



JOB INSIGHT VIDEO SHOOT

Software Development Center

Anna Trembl






BRIEFING INFORMATION

Facts	<ul style="list-style-type: none"> • Job Insight Video clips & snippets for Social Media • Length per clip: 1:30 – 2:30 min • Location: Kaufering, Building No. 6 • Internal and external use • Language: English • No off-speaker, Interviewing the protagonists, Individual stories, Group pictures
Target Group	<ul style="list-style-type: none"> • Job profiles of our Software Development Center in Kaufering
Target setting: fact-based	<ul style="list-style-type: none"> • Visitors of the career homepage, who want to inform about a concrete job profile: <ul style="list-style-type: none"> Path: a) Grubbing on the career homepage b) Concret bounce link to the videos which are included in the job postings (e.g. at the end of a Stepstone job post) c) Showing our different job profiles in the software area • Creating marketing material for: <u>Career Explorer</u>, <u>«My Hilti Story»</u>, <u>EVP Heros Social Media</u>, Target campaigns, Headhunter, etc. • Reaching two job interested people, who have different knowledge: <ul style="list-style-type: none"> a) Deeper insight about job profiles that are already connected to Hilti as an employer in the Software market b) Hilti should be known as a Software employer in the construction area c) Make «hidden profiles» better known, which are not connected to Hilti as a Software employer right away
Target settings: Emotion and call-to-action	<ul style="list-style-type: none"> • We do not have any employer marketing material for the Software Development Center in Kaufering (pictures, videos, etc.) • No transparency what we offer as a Software employer • Authentic insides and personal stories are missing <p>After watching the video the candidate should</p> <ul style="list-style-type: none"> • know, how a typical work day looks in a specific job profile and get an inside about the job profile in the video: What am I doing as an ...? Who do I work with ...? Which development opportunities do I have? Which challenges do I have to deal with every day? • feel the passion of Hilti's employees: passionate for our products, engaged, teamwork, • get an impression on how every employee contributes to Hilti's purpose and strategy (How do I contribute to our core purpose: "We passionately create enthusiastic customers and build a better future.") <p>→ Call-to-action: confirmed → convinced → motivated to apply</p>

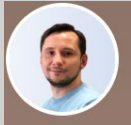

SOFTWARE TESTIMONIALS – JANUARY 18TH, 2022

Please think about more details,
that can be interesting.
In the next slides you will find
questions and other material,
which will guide you.


Testimonial	Language	Job title	Academic background	Content of the individual interviews Your personal story
Nora Martiny ODC 	German English	Embedded Software Product Owner	Promotion in Elektrotechnik	<ul style="list-style-type: none"> - From Testing to Software - Cross divisional development - Experience as a woman
Patricia Boit JDLS 	German English	Embedded Software Developer	Bachelor of Technology in Computer Science	<ul style="list-style-type: none"> - Experience as a woman - How do you contribute with your personal and technical skills to „Building a better future“
Antonio DiCerbo JDHS 	German English	Group Manager Embedded Software	MBA Betriebswirtschaft, Master in Software Engineering	<ul style="list-style-type: none"> - International career - Long Software career - Working as a Teamleader at Hilti?

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Testimonial	Language	Job title	Academic background	Content of the individual interviews Your personal story
Sergii Chudakov OES 	German English	Backend Developer	Master of International Economics	<ul style="list-style-type: none"> - From external to internal - Interdisciplinary working - Next career step?
Philipp Stadler OES 	German English	Head of Software Development Connected Tool Services	Master of Science Informatik und Informationswirtschaft	<ul style="list-style-type: none"> - 10 years within Hilti - 5 Positions - Started as a student - Career opportunities - Personal development

AGENDA JANUARY 18TH, 2022

Time	What?	Who?	Location
8:30 – 9:30 a.m.	Personal stories	Patricia	Room 06.M114
9:30 – 10:30 a.m.		Philipp	Room 06.M114
10:30 – 11:30 a.m.		Toni	Room 06.M114
11:30 – 12:30 a.m.		Sergii	Room 06.M114
12:30 – 1:30 p.m. Lunch Break			
1:30 – 2:30 p.m.	Personal story	Nora	Room 06.M114
2:30 – 4 p.m.	Group pictures	Philipp, Sergii, Nora, Toni & Patricia <small>(max. 3 people on the pictures; we will check on the day, who will be photographed together)</small>	Meeting point: 06.M118 Building No. 6: Work Cafe, Silent Box, Meeting Rooms 06.M103 (Conference Room), 06.M118 (Digital Whiteboard), 06.M119 (Worklounge) Optional: Creative room, Building No. 15 



HOW DO WE SHOOT THE PERSONAL STORIES?

