



Employer Branding Guiding Principles

KWS SAAT AG

Version 1.0 | April 2015

KWS



Employer Branding Guideline

Preface



Dear colleagues,

The days when companies could rely on talented specialists and managers beating a path to their door are over. To attract and retain the best talents, companies must stand out from the crowd and highlight their own strengths as employers.

A unique working culture characterizes KWS: we combine family tradition with a strong entrepreneurial spirit. Based on our brand essence “Make yourself grow”, our new global employer brand value proposition “Working at KWS means having roots and wings” wants motivated potential employees around the globe to be inspired by KWS. Behind all this is a philosophy, and a promise, which embodies our commitment to providing current and future employees with unique experiences and opportunities.

The following Guiding Principles serve for your orientation and lay the foundation for the implementation of our Employer Branding Idea. Now, it’s your turn to bring our employer promise to life – and there are countless opportunities to fulfil it, both internally and externally. In the future, the delivery of our promise will be the standard by which we measure our success as an employer.

I am relying on your support and your ambition for realizing our aspiration!

Kind regards,

Florian Bruhns
(Employer Branding Manager, Corporate Human Resources)

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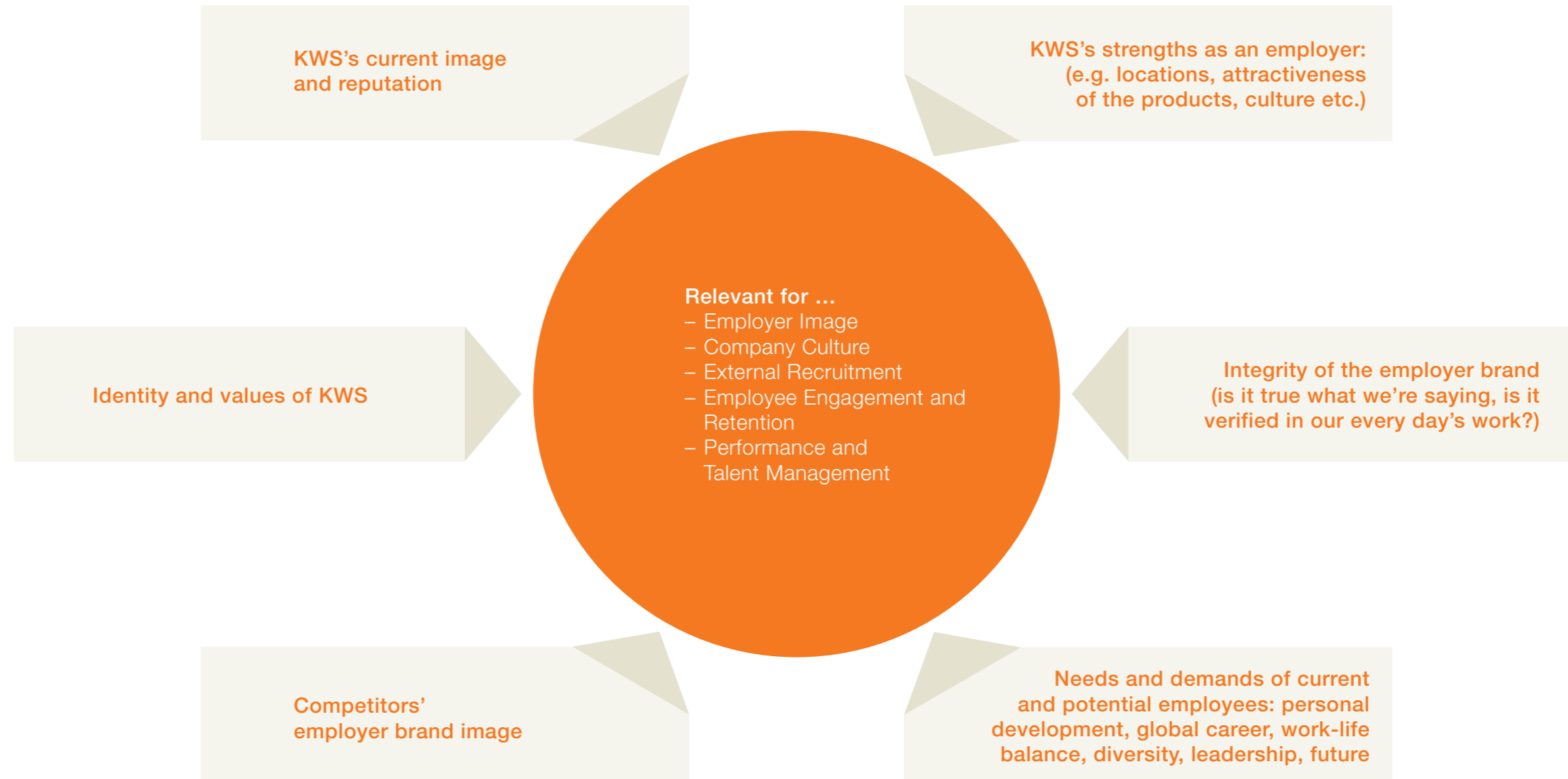
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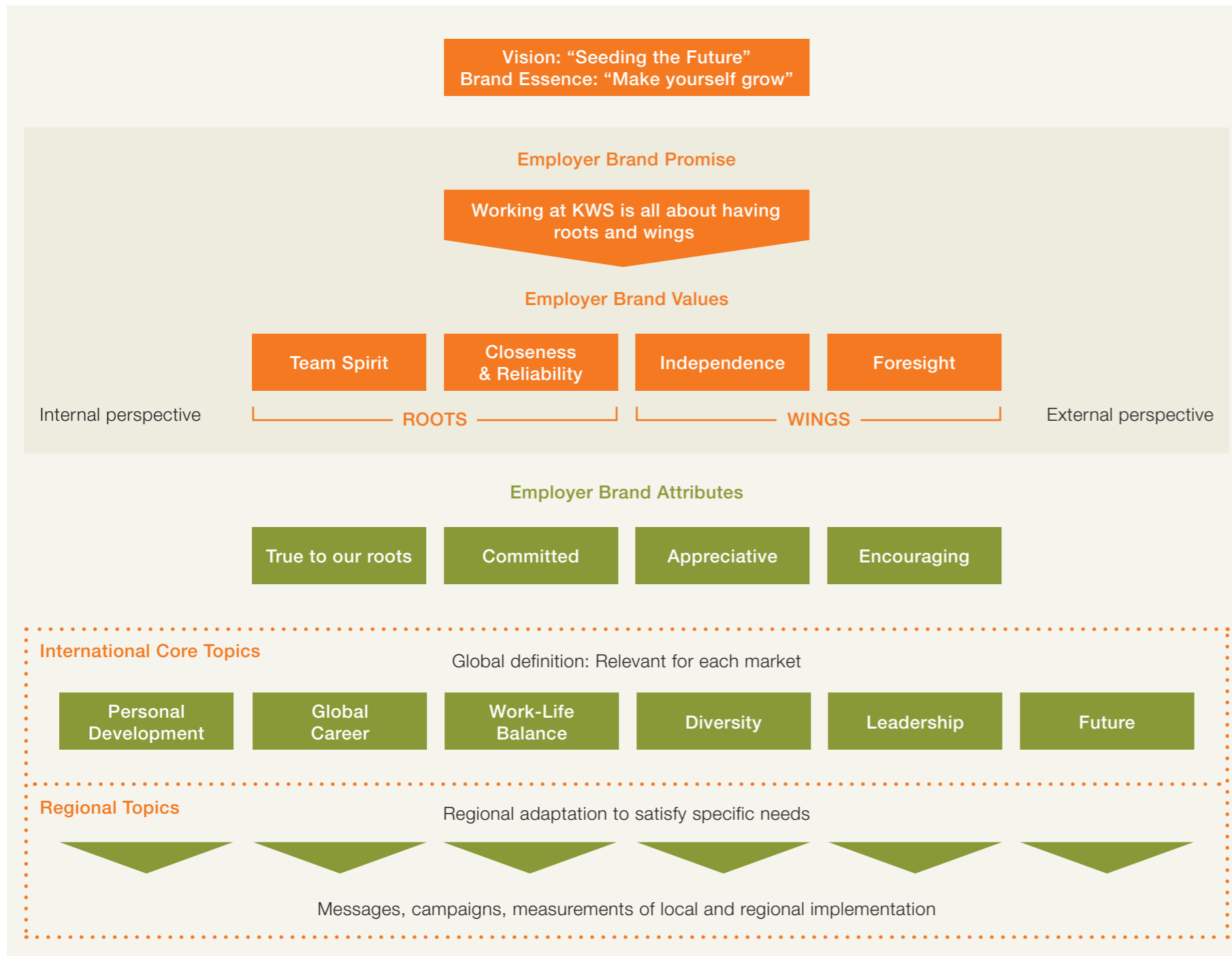
Why Employer Branding?

Influence factors and spheres of action



Employer Branding Positioning Model

The model behind the strategy



Basis

The Corporate Strategy and the KWS Brand Promise offer prevailing orientation for the profile of the Employer Brand KWS.

