
Strategy development and personnel planning

Essential questions on strategy development in connection with personnel planning are:

Strategic market orientation

- Which criteria would help to segment the customers as target groups?
- Which customer potential does the enterprise already have and which customer potential can or should be newly developed?
- With which customers can a long-term yield-oriented growth be assured and which employee potential (quantitative and qualitative) is necessary for this?

Structural organisation and workflow management

- How should structures and workflow secure growth, flexibility and innovation?
- How much freedom do the employees need for the fulfilment and development of the tasks?
- What personnel requirements show up from the structures?

Personnel planning

- Is the future need for employees known?
- Are requirement profiles for individual employee groups available?
- How are special performances remunerated?

Communication and information system

- Has the enterprise forward looking information and communication system to inform the employees in a demand-oriented and contemporary way and to enable an adequate transfer of knowledge?
- Does the information system offer an interdepartmental transfer of information?
- Are employees privy to this communication at as many levels as possible?

Enterprise culture and corporate identity

- How can the outer phenotype support the enterprise culture?
- What roles do customer orientation and service quality play in the enterprise culture?