

BE OPEN
BE INSPIRED
CREATE
TOGETHER

Strengthening employee loyalty at the city of Ulm

Context

The city of Ulm is currently undergoing an employer branding process. The process showed that strengthening motivation and self-identification as an employer is an important component for employees. The city of Ulm would like to take appropriate measures to motivate its own employees more strongly so that loyalty and positive emotions towards the employer are promoted. The target groups addressed can be found in the core administration, in technical and pedagogical professions as well as in training. In principle, the question comprises all existing job profiles and employees of the city of Ulm.

Problem

The challenge lies in the fact that the diversity of people in the target groups (e.g. a roadkeeper has a different understanding of design than a civil engineer or an animal keeper to a carpenter or an administrative assistant to an educator) must be considered without barriers. How can the city of Ulm specifically increase the creative power of its diverse employees?

Significance for the future? Employer attractiveness, loyalty and employee loyalty are increased.

Additional Information

It is expected that one (or more) idea(s) and/or concept will be created.

Skills of the Team

The team needs basic knowledge of the needs of the target groups in order to find the right levers for promoting creative power.

About the seeker

With almost 3,000 employees in about 135 occupational fields, the city of Ulm is one of the largest employers in the city and region. The daily catalogue of tasks of the city of Ulm touches almost all areas of people's lives: Whether living and building, climate and environmental protection, schools and kindergartens, the maintenance of green spaces and city forests, the operation of international and regional cultural institutions - there is always something going on!

Stadt Ulm

ulm

bwcon

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Hochschule Ulm



ask ulm