

Masterclass

Certified program for HR professionals, D&I managers, CEO's or other professionals who have taken on D&I responsibilities

March 30th – Jochen Etter

How to attract a diverse workforce?

A diverse workforce comes with significant benefits for an employer. A candidate slate comprised of diverse culture and migration backgrounds, different ages, disabilities, genders, beliefs and overall viewpoints enriches a corporation and has proven to also increase market competitiveness and revenues. Jochen Etter will touch on some overall Diversity Management aspects that are critical to make Diversity a success factor by creating a culture of inclusion and belonging. The focus of his session will be on the end-to-end value chain of the recruitment process starting with employer branding up to a successful onboarding process. He will provide interesting insights from an Executive Search and recruitment perspective into the topic of Diversity & Inclusion. What are candidates from a diverse background looking for when selecting a company and why are they leaving it again? What opportunities do companies have in the various steps of a recruitment process to create superior experiences for the candidates that make the company attractive and the employees loyal to the company long term.



Jochen Etter

Jochen Etter is Managing Director of Etter & Partner since 2014 specialized in Executive Search exclusively for the beverage industry. His clients come from all segments, ranging from manufacturers, dealers, suppliers to service providers. He has extensive experience in the beverage industry having worked for many years as General Manager of Heineken Germany and having held several senior management positions in Sales and Marketing at the Carlsberg brewery. He is passionate about service and is focused on excellence in the entire recruitment process starting from employer branding up to and including a successful onboarding process. One aspect he is specifically focused on is using best practices and the latest technologies to help his clients build a diverse workforce.