

Attracting talent, a new challenge for companies

Let's move on, if we have not already done so, from do you want to work with us? to do I want to work with you?

For the answer to that question to be positive, companies have to implement plans and actions that increase our Corporate Reputation. It seems evident that one of the keys will be to build your Employer Mark in the Communication environment. It is true, in our case, that the Brand Identity built over the years makes us go one step further in the perception that talent has of us.

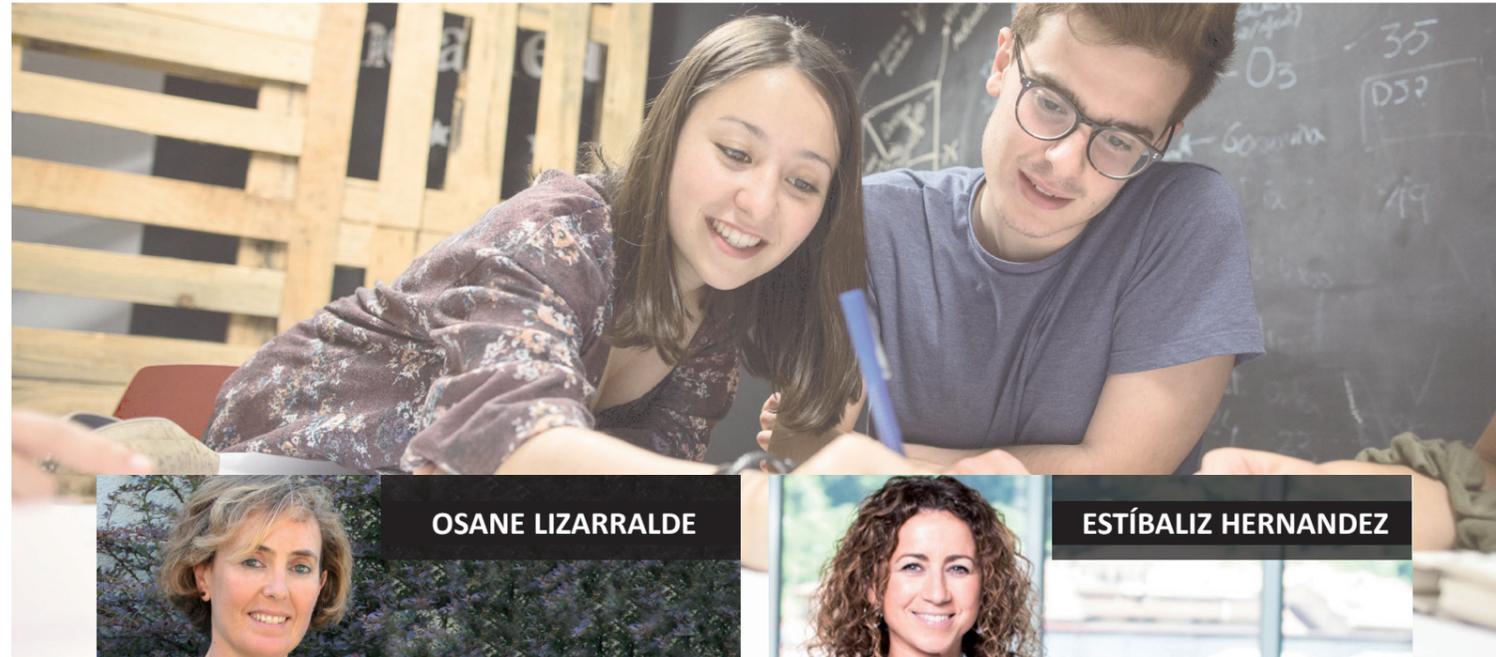
However, completely mastery of all phases and alignment of all the elements that affect this perception will make a difference and will make us a benchmark for talent.

To this end, we have met with different students and teachers at Enpresagintza and the Higher Polytechnic School of MONDRAGON Unibertsitatea to learn more about the situation of the new generations of young people who will be entering the labour market. The importance of dual training, new motivations, both professional and personal, or the characteristics of companies that attract them are just some of the keys that they have offered us.

Attracting Talent in the ULMA Group

When it comes to attracting and capturing talent, the ULMA Group is involved in a range of initiatives such as the BE BASQUE TALENT CONFERENCE held on 11 November in Munich.

Nearly 25 Basque organizations and around 130 highly qualified professionals who pursuing international careers in Germany participated in the conference.