EVP: Employer Brand Promise and Values

The KWS Employer Brand Promise is a communicative condensation of the Employer Brand Positioning and deals as a central theme for the realization of all activities. The EVP is the narrative Employer Brand Promise, which directly addresses current and future employees. The goal of the EVP is to offer a unique offer, a special experience or to express a KWS-specific employer culture. Everything KWS as an Employer Brand does is clearly influenced by the Brand Values.

Employer Brand Attributes

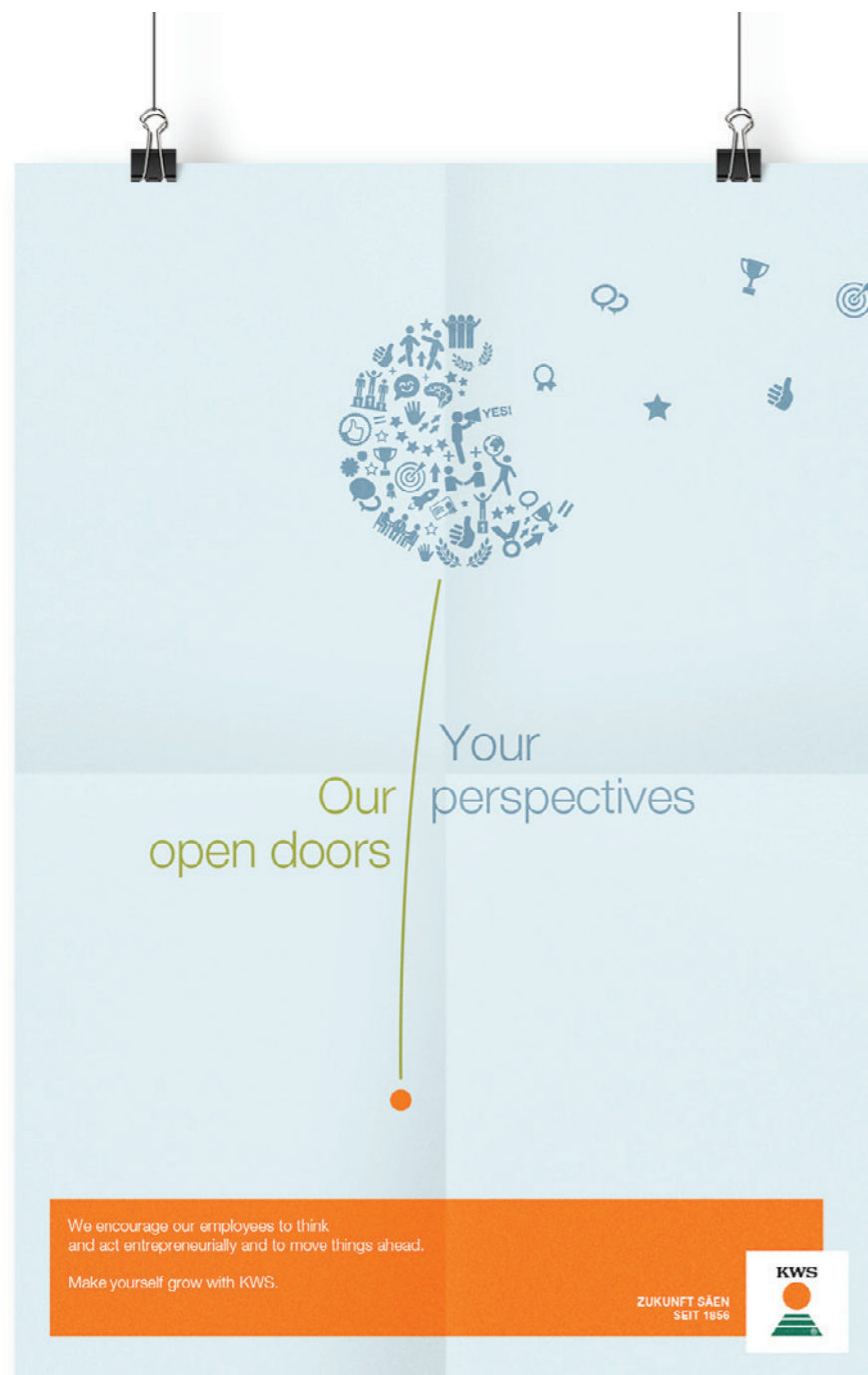
The attributes give orientation for the outward appearance: for specific distinction of KWS's image as an Employer Brand, as an indicator for the imagery, for tone-of-voice or the communication concept.

Employer Brand Topics

In the framework of the Employer Brand Positioning, KWS specific topics serve to thematically focus on all HR relevant activities. They describe the most important issues for employees and consider the needs of relevant target groups. Based on these topics relevant messages are derived, which are internationally binding. Regionally these target group specific messages can be adapted to the relevant needs.