We will shoot the personal stories by asking you questions:

1. **Given order** (see slide 7) that these can be cut quickly one after the other
2. **„Open questions“** (see slides 8-10) to create a lively conversation and react individually to your answers with the next questions

Example of a Job Insight Video MO Germany:



GIVEN ORDER QUESTIONS

Statement:	Example:	Info/hint:
My name is ...	<i>„My name is Markus Schmitz“</i>	Alternative: „I am“
I am ...	<i>„I am a Software Engineer“</i>	Alternative: „I studied Computer Science“
I am working as ... at Hilti	<i>„I am working as an Embedded Software Product Owner at Hilti“</i>	The job title must be understandable for people outside from Hilti and not in our Hilti „language“.
A typical work day ...	<i>„At a typical work day I start with , meet colleagues who are in the same project with me. We „</i>	Please talk about the details of your job and use the language (terms, examples) of the target group.
I started at Hilti X years ago as a XXX. Today I am a XXX and there are more exciting career steps waiting for me.	<i>„I joined Hilti 11 years ago as a Technical Project Manager. Today I am working as a System Architect, where I manage technical complex Software development including quality assurance of the technical implementation Hilti-internal and by external partners. It's an incredibly exciting time to join Hilti, especially if you work in the digital space. We've always been a company at the forefront of engineering hardware solutions, and today we're investing more than ever in software technologies as digital transformation is a big priority for us.“</i>	Here it is all about working at Hilti. Your start, current job, your contribution to a better future.
Hilti as an employer is special for me, because ...	<i>“Working at Hilti is something very special for me because of the colleagues and the teamwork. No matter who I call and ask for help, they support each other!”</i>	This is your emotional and personal moment – the reason why you work at Hilti.

OPEN QUESTIONS - EXAMPLES:

Personality

- What's your name, in which area are you working and what is your current job?
- How does your work day look like? What are you doing first on a work day?
- With whom are you working together daily?

Job Profil

- What was your professional way until your current job?
- What did you study?
- Why did you decide for this job?
- With which expectations did you start your job? What has come true? What surprised you? What did you not expect?
- What has been your best experience in this job so far?

OPEN QUESTIONS - EXAMPLES:

Career

- How long have you been working at Hilti?
- What role did you join in?
- What career steps have you already taken?
- What career steps lie ahead to you? What else do you want to achieve?
- How would you describe your career journey at Hilti?

Hilti as an employer

- What's different about the culture at Hilti?
- How would you describe it to a friend outside of the business?
- What positive action have you experienced at Hilti that demonstrates its commitment to being a diverse and inclusive employer?

OPEN QUESTIONS - EXAMPLES:

Why Software at Hilti?

- What do you tell our target group, why they should start at Hilti in the Software Development Center?
- The most people do not connect Hilti as an employer in the Software area. Why is it so exciting to work in the construction area as a Software Developer?

Innovation topics?

- What's the most exciting project you have been part of?
- What does build a better future mean for you?
- On which projects are you working at the moment?
- What are you doing to improve productivity, sustainability, or safety either inside Hilti, or for your customers?

JOB

- How would you describe your job title to a friend outside of Hilti?

WHAT TO BRING? DRESSCODE?

What to bring:

- Laptops: Perhaps you can find working material which we can show on the screens and can be shown people outside from Hilti
- Powertools, equipment you are working on

Dresscode:

- Like at any other work day in the office, we want to be authentic

PROTECTION STANDARDS

- 3G: please have your relevant proof with you
- No catering
- At least 6 feet (1,5 meter) distance
- FFP2 mask, when we do not shoot
- Self-tests are available in the interview room

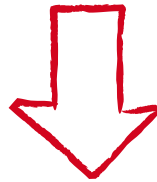


WHY ARE WE DOING THE SHOOT?

EMPLOYER VALUE PROPOSITION

WHAT IS AN EVP (=EMPLOYER VALUE PROPOSITION)?

Why should the people want to work for us choose to work for us rather than anyone else (even if they already do)?



