

Process efficiency improvement and personal branding

Young professionals discover the tank in their company and learn how to brand themselves

For the last five years High Tech NL has organized interactive meetings for young professionals of the member companies. Traditionally, these meetings take place at one of the companies' locations. Last year, a group of frequent participants asked to redesign the concept. Thus, for this year an alternative program has been proposed. The first meeting took place at the High Tech NL office at the High Tech Campus on Wednesday April 8th. A group of nine young professionals got to know each other and worked on improvement issues and personal branding.



Contributing to the transformation process

Young professionals of ACE, ASML, FEI Company, Neways, Océ Technologies and Vanderlande Industries gathered at 13.30 h at the High Tech NL office. Some of them were regular participants while others were joining for the first time. Although the number of participants was rather low, the group was extremely varied; there were men and women, technical specialists and general coordinators, as well as Dutch and foreign nationals. The small group format turned out to be very effective during the interactive program.



A variety of young professionals

Everybody took the opportunity to share their experiences and opinions and thereby contribute transforming the High Tech NL program for young professionals, who with no doubt are the decision makers of tomorrow.

Paris Air Show

After some coffee and the opportunity to get acquainted with each other, the guests were invited into the meeting room. Jos van Erp briefly described the evolution of the High Tech NL program for young professionals over the last five years. And he explained the ideas for 2015. The group was very enthusiastic about the day trip to the Paris Air Show on Wednesday June 17th. This day will be organized in cooperation with the NAG (Netherlands Aerospace Group).



Sensational demonstrations

During the trip, participants will focus on the global position of the Dutch aviation industry among other topics like top-sector policy and the regional economic position of the north of France. At the air show, the group will be addressed by keynote speakers from the NAG and Fokker Technologies. Of course there will be plenty of opportunities to enjoy the sensational demonstrations of civil and military aircraft technology!

Nothing is for free!

Jos then gave the floor to Mr Ronald van Veen, who is the founder and owner of Veenim. Veenim is specialized in Interim

Management of Finance and Control and of process analysis. Ronald van Veen shared his experiences with the guests about ...finding a tank in one's company! Even if the tank seems to be free, it can cost the company at least €30,000 in ten years due to maintenance and opportunity costs. Some realistic examples were provided to show that nothing is for free and that critical analysis is needed to calculate the losses resulting from these tanks and define solutions. Furthermore Ronald showed how individual organisations can contribute to more efficient working processes. The participants were put into teams of three people and given the following assignment: define the tanks in your companies and try to find solutions.



No car will fit next to this tank

During the group discussions, all participants found plenty of tanks in their companies. Although time was too short to define solutions for all of them, the tanks more or less seemed to be the same in several companies. Some examples included: Do we want to be fire-fighters, or are we going to develop standard solutions?;



Ronald van Veen: The Tank Hunter

Are we satisfied with the fact that we spend 60% of our time in reunions or can we find more efficient ways of getting organized?; What should be the role of the moderator?; How do we manage the current situation of growing too fast as a company?; How can we benefit from the hidden competencies of our personnel? Ronald van Veen concluded that a lot of tanks are easy to detect and even easy to solve. However, staff and management are often blind to their existence. Perhaps young professionals can give them a hand?

Getting strong in personal branding

Next, Mr Serge van Rooij was given the floor. Serge is a communication specialist and trainer at Bex Communication. He is very experienced in the high-tech industry.



Being constructive in small groups

When he introduced his subject – personal branding – he stated that a lot of technical specialists and engineers, including the High Tech NL professionals, are not very good at personal branding. That is why he introduced the WOW factor. Why should people want to know more about you, because you are a product designer of medical equipment or because you make people feel more comfortable when they have to spend half an hour in an MRI scanner? Serge gave some examples about WOW (what you really do), about HOW (how you do it) and about NOW (some examples). It was really amazing to see how creative the participants were when defining their own pitch. These included the following: I prevent future fires; I simplify the complexity of my organization; I connect people; I offer people new experiences; I am saving money; I make complex things easy to understand.

Non-verbal communication

Serge van Rooij made the participants define the messages they can give to attract the interest of others. He even gave a demonstration of non-verbal communication which, can reveal hidden feelings and can be used to transfer feeling to those who are observant.



Serge van Rooij: The WOW factor

Convince my supervisor

We took the time to evaluate our program. Was it worth working in an interactive setting? Absolutely! Did we appreciate the contribution of our guest speakers? Immensely! What can we do to improve our program? We can find the right balance between company visits – they will be strongly appreciated – and interactive discussions. We do not have to go in depth on topics because developing the awareness of these topics is already very useful. Secondly, we should communicate more clearly what the program entails and what is its expected added value. Doing so makes it easier for potential participants to

convince their supervisors that they should attend.

Our next activity will be the day trip to the Paris Air Show on the 17th of June. Don't wait too long to sign up as the number of places is limited.

Be our guest!

April 10th, 2015

Jos van Erp
Program Director High Tech NL



With cooperation of:

Veenim

Bex 
communicatie