Employer Branding Concept

Proposition, values and visualization



Employer Value Proposition

Over six generations, our employees have built KWS into one of the leading and most innovative plant breeding companies.

The strong roots of a family-owned company give our employees the ground to grow in and to nourish the passion for discovering new and resourceful solutions. Those roots effectively demand personal growth, self-fulfilment and empowerment. Openness, trust and team spirit form the foundations of this working culture.

With sustainability at the heart of our efforts, our employees work closely and responsibly with all our partners. They are personable, reliable and act with foresight, while enjoying a high degree of entrepreneurial freedom.

Working at KWS is all about having roots and wings.

Employer Brand Values

Team Spirit

At KWS, we have a strong sense of belonging. As team players, we work together in a fair, respectful and mutually appreciative way. We rely on transparency and strive for a rapid flow of knowledge in flat hierarchies. We are committed to our common goals.

Closeness and Reliability

At KWS, we are personable and reliable towards our partners, both inside and outside the company. We are open and supportive at all times we act in a trustworthy, honest, quick and uncomplicated way, whatever challenges occur.

Independence

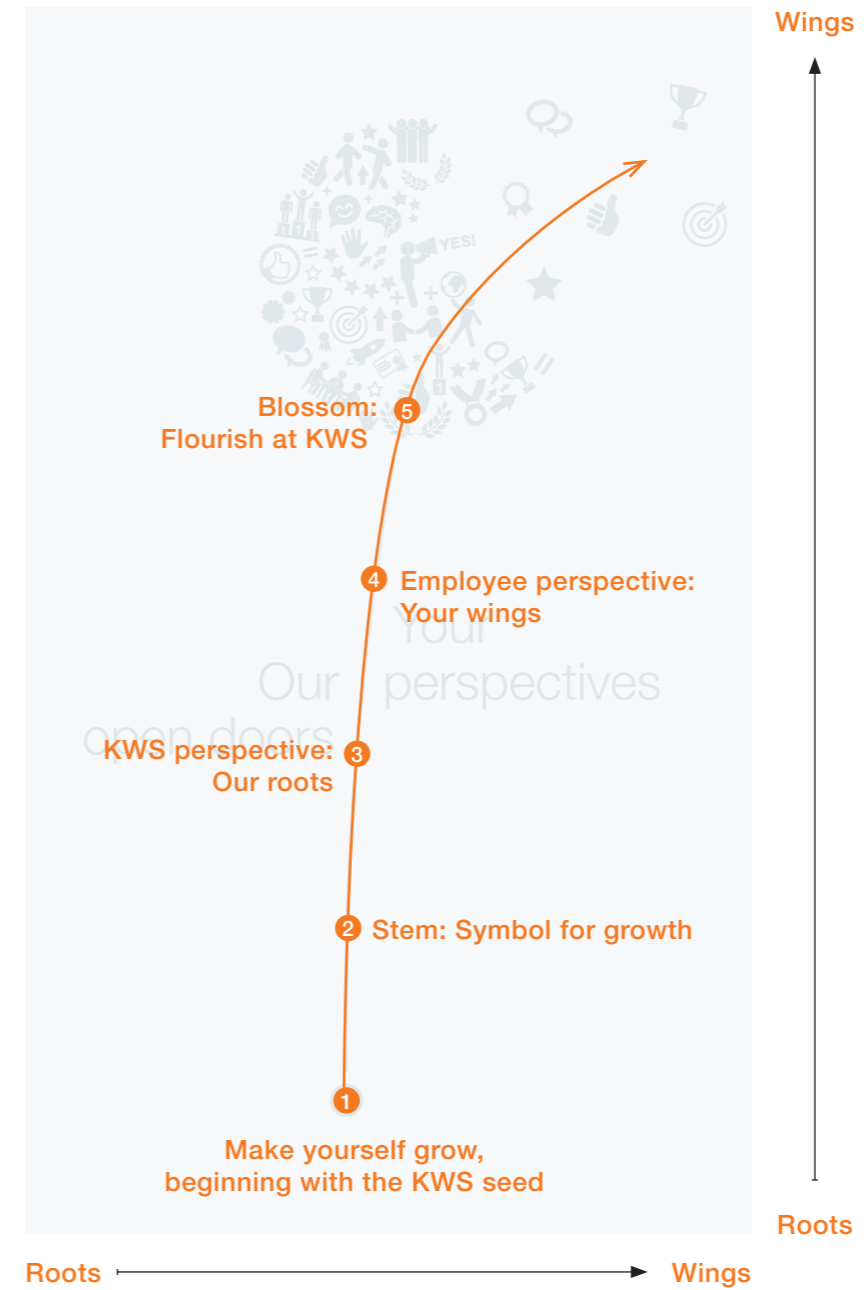
At KWS, we work independently. We build on enterprising spirit, seizing opportunities and moving things forward. We ensure room for sustained personal development. We ensure the right conditions for maintaining a healthy work-life balance.

