

Large-scaled campaign to train and improve AuDaCon employees.

To Train Jointly And Learn From Each Other

Well educated employees are the most valuable capital for AuDaCon. For this reason an extensive training and improvement campaign has been introduced some time ago – Called the “AuDaCon job ladder”.

For quite some time AuDaCon management recognized a huge gap between adult education and actual company requirements. Within the scope of career coaching by the IHK Heilbronn, which involved all employees, it became evident that there is a strong motivation and willingness to learn among AuDaCon’s staff. „Unfortunately however the training and improvement programs available on the market do not match our internal and individual demand” said Rolf Wühl, CEO of AuDaCon. Preparations to create specific AuDaCon educational programs took over a year. This included requirements from the staff and the company’s long term demands. Since the beginning of June 2008 all employees return to the classrooms and learn e.g. foreign languages.

The range of educational programs also contain advanced technical training to utilise standard software products as well as seminars in economy and to gain legal certainty. AuDaCon’s employees not only become students again but also take responsibility as trainer to support their colleagues. „It is the perfect knowledge transfer”, says Rolf Wühl, „because our training programs also consider day-to-day experience around AuDaCon’s product lines.” According to him training is not only a theoretical framework but also clear hands-on „Learning by doing”. All employees from the apprentice up to the director are given the possibility to educate themselves and to attend seminars. „It is not uncommon to see a trainee sitting next to one of our directors during a seminar”, said Rolf Wühl.

Train to technical writer

In the technical departments present automotive mechanics or master craftsmen are trained to become technical editors. This in-house training course, which expands over 500 hours, transfers all necessary techniques and editorial methods, which usually require additional studies e.g. mechanical engineering. Employees who participate have realistic chances to fill a leadership position within the internal team structure. Most certainly all trainings and seminars are free of cost for the employees. They only have to donate some of their free time. At the end participants have gained job-security to handle the numerous challenges within the company. And more than just a few are given the chance to prove themselves in lucrative positions throughout the organisation.

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