OSANE LIZARRALDE

Coordinator of work experience on the Degrees in Computing and Telecommunications at Mondragon Unibertsitatea



ESTÍBALIZ HERNANDEZ

Coordinator of the Mondragon Unibertsitatea Degree in Business Administration and Management (myGADE)

The market is demanding more and more “technology” profiles and with the number of students that we have on these types of courses we can not meet the needs. So we have a big gap. In terms of my field, the main skills in demand are in automation: software developers, web applications and smartphones, embedded systems, data analysis, artificial intelligence, robotics, knowledge of electronics, etc. It is not only business that has the problem of attracting these young people, we also have it in the university. From my point of view, the biggest challenge is to attract these young people to university, especially girls - in recent years their number has been decreasing and they have now almost disappeared. To reverse this trend, those of use in universities, companies and different external agents, both private and public need to collaborate more closely. From the university we are committed to reinforcing the dual training formula. We are convinced that it is very beneficial for the learning process of students, but also for companies, because they can get to know the students in the workplace.

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To attract, retain and create a pool of young talent companies need to be close to universities, which are the main source of talent generation: integrating students in dual training, actively participating in university forums, in joint R & D projects, etc. It is also important to work with the brand image as an employment factor by offering an exciting project with ingredients such as: flexibility, innovative human team or continuous training. The value systems of young people are changing. Beyond economic issues, young people want the company they work for to offer them the possibility of developing a career path aligned with their motivations, to invest in training and development plans, to enable them to participate in decision-making and to place the in multidisciplinary teams. Talent in the company should be considered an internal customer, to be cared for and whose well-being must be ensured, to generate a climate based on trust and understanding of their contribution to the company's work as a whole. In the future there will be a struggle for talent and the companies that manage to attract the best skill sets will be those that are best positioned to meet people's expectations. The human factor is increasingly crucial in company competitiveness. Technologies and infrastructures can be acquired, but the differential factor will be people and their ability to transform the business and social reality.

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Students following dual training at Enpresagintza and Goi Eskola Politeknikoa (GEP) tell us about their experiences and professional motivations:

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The fact is that this time at ULMA is a very enriching experience. Also, when I finish the Degree I will have 4 years' work experience. For entering the labour market, that's an advantage. In terms of the future, personally, I would prefer to stay here, although I am motivated leave and get to know other situations. From my point of view, an attractive company is one that gives autonomy to its workers. Another thing that I value positively is companies that are constantly innovating, that move out of their comfort zone and take risks.



MAIALEN VILA
myGADE student, year 3.
Enpresagintza

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When I finish my Degree, my idea is to continue training and to take a Master's degree. Anyway, I have to say that, through dual training, apart from acquiring theoretical skills, we have also acquired skills that you can only acquire if you address the world of work in a real way. That is also a plus when for entering the labour market.

I think that the mentality of today's young people is changing. In my case, I look for incentives to grow professionally. I'm not thinking of working in a company and staying there all my life doing the same thing. In the particular case of ULMA, I really value that it is an internationalized company because I know that it would give me options to grow professionally and go abroad.



MAIDER ELORZA
myGADE student, year 4.
Enpresagintza

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When I finish the Degree I intend to do a Master's degree so that I can specialize. Anyway, when I finish my studies, like my colleagues, the idea is to start working. In our case, we have an advantage because we will have 4 years' work experience. I hope that companies know how to value it.

On the other hand, it motivates me to enter an Internationalized company that enables me to travel and change country without changing company. In that sense, I see ULMA as a large and internationalized company that could offer me that option. At the moment, salary and nearness are not paramount for me.



LEIRE ELGARRESTA
myGADE student, year 4.
Enpresagintza

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The labour market seems difficult. Although it is also true that, in our sector, things don't look quite so bad. Companies are demanding professionals with our skill set, in computers, telecommunications, etc.

On the other hand, when choosing a company, it's important to me for it not to be far away. That is, I want the company where I work to be near my home. This doesn't mean that I don't want to go abroad to work. I would like the company where I work to give me the chance to work abroad for a specific period and then I would want to come back.



IBAI IRIGOYEN
Dual-degree student in Telecommunications and IT, year 3.
Goi Eskola Politeknikoa

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Here in the Basque Country everything related to technology and research is very powerful. I think we have plenty of opportunities here and we have to know how to take advantage of them. Anyway, I did my work experience in Poland for 4 months. It was a very enriching experience, but I am aware that work experience is not the same as actual work. I would like to go to work for a while and enjoy that experience in a different way.

When choosing a company to work for, for me, the salary is important, but so is the atmosphere at work. The most important thing is to feel comfortable with what I do and with the people around me.



MARKEL TXASKO
IT degree student, year 3.
Goi Eskola Politeknikoa

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It seems that in the IT and telecommunications sectors there is a plenty of work. In any case, what I'm most concerned about are the working conditions that they offer. With the crisis, there have been big cuts in those conditions. From my perspective, the offer has to be consistent with the talent of these young people.

If I have to opt for a company, I value its commitment to innovation and technology and that it takes account of the opinion of each worker. Being a cooperative may be another incentive, but it is not essential to my decision.



UNAI IZAGIRRE
Master student in Embedded Systems
Goi Eskola Politeknikoa

if I have to opt for a company, I value its commitment to innovation and technology