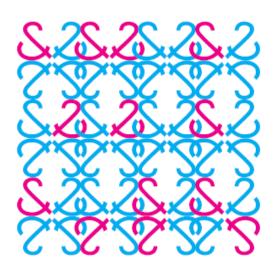
VARTEKS



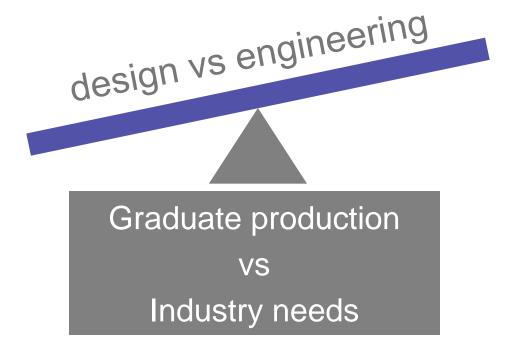


To engineer, or not to engineer

A change management perspective from Croatia

Euro-Mediterranean Conference on Skills Development and Social Dialogue for Textile and Clothing Sector in the Euro-Mediterranean Area April, 2013 - Valletta

The problem



perception of engineering

- difficult course
- > not exposed
- unrecognized status

perception of the TLC sector

- > not attractive
- poor perspective

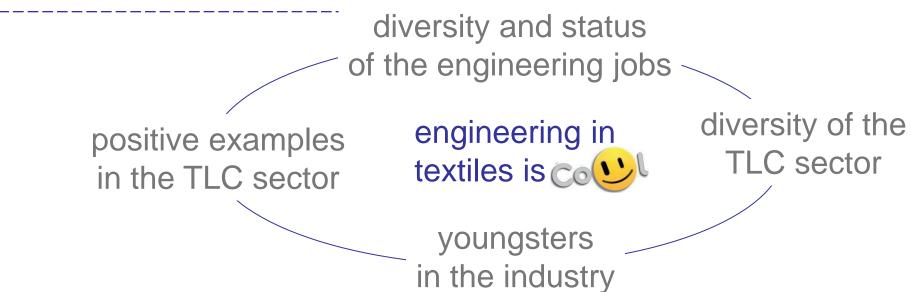
status, positive examples

the goal: change the perception and induce new behavior

perception make the profession and make the profession more known the sector more appealing in order to in order to make the profession and behavior make the profession the sector more chosen more considered by by tool revealing more perspective, more

exposure

unifying vision/message



implementation

- 1. early scouting for talents
- 2. change agents (ambassadors), selected students with influence

- 3. direct contact
- 4. social networks

- 1. trust enthusiasts (never trust an expensive...)
- 2. create a sense of urgency (in order to mobilize all relevant stakeholders)
- 3. don't be afraid of the youngsters (giving a sense of purpose and an important task pays off)
- 4. be direct and credible (go to bottom of the problem and show conviction)
- 5. be practical (policies, structural change guidelines, platforms are all there to serve you; learn how to use them at your advantage)

We cannot solve our problems with the same thinking we used when we created them

Concluding

A man who has never gone to school may steal from a freight car; but if he has a university education, he may steal the whole railroad.

Theodore Roosevelt

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