Foresight

At KWS, we operate in a sustainable and forward-looking manner. We ask questions, stay curious and are up to speed on all the latest insights and developments.







Employer Branding Illustrations

The idea behind the images



Employer Branding Core Topics

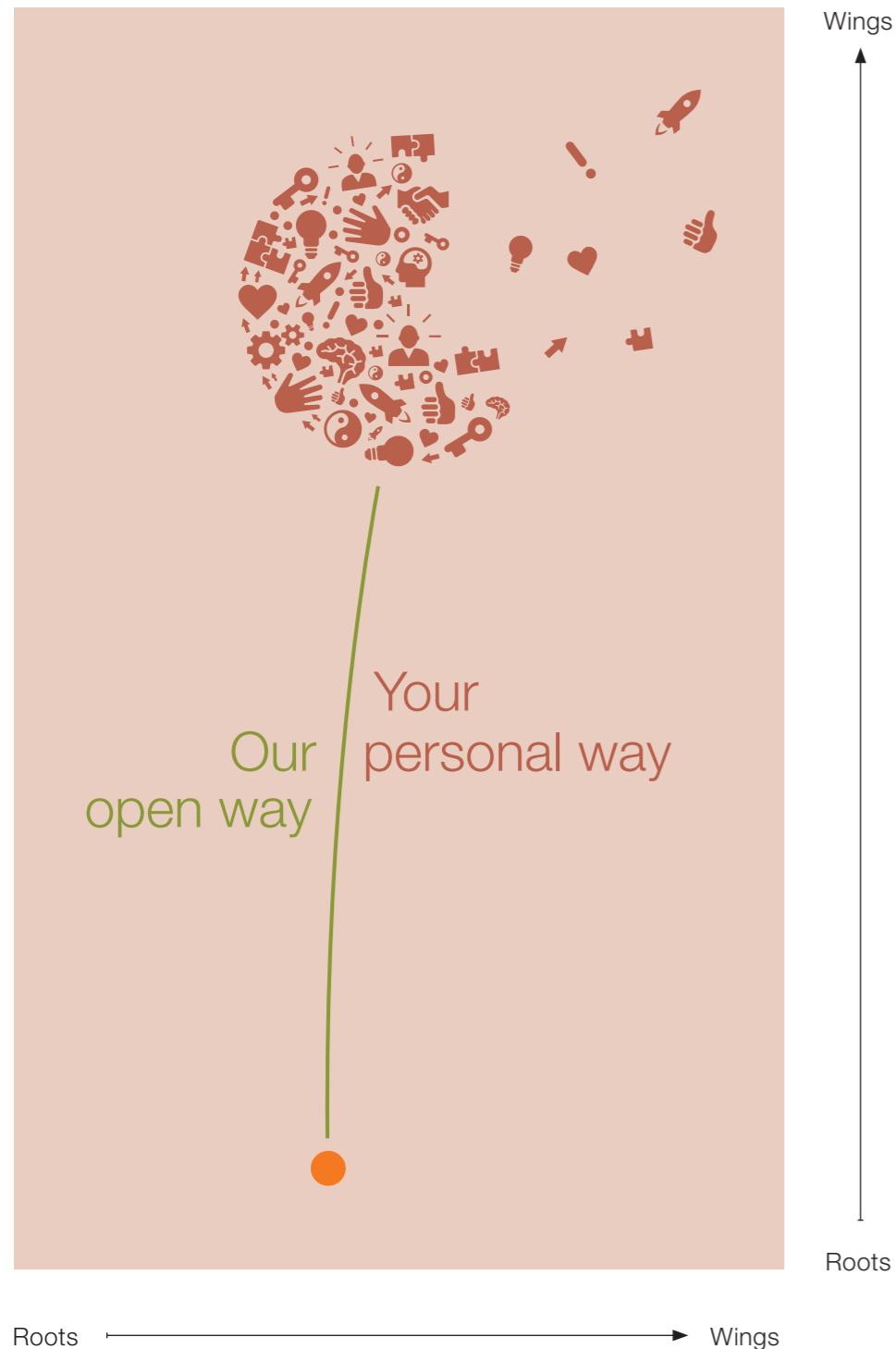
What's important for employees, what kind of answers do we give?

