

- 1. Self profile: Brigitte Zeier**
- 2. Self profile: Role at Siemens**
- 3. The situation pre-1996 at Siemens**
- 4. The role and mission statement now**
- 5. Method of Implementation**
- 6. Summary**

- 1. Authorization from the top**
- 2. Benchmarking within Germany**
- 3. Consultation process**

- 4. Communication Process to the OSW and focus-groups**
- 5. Formal Training for the social workers in resource-oriented counseling**

**6. Cost-Benefit Analysis and
new Marketing Concept**

7. New Guidelines

OSW support

- **Customer-orientation**
- **Contribution toward increasing motivation and performance**

Mission statement

We focus on areas like leadership counseling, team development, working atmosphere and moderating conflict.

Guiding Principals

- **Solutions-oriented**
 - **Supportive**
 - **Local**
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SHORT BIO

Brigitte Zeier is a professionally qualified social worker who began her career working in a refuge for battered women and children.

Subsequent to this she spent time working in a home for people with chronic mental illness and then as a social worker in a hospital for people with acute mental illness. It was during this latter spell that she came into contact with occupational social work at Daimler Chrysler and this stimulated her interest in the field.

She has been head of OSW at Siemens since 1992, gradually evolving a change in working approaches and methods, as well as the overall role of OSW at Siemens.