University-Business Cooperation
From Theory to Practice

Dr. Ingo Dahm, Deutsche Telekom AG
ASEM University-Business Forum „Destination employment“, Bonn 10-11 Nov. 2011

Erleben, was verbindet.
Distinctive Stations of my Professional Life.

1995-2005: Study and Ph.D. Electrical Engineering and Information Science, TU Dortmund, NTU Taiwan

2000-2004: Co-Founder and CTO of a German Start-Up (mobile Commerce), Hamburg

2005-2009: Job Change into Large-Scale Enterprise. Head of Academic Relations, Microsoft Germany

Since 2010: Creation of International University-Cooperation Strategy at Deutsche Telekom Group
Relationship of Science and Business. A Typology.

- Rivalry
- Ignorance
- Sponsorship
- Partnership
Success: Five „Olympic“ Disciplines
Fitness in a Global Competition by Excellence in Cooperation
Academic Relations Management at Deutsche Telekom

One Company in Education

Specialists in Education Solutions
Strategic Player in Company
Attractive Products
Focal Point for Education Policy Issues

2010
2011
2012

Extra-Occupational Studies
Overarching University Cooperation Strategy
Bologna@Telekom
Promote DT interests in education policy issues
Certified Further Education
Education Community
Talent Factory HfTL (Telekom University of Applied Sciences)
Supporting the Chief HR Officer
Knowledge Economy vs. Skills Shortage
The Risk of a German Brain Drain

Traditional Employment Market

Highly Creative People

Traditional Knowledge-Workers

Segment of High-Volume Work

Blue-Collar Workers

Current & Future Employment Market

2020: ca. 2Mio. Skill Shortage*

* thereof 60% academics

Source: Eurostat; Oxford Economics; Staatistisches Bundesamt; McKinsey

Team Bildungspolitik, HsL-Wks HfTL 2010

16.09.2010
Elite-Reproduction Made in Germany

Average in Germany
Kids of Academics
Kids of Non-Academics
Kids of Industry-Workers

Secondary School
University Enrolment
Academic Degree

51
81
45
33

34
73
24
17

100
100
100
100

Chances to prevent a Brain Drain

Inside-Out Perspective

- Make the „race for talents“ a global game, focus on international recruitments
- Near-Shore and outsource vital parts of the business
- Create new global business models together with international masterminds

Outside-In Perspective

- Academic Further Education of talented employees
- Leverage potential of older employees
- Open unutilized talent spaces (immigrants, parents (esp. women), career changer…)

International University Cooperation is Key to Success.

Academic Further Education is a „Must-Have“ for sophisticated enterprises.
Bologna@Telekom / Bologna@Company
Terms of extra-occupational studies.

- Support for high performers who work for DT for at least two years
- Special focus on employees without university entrance diploma
- Combination of financial and non-financial support.
  - 50% of the tuition fees + 10 days extra leave per academic year
- Costs of accommodation, travel and learning material is excluded
- Line managers are urged to allow a flexible work schedule
- Support is restricted to a selected number of degrees and universities
Outcomes of Bologna@Company after 3 years.
Binding High-Performers, Improving Academization

- Fulfillment of internal demand for skilled labor
- Enhancement of general employability
- Retention and development of high-performers
- Improvement the employer brand
- Implementation of Bologna Process
- Promotion of a modern development philosophy