

HR work at Group level — in conversation with Jan Haase, Head of HR Group

Jan Haase has been responsible for Human Resources at the Jagenberg Group since August 2021. In the interview, he presents himself as an open and multi-faceted interlocutor who keeps an eye on strategic goals and operational details at the same time in his work for the people of the Jagenberg Group.



Jan Haase, Head of HR Group

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Mr. Haase, you are Head of HR at the Jagenberg Group. This means that the Human Resources department for the companies (in addition to the local HR teams) is now also responsible at Group level. What does this mean for HR work within the Jagenberg Group?

For me personally, it is an exciting task to be able to actively support and help shape the growth of the Group. In this respect, I see us as a service unit for all companies.

All Group members benefit from our projects, for example through the newly introduced company pension scheme, the JobRad offer or the introduction of standardized HR software tools. We manage all of this at Group level. In addition, we also provide operational support, particularly for smaller companies in the Jagenberg Group.

In summary, we align our HR work with the respective needs of our companies, work with them to develop Group-wide solutions for current and future challenges and, in turn, make these available to the companies individually as part of an employer strategy.

Speaking of strategy: How did the process of creating the new employer brand and the claim “Unbox the future with us” go?

Personally, I considered it very important to involve employees at all levels. They know best what makes us special and they see the strengths of the Group and its companies first-hand every day. From this diverse information and perspectives, we have developed a coherent image and sharpened it for those we want to reach with the employer brand and communication. The claim and the implementation with illustrations present us in an authentic and fresh way, and I am convinced that this will set us apart from the competition.

How were the colleagues in the individual companies involved?

This worked absolutely smoothly. We worked together to develop great solutions that also reflected the individual needs and expectations of the companies, including those of our colleagues in India and the USA. In the end, it was a real collaborative project, an agile process that was a lot of fun and, of course, a continuous process.

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And how has the campaign been received?

I have only received positive feedback. This shows me that our promise “Unbox the future with us” and its implementation suit us. Now the campaign has to settle in across the Group. But we are learning quickly and are well on the way to gradually serving all the main channels that are relevant to us.

You said that the opinion of employees is particularly important to you. How can colleagues get involved in the Group and shape the future together, as stated in the “CREATE.FUTURE.TOGETHER.” mission statement?

Exactly! I think that if you have over 1,300 clever minds in a company, you absolutely have to make use of them. That’s why we want to encourage our colleagues to get involved. There are a wide range of opportunities within the Group and they vary locally depending on the company - from taking part in surveys, taking on responsibility in interdisciplinary projects to an ideas competition, to name but a few. But there are also a number of other activities planned, which I do not want to anticipate.

There are already other Group-wide projects, such as our Instagram channels. The content that we convey there goes beyond the individual companies and makes the Group idea tangible. That also enhances us as an employer!

Mr. Haase, where do you see Jagenberg as an employer in the next few years, what is your vision?

The big issue that makes us fit for the future as a company is sustainability. For us, it is part of our social responsibility to address this, which is why we have anchored it in our “j-united 2025” strategy. I would like to help further establish awareness of this and incorporate it into the employer brand.

In my view, the integration of the various companies is a success factor for our HR work. To this end, I will continue to drive forward coordinated, cross-company processes that make effective use of our diversity and strength, and communicate this even better. I am convinced that this is the key to retaining employees and attracting new ones!

Mr. Haase, thank you very much for the pleasant conversation!