	Personal Development	Global Career	Work-Life Balance	Diversity	Leadership	Future
Need	Room for development of professional and personal abilities	Chances for individual planning and creation of a successful career.	Adequate time for private life.	A diverse, creative and appreciative working culture.	A motivating and inspiring management culture.	Useful work, sustainable handling of resources, working on future challenges.
KWS Response	Our employees have far-reaching freedom to pursue and implement their ideas. Realising personal potential is fostered at all times. A variety of personal and professional educational options supports individual growth.	Our employees have attractive options to form their own career in an international environment. They have the same responsibility and entrepreneurial liberty wherever they work at KWS. We support and reward personal commitment and successful contribution to our business development.	A healthy balance between work and personal requirements is a valuable good. Progressive and flexible ways of working, combined with our traditional fairness, enable our people to gain their individual balance.	Our intercultural and interdisciplinary environment enriches our corporate culture, our creative power and our working lives. Equal rights, respectfulness, open-mindedness and appreciation of diverse perspectives are the pillars of our creative working environment.	Flat hierarchies, an open door policy and a supportive, appreciative culture make it easy for our employees to move things ahead and reach their goals.	We are creating seeding solutions for the future. Sustainability and a long-term perspectives guide our thinking and action and are traditionally the main pillars of our business success.
Relevant Illustration						

Employer Branding Core Topics

Personal Development

Visualization



What's important to employees at KWS?

We offer entrepreneurial freedom. We motivate our employees to develop their personal and professional skills in the context of challenging tasks and to unfold their full potential. A variety of possibilities for professional training complete our support.

Possible communicative text

"We motivate our people to develop their personal and professional skills in an entrepreneurial environment. Make yourself grow with KWS."

Headline principle

KWS's perspective (roots): Always starting with "our".



