

PHILIPS

sense and simplicity

**Education for life -
apprenticeship at Philips**

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Key data

- founded in 1946 by *Philips Austria* in Vienna (67 years)
- more than 2500 graduates
- ISO 9000 certified since 1996
- national award for apprentice training (Staatlicher Ausbildungsbetrieb)
- organized as a company (self-financing) since 2001
- education in the field of metalworking and electronics

Our mission ...

YOUNG PEOPLE with development and
implementation expertise

- apprentice training for *Philips Austria*
- apprentice training for **foreign companies**
- practical courses in collaboration with the **University of Applied Sciences**
- training programs for the Austrian employment service - especially for **young people** and **women**
- contract works (prototypes, small series, samples etc.)



Status quo analysis

Actual situation ...

- lack of highly qualified specialists
- decreasing reputation of apprenticeship
- strong trend towards scholastic training
- challenging demographic development:
 - year groups with a low birth rate
 - decreasing number of compulsory school graduates

Our goals

- **optimally trained specialists** with
 - high professional expertise
 - management competences (planning, organization, leadership etc.)
- **image promotion** of apprenticeship
- **trust** in the company
- attractive dual education system focusing on the **human being**



Implementation

PHASE 1: call for apprentices, their recruitment and selection

PHASE 2: providing our expertise

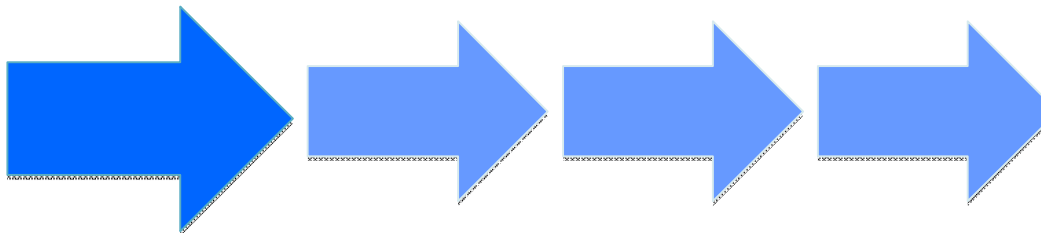
PHASE 3: support them in their personality development

PHASE 4: preparation for successful entry into working life

preparatory
work

3,5 years of training

final exam



- target groups: - pupils
 - adolescents
 - parents
- start with career information (all over the year)
- close contact to schools (exchange of apprentices and pupils)
- days of practical work experience: pupils can visit and collect first-hand experiences
- information on the internet
- interpersonal communication (recommendation by relatives, friends etc.)

Selection procedure

1. Written applications
2. Pre-selection (based on school grades, qualification, age etc.)
3. Invitation to aptitude test: 6 subparts
 - Mathematics
 - spatial visualization ability
 - general education
 - technical understanding
 - logics
 - German

Selection & acceptance

4. Results
 - + personal interview
 - rejection incl. feedback
5. 3-5 days time for reflection
6. working in our company
7. informative meeting with candidates and their parents = consultation:
 - cooperative collaboration
 - willingness to learn
 - motivation
 - punctuality
 - personal outfit/appearance (working clothes, piercings etc.)
 - mobile phones

Knowledge transfer for technical qualification

Basic knowledge is imparted in our training unit within the first 2 years. Additionally our apprentices attend the vocational school once a week (**dual education system**).

1st and 2nd year:

- generation of a good teaching and learning environment (based on trust)
- instructors require 50% psychological skills & 50% technical expertise
- handicraft skills + impartation of new techniques (CNC + CAD)



Knowledge transfer for technical qualification

3rd and 4th year:

- impartation of specialist know-how (*training on the job*) – future field of work
- practical knowledge is gained in the course of single or group projects
- supporting their quality thinking (customer – supplier)



We see the apprentice as a whole...

... and support them:

- in social and management competences (rhetoric courses by WKO)
- team spirit
- networked thinking
- communication & presentation skills
- independent working & time management
- ability to deal with conflicts and criticism (presentations with evaluation)
- talking about their strengths & weaknesses

We see the apprentice as a whole...

... and support them:

- **in their sociability** (greeting, shaking hands, eye contact, telephone etc.)
- **by conveying social values** (role-model function, open discussions)
- **in handling their own and the property of others** (machines, tools etc.)
- **in consumer behaviour**



Additional benefits

- First Aid courses
- additional teaching in English
- private lessons
- boni for good learning performance (cash prizes, spare time)
- recognition of their performance
- meeting with parents

Within 3rd and 4th year:

- production, tool making, construction, maintenance and service

After the skilled worker examination (*Facharbeiterprüfung*):

- further training and education

Master's certificate (Meisterprüfung)

Work master (Werkmeister)

University of applied Science (FH)

Secondary technical school (HTL)

Results

- highly qualified & competitive people
- recognition also outside the company
- participation at international apprentice competitions
- company loyalty
- various fields of work:
 - maintenance
 - service
 - prototyping
 - tool design
 - quality manager
 - department leader
 - instructors
 - University graduates
 - top manager
 - politicians

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