



transformation

transformation: Human resources in the internationalization process

Background

transformation sees transformation as a transparent and structured change process. An active influence is exerted on what occurs within a company and its environment. By researching the transformation of companies, networks and society, we have identified key instruments for your transformation. We offer you analyses, facilitation services and recommendations for action that are proven and scientifically substantiated, along with training/workshops.

Range of services

Through applied research work with partners from industry, Fraunhofer MOEZ has identified human resources as a key lever in implementing internationalization. The Fraunhofer MOEZ approach is here divided into two phases: the first phase of implementation focuses on the positioning

and structuring of the human resources department as a strong partner in the corporate internationalization process. At the same time, the executives are trained further so as to be in an even better position to play their part as role models and supporters in the internationalization process. In the second phase, Fraunhofer MOEZ, in cooperation with its customers, optimizes the recruiting process, the corporate values and culture and the personnel development with relation to the successful internationalization of the company. To provide further support, customized training is developed to assist managers and employees in their international role. This includes a series of key topics, such as intercultural training and leading virtual teams.

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