Personal Development Icons



Color variations



BG: Dark Red 25%
FG: Dark Red 100%



BG: Medium Blue 25%
FG: Dark Blue 75%



BG: Light Yellow 50%
FG: Medium Yellow 100%



BG: Light Green 25%
FG: Light Green 100%

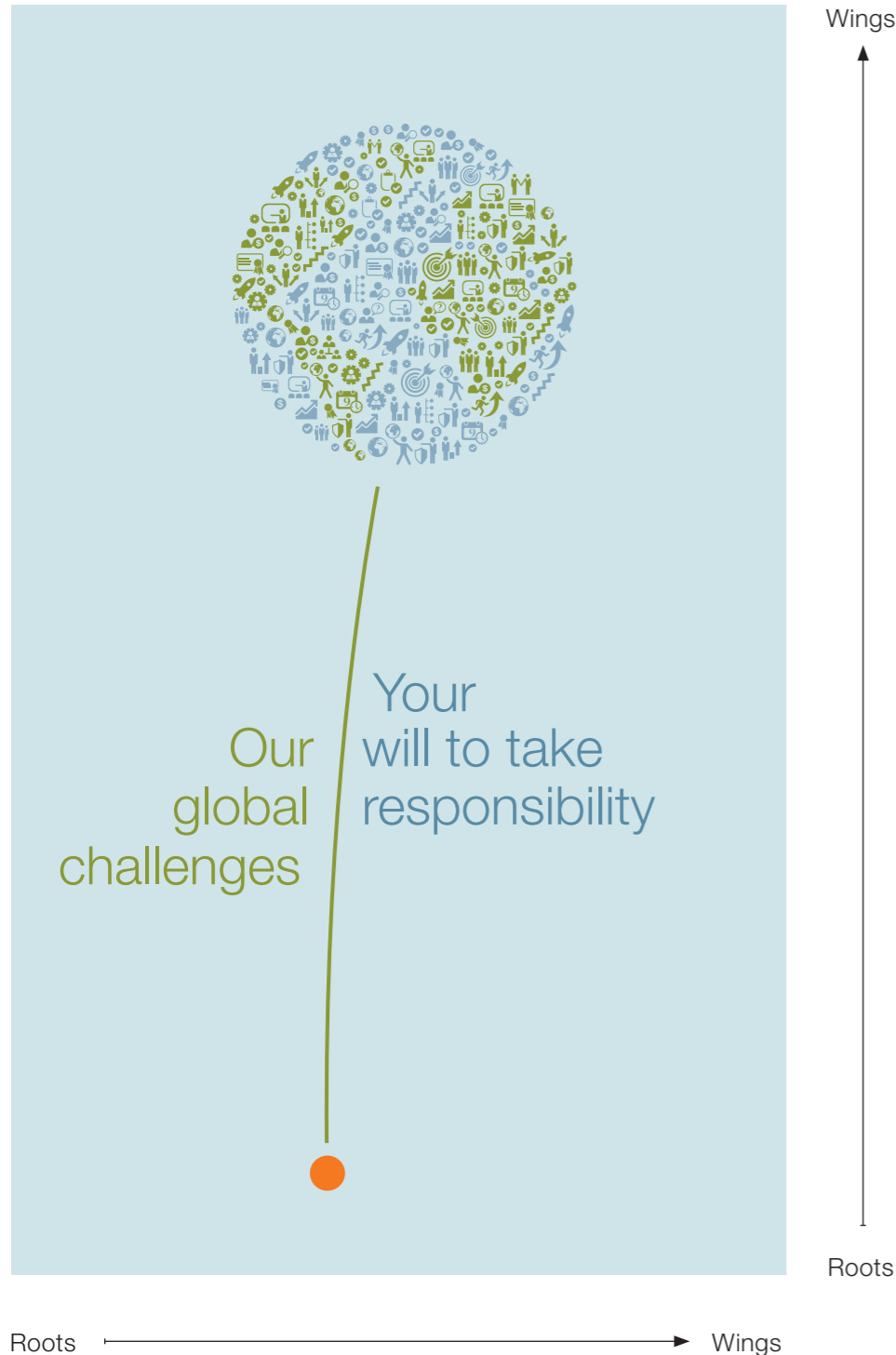


BG: KWS Orange
FG: White

Employer Branding Core Topics

Global Career

Visualization



What's important to employees at KWS?

We offer attractive chances to take on responsibility and to bring in personal abilities in an international environment. Motivated employees contributing successfully to the development of our business goals have every opportunity.

Possible communicative text

"We offer attractive chances to take on responsibility and to bring in personal abilities in an international environment. Make yourself grow with KWS."

Headline principle

KWS's perspective (roots): Always starting with "our".



