


Swiss Engineering Fachgruppe Mobility



Motivation of the next generation

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SWISS 
ENGINEERING
STV UTS ATS

Networking



Vision



Mission



Mission - Motivation of the next generation



Take advantage of their technology gigs

- Take advantage of their technology literacy
- Younger workers were raised around technology.
You can use that to your advantage.
- You need to embrace the fact that most younger workers have a deeper understanding of the systems, constraints and tradeoffs in the technological world.
- They might have a totally different way of doing something that is more efficient than the way it has been done historically within the company. They are a resource. You need to leverage it.
- Suggestion : Offer a FATHER – CHILDREN EVENTS

STEAM Programs

- Research has proven that interest in STEM is high amongst girls before they reach the age of 11, but by the time girls turn 16, their passion tapers off.
This presents a key opportunity for educators to ensure curriculums have a heavy emphasis on STEM subjects, introducing practical hands-on activities to the classroom, bringing in mentors to ignite enthusiasm and encouraging children to explore different career options.
- **SUGGESTION** : We offer mentoring programs to schools for using > e-Mobility at different stages in the classroom

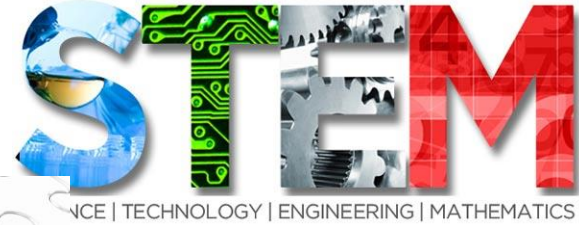
SUPPORT THEM THROUGH LIFE CHANGES

- Young professionals in their 20s and 30s are in a rapidly changing stage of life. They are taking on financial responsibilities, forming serious relationships, and establishing their own households. This can be a confusing and stressful time. Contrary to what you may think, many young employees are receptive to advice from those with more experience, so long as it is given with respect. Offer to answer questions they may be too embarrassed to .
- You can also lend a listening ear if they need to vent about pressures in their personal life.
- SUGGESTION : Design a Mentoring Program for Young Engineers who like to make a career in e-Mobility

Parents – Children Events



Offering– GAMING – Connection



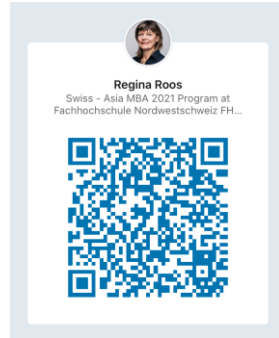
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Going for W A V E S

- Way of life
- Attitude
- Verbal, video and visual.
- Education ... not Just training.
- Style matters.

Thank you for the Attention

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