## SIEGENIA encourages young talent

# Product ideas from creative workshops discussed with the management

What does room comfort mean from the perspective of young people growing up? SIEGENIA invited 60 talented young people from all three corporate sites to attend creative workshops aimed at developing future-oriented solutions. 36 young employees came together for half a day of brainstorming at the Niederdielfen site. Two participants leapt into the final round with their proposals: Jonas Schöler, in his third year of training to be an Information Administrator, and Yannic Brombach, System Administrator in Application Technology.

Together with their colleagues from Hermeskeil and from KFV in Velbert, they presented their ideas to the management and selected specialist and executive staff of the SIEGENIA GROUP at the end of January – and found willing listeners in the process: subject to a successful validation of the implementation capability, management signalled a great interest in their fresh ideas. They were also rewarded with a premium voucher for their commitment and their promising approaches.

#### New approaches to holistic solutions

After the welcoming speech by Markus Bade, Head of the Division Strategic Business Field Development & Product Management, the participants kicked off with a lot of enthusiasm and commitment. They initially debated different usage requirements from the perspective of young people in order to address new ideas proceeding from the development. In the process, they followed the requirement to think holistically and to use as many benefits as possible in one single solution. They placed additional focus on the development of cross-generational ideas and a contribution towards more room comfort, which is always the focal point of the development of new products at SIEGENIA. They also took into account the requirements of fabricators, for example assembly-friendly product design.

Markus Bade showed that he was impressed by the new impulses: "The ideas workshop of the talented young people is a win-win situation for both sides: the established pattern of thinking by experienced colleagues has been supplemented by the lateral thinking of the newcomers. For our young talent, on the other hand, the opportunity of active contribution is extremely motivating. In this way, innovation and expertise can form a powerful combination."

#### Caption

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SIEGENIA invited talented young people from the company to attend creative workshops aimed at developing future-oriented solutions. Markus Bade (v. l.), Head of the Division Strategic Business Field Development & Product Management, honoured Marius Müller, Yannic Brombach, Timo von der Bei and Jonas Schöler for the best ideas.

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