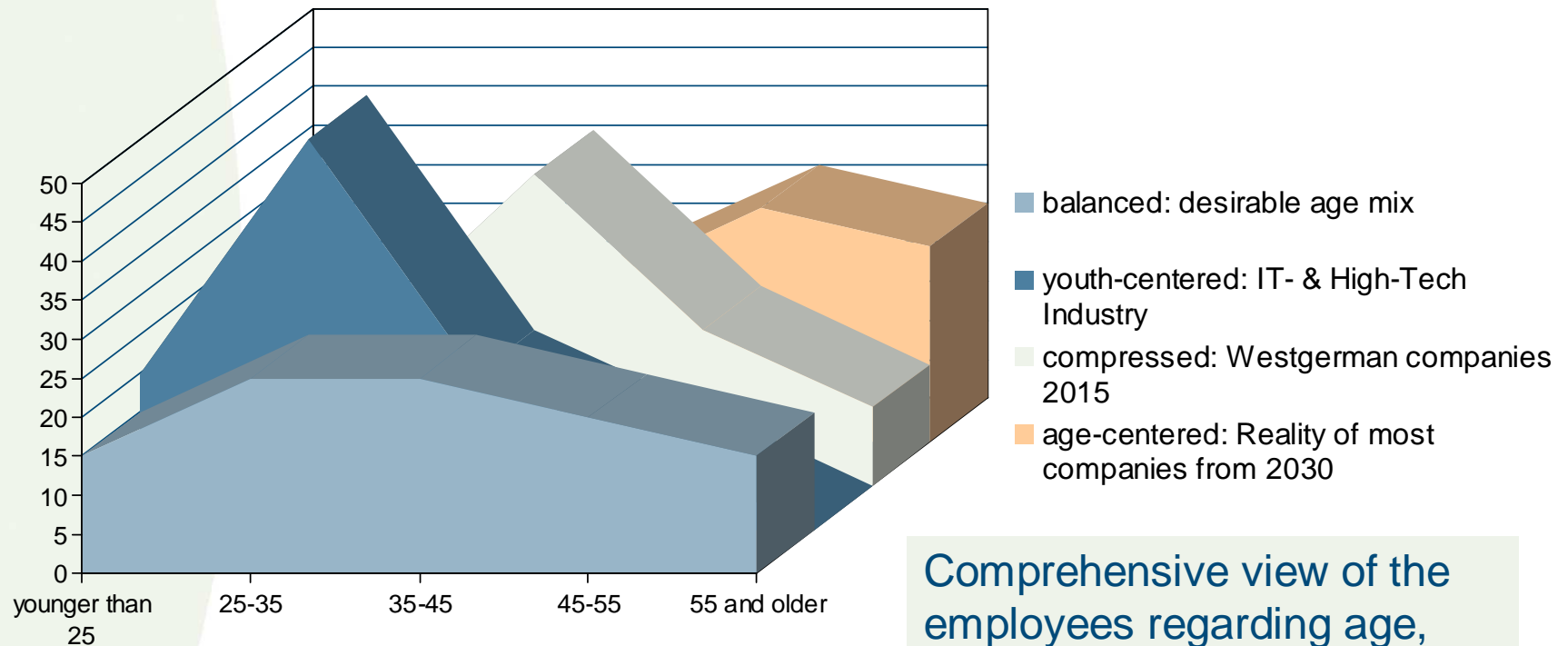
FUTURE: a well-balanced, sustainable age structure in the staff



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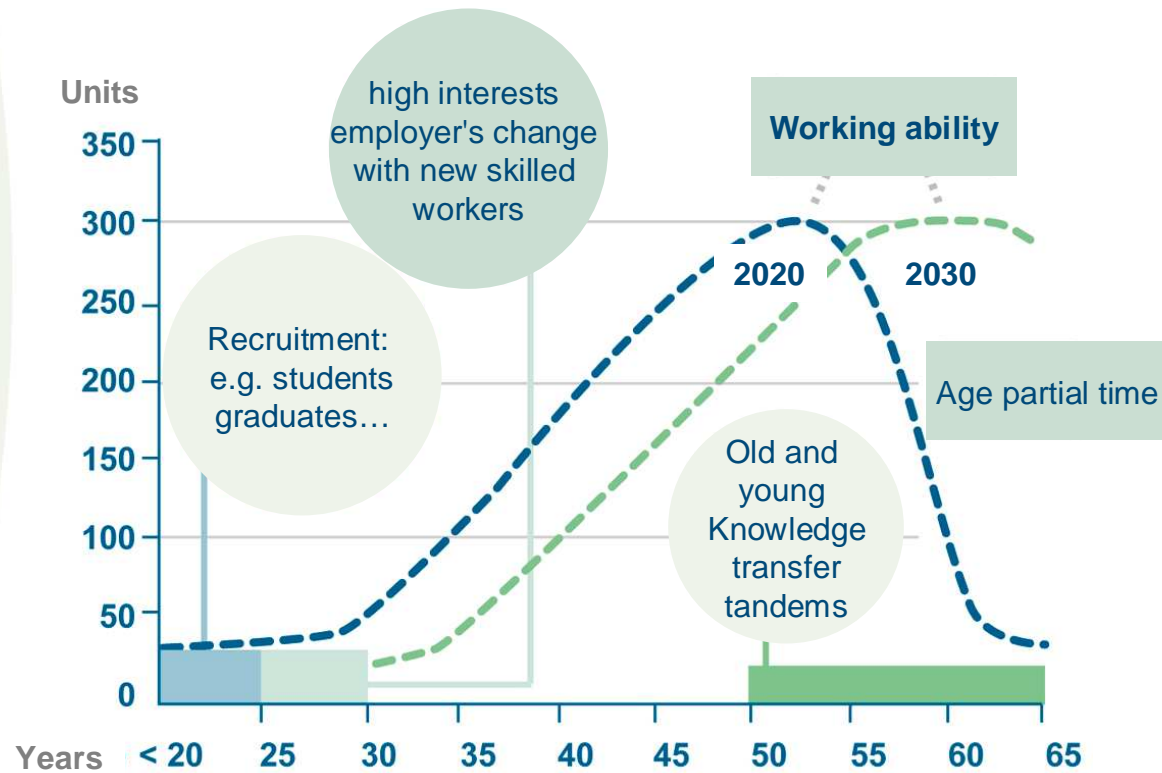
Exemplary age structure in companies