**We want to tell the people outside, why they want to work for Hilti.
Therefore we need your personal stories.**



With 80 years behind us,

HILTI'S EVP STATEMENT

Where your best belongs

Hilti is where innovation is improving productivity, safety and sustainability in the global construction industry, and beyond. Where strong customer relationships are creating solutions that build a better future. Where there is pride and a sense of belonging across our 120 locations, carrying right into our lives and homes. Where people are exploring possibilities, leveraging their potential, owning their personal development and growing lasting careers.

Hilti is **where your best belongs.**

WHERE YOUR BEST BELONGS

Be where you **belong**

We have a truly **caring** and
performance-driven culture

Work somewhere where you are
trusted to make a difference.



Explore **your strengths**

We'll support you and
nurture your potential

Work somewhere where you can
become your best.



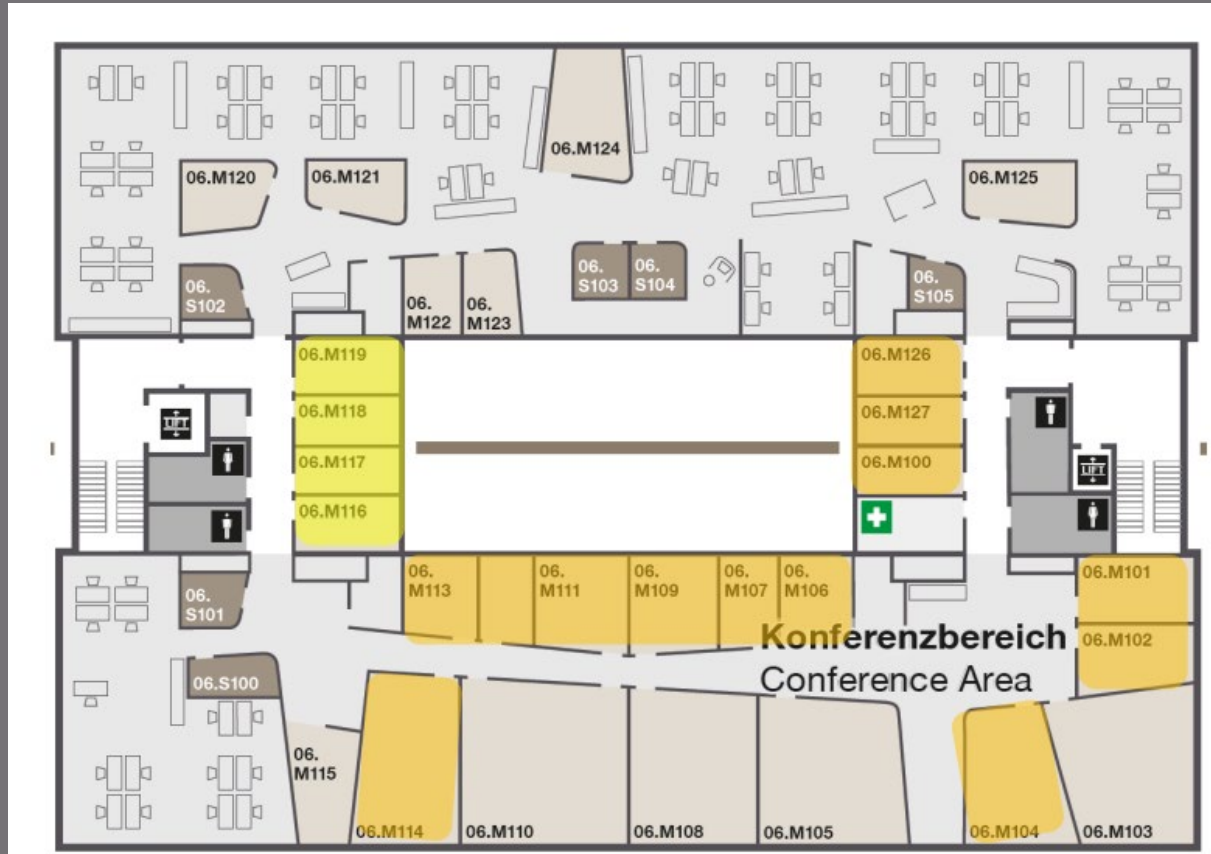
Build a **better future**

At the core of our business are
innovation and **change**

Work somewhere where your
curiosity can shape what's next.



WHERE YOU CAN FIND THE MEETING ROOMS



THANK YOU!