



## The red frog is an "Attractive Employer"

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Werner & Mertz is one of eight Rhineland-Palatinate companies awarded the title of "Attractive Employer" by Minister for Economic Affairs Eveline Lemke. The project is embedded in the ministry's skilled workforce strategy, which contains more than 200 separate measures aimed at networking all players in the region and making the entire area attractive to scarce specialized employees. The eight prize winners, who put greater focus on employees' needs and passionately pursue successful personnel policy, are meant to serve as "lighthouses" to inspire other companies in the region.

### **A discerning leadership style and respectful corporate culture**

The Mainz-based manufacturer of the trusted Frosch and Erdal brands impressed the jurors with its respectful corporate culture, the perceptive leadership style tailored to employee and situation, fair compensation in line with the market, measures that promote good health, long-term career models, flexible working times and, not least of all, a sustainable health management policy. "It is important to us not only to offer sustainable products but also to require and encourage our employees to maintain their good health and mental powers until retirement age and beyond," said Stephanie Gabler, Head of Corporate Human Resources at Werner & Mertz, during a discussion with ZDF moderator Ralf Szepanski.

### **Females make up one-third of staff**

Werner & Mertz now employs 943 men and women, 623 of whom work in Germany. The average age is 43 years and women make up about one-third of staff. In keeping with its sustainable personnel strategy, the company trains approximately 50 young people every year.



Rhineland-Palatinate Minister of Economic Affairs Eveline Lemke (third from left) and the prize winners. Photo: ISB Rheinland-Pfalz / Alexander Sell

Recruiting and retaining qualified staff members is a major challenge for Small and Medium-sized Enterprises (SMEs). Through the project known as "Life Phase-oriented Personnel Policy 3.0." the Rhineland-Palatinate Ministry for Economic Affairs wants to raise awareness of the lack of skilled workers, stimulate regional networking and point out potential solutions to the problem. "By supporting approaches that combine the employees' life phases with the requirements of their working lives, we can help SMEs to secure their long-term competitiveness," said Dr. Ulrich Link, board member of the Investitions- und Strukturbank Rheinland-Pfalz (ISB), which sees its core objective in strengthening SMEs in the region.

### Consideration of life phases in everyday working life



Swimming legend and consultant Dr. Michael Groß was the evening's keynote speaker. Photo: ISB Rheinland-Pfalz / Alexander Sell

"Structuring, organizing and informing are not enough to bring about meaningful change," said the three-time Olympics medalist and the evening's keynote speaker Dr. Michael Groß. The former competitive swimmer and today a business consultant specializing in Change



Management offered the following advice: "Managers and employees have to be convinced that the change is right before they truly change their ways." In her presentation, personnel expert Prof. Dr. Jutta Rump also provided good arguments for a strategic personnel policy: "When you do something good for your employees, you get double and triple the return." Employee benefits increase motivation and work productivity and reduce the number of sick days and the rate of staff turnover.

### All prize winners

Among the eight exemplary attractive employers in Rhineland-Palatinate besides Werner & Mertz are: IP Steuerungstechnik GmbH in Wallertheim (Region Rhinehessen), EM-Technik GmbH in Maxdorf, carpentry and roofing specialist Simon Dörr in Hochdorf-Assenheim (Palatinate region), Globus Handelshof in Zell on the Mosel, Krimmel Zahntechnik GmbH in Coblenz (Coblenz region), Nells Park Hotel in Trier and Zahnen Technik GmbH in Arzfeld (Trier region).

The companies were nominated for the prize by the Chamber of Industry and Commerce. An independent jury examined and validated the suggestions on the basis of specified award criteria. Minister Eveline Lemke presented the certificates to the prize winners.

### About the project

"Rhineland-Palatinate's attractive employers" is a component in the project "Strategy for the Future – Life Phase-oriented Personnel Policy" of the Rhineland-Palatinate Ministry for Economic Affairs, Climate Protection, Energy and Regional Planning. It was developed in accordance with scientific criteria provided by the Institut für Beschäftigung und Employability and has been supported by the ISB (Investitions- und Strukturbank) since 2012.

More on the subject at [www.lebensphasenorientierte-personalpolitik.de](http://www.lebensphasenorientierte-personalpolitik.de)

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