Comprehensive view of the employees regarding age, function, qualification (skill) and gender (sex).



Age structure analysis with staff-political risks – principle representation





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Guidance and company culture – challenges and solution attempts

- Responsible and independent work of the employees
- strengths strengthen – weaknesses (faintness) weaken
- employee neither less nor demand too much of
- **flow of information**
- clear leadership principles themselves make regular employee's talks
- realistic and unprejudiced (impartial) appraisal (evaluation) of the efficiency (potential) (...) prelive introduction on esteem cultures individual employee's guidance



Foto: Movit Training und Coaching

Staff recruitment – challenges and solution attempts

- find qualified younger generation
- find suitable specialist staff
- «fight for heads» win
- on time personnel requirement to level
- companies as an attractive employer position «brand identity»
- staff connection instruments
- education cooperations to speed up
- wide ranging recruit (inside, external across beginners, etc.)
- introduce career workshop on any level



Bild: <http://www.bauwesen.de/IMG/060315-Lehrling-Meister.jpg>

Company health management – challenges and solution attempts

- Rise of the presence rate
- preservation of the working ability
- industrial safety and health protection
- performance-changed employees
- protection of experience knowledge to pension entry age
- rise of motivation and commitment
(«without pains works the way up it lighter»)
- improvement of the productiveness
- sports offers conscious of demography
- individual address for offers



Foto: healthatwork

Working hours, working organisation and labour organisation - challenges and solution attempts

- Working hours decorate more individually
- family-conditional challenges notice
- pressure of time more slightly
- keeps self-organisation
- expiries on avoidable charges put outside check
- lighting, type-sizes, seats adapt
- workplaces attractively and healthy decorate
- application according to the competence



Foto: Fonds Gesundes Österreich

Personel development and knowledge transfer – challenges and solution attempts

- make know how from older employee usable
- long-term personnel planning
- continuing education for older employees
- adequate workplaces also for «performance changed» employees
- subject adjustment stronger on general knowledge steer (IT, business management, customer contact etc.)
- knowledge transfer organise (e.g., tandem)
- concept of the lifelong learning



Foto: Gettyimages



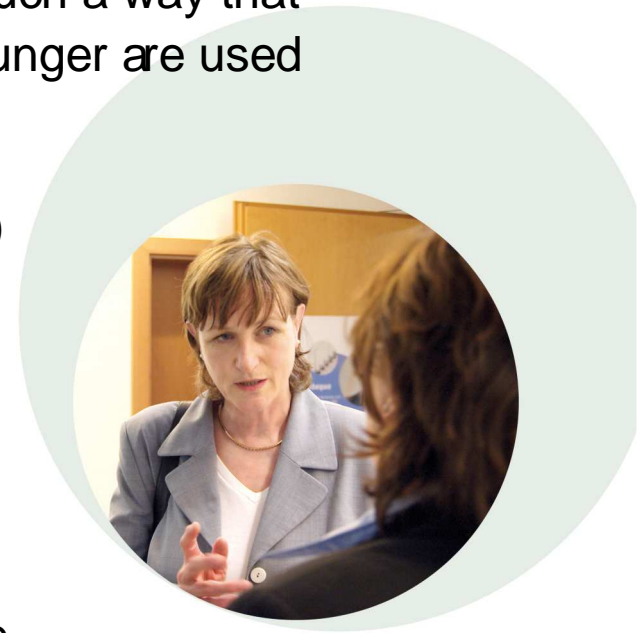
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Demography-Management for companies – what can companies do?

- recruitment up to now not yet of enough opened personal teams (as for example women and old people)
- creation of the work and the working hours in such a way that strengths of old people, «middle ages» and younger are used
- Age based guidance and company culture
- Employer's attraction raise (employer branding)
- systematic support of health at the work
- more and better continuing education in all age groups
- age advantages payment check
- long-term protection of the company knowledge





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Company consultation topics



The demography consultation

Demokick-off consultation

- Regional-economic forecast
- quick-check (analysis)
- Introduction of the personnell structure analysis
- Introduction of the spheres of activity and possible action approaches

Basic consultation

- Workplace analysis after age, gender and qualification
- Detailed age structure analysis and health reports
- Development and Initiierung of concrete strategies
- Conversion and coaching of the measures
- Mediation of contacts and more



Welcome to rebequa!

You are interested in becoming fit for demographics?

Dial the hotline +49 / 211 / 966 16 83 or write us an e-Mail.

We're looking forward hearing from you!

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