

Presenting trainee professions, attracting junior staff

The “Talent Company” school project provides a classroom where students can get to know occupational profiles and apprenticeship employers. b&m is on board.

Compared with the pre-Covid year 2019, the number of new apprenticeship contracts in 2022 has fallen by eight percent, reports the Federal Statistical Office of Germany. And the latest survey on apprenticeships by the German Chamber of Commerce and Industry (DIHK) reveals that in every second industrial company, apprenticeship positions remain unfilled – while a significant number of companies have not received a single application. At the same time, students feel they have too little information when it comes to the question: What happens after school?

A school project initiated by the Strahlmann Foundation as the sponsor aims to provide answers; baier & michels (b&m)

supports the initiative as a partner of the participating Georg-Christoph-Lichtenberg School (GCLS) in Ober-Ramstadt: The “Talent Company” is aimed at young people in grades seven to ten.

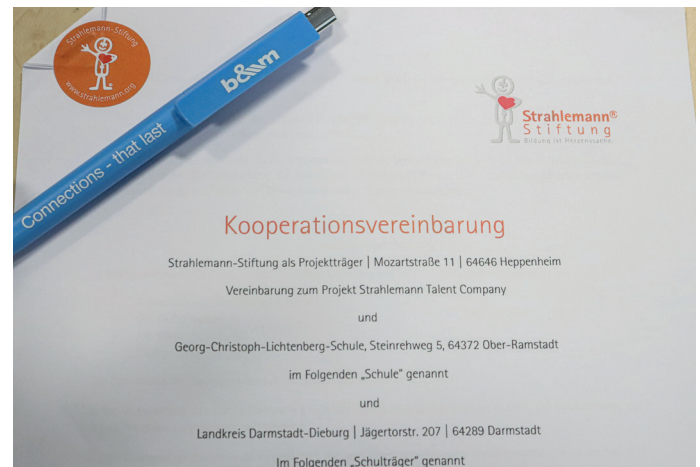
The focus is on a room created in schools and equipped with multimedia for workshops and seminars on career orientation. This allows students to get to know job profiles and apprenticeship employers from their region in person. “As a result, the path to a career becomes tangible and real – even while students are still at school,” says Monika Heinlein, who manages the project at GCLS. Julia Klinkenberg, Head of our Knowledge Transfer department, says about

b&m’s participation in the project: “As an apprenticeship employer in Ober-Ramstadt, we are continuously involved in the topic of career orientation as part of our social responsibility. At the same time, the Talent Company gives us the opportunity to get to know suitable trainees at an early stage and to expand our long-term partnership with the GCLS.”

The inauguration of the room, which is currently still being renovated, is planned for December 2023.



Announcing the cooperation agreement (from left): Mayor Tobias Silbereis, School Principal Sabine Gatzweiler, District Commissioner Lutz Köhler, Julia Klinkenberg (b&m), Andreas Hofer (Strahlmann), Lisa Schmidt (DAW).



Workplaces

are used for online research and application writing.



Lounge area

is suitable for a casual exchange between students and companies.



Seminar and workshop area

Whether company presentation or workshop: Career exploration is fun here.



Job Wall

Here local companies present themselves and their apprenticeship professions.

Talent Company at showcase model