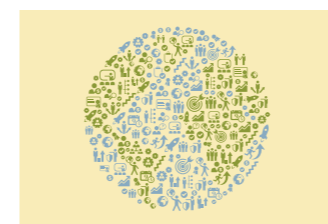
Global Career Icons



Color variations



BG: Medium Blue 25%
Oceans: Dark Blue 50%
Continents: Light Green



BG: Light Yellow 50%
Oceans: Dark Blue 50%
Continents: Light Green



BG: Light Green 25%
Oceans: Dark Blue 50%
Continents: Light Green

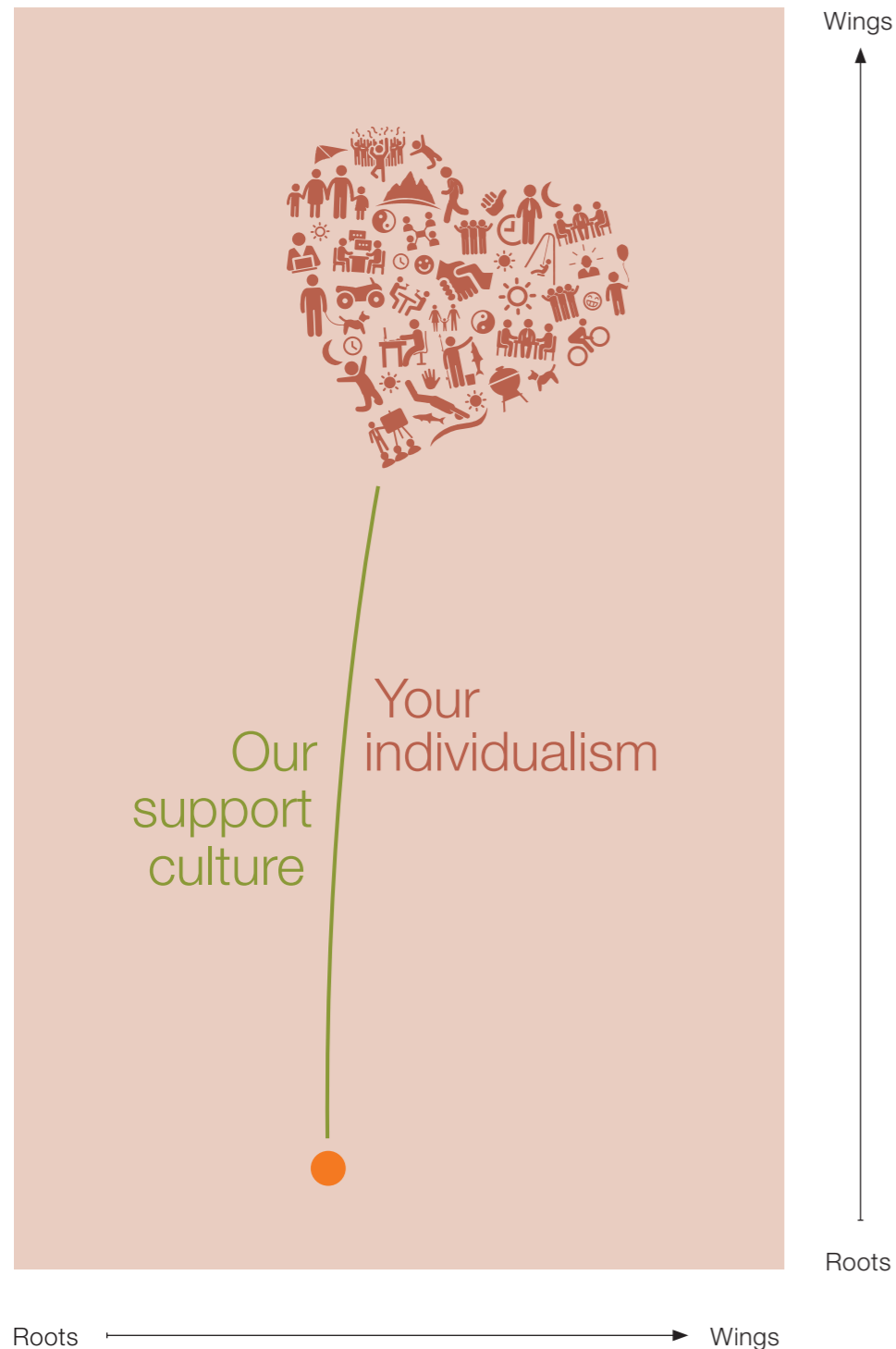


BG: KWS Orange
Oceans: White
Continents: KWS Orange 50%

Employer Branding Core Topics

Work-life Balance

Visualization



What's important to employees at KWS?

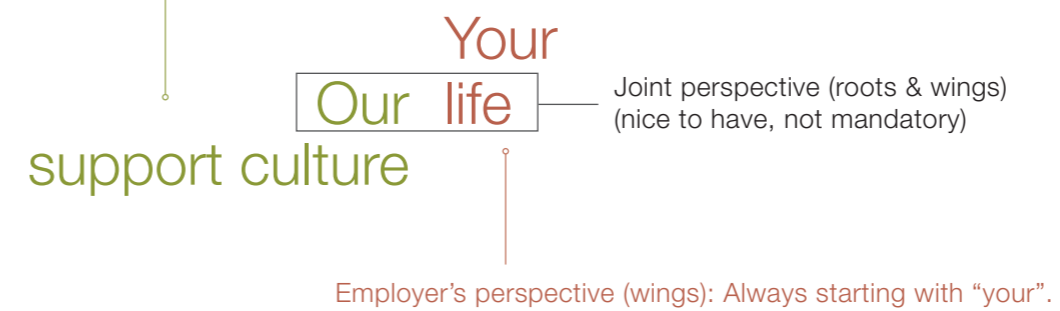
Our strong family spirit creates a positive working experience. We offer individual working models and strive to provide progressive and flexible ways of working.

Possible communicative text

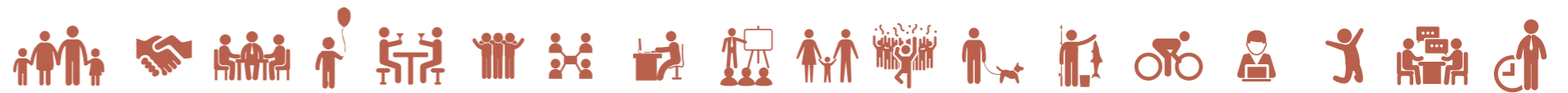
"Our strong family spirit creates a positive working experience. Make yourself grow with KWS."

Headline principle

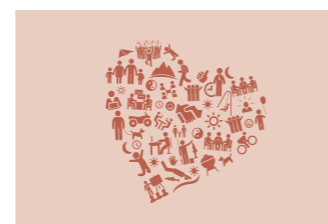
KWS's perspective (roots): Always starting with "our".



Work-life Balance Icons



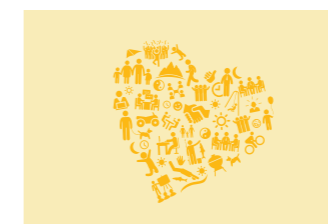
Color variations



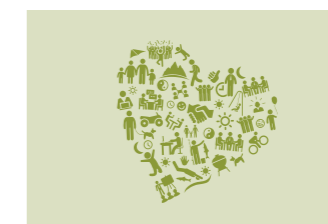
BG: Dark Red 25%
FG: Dark Red 100%



BG: Medium Blue 25%
FG: Dark Blue 75%



BG: Light Yellow 50%
FG: Medium Yellow 100%



BG: Light Green 25%
FG: Light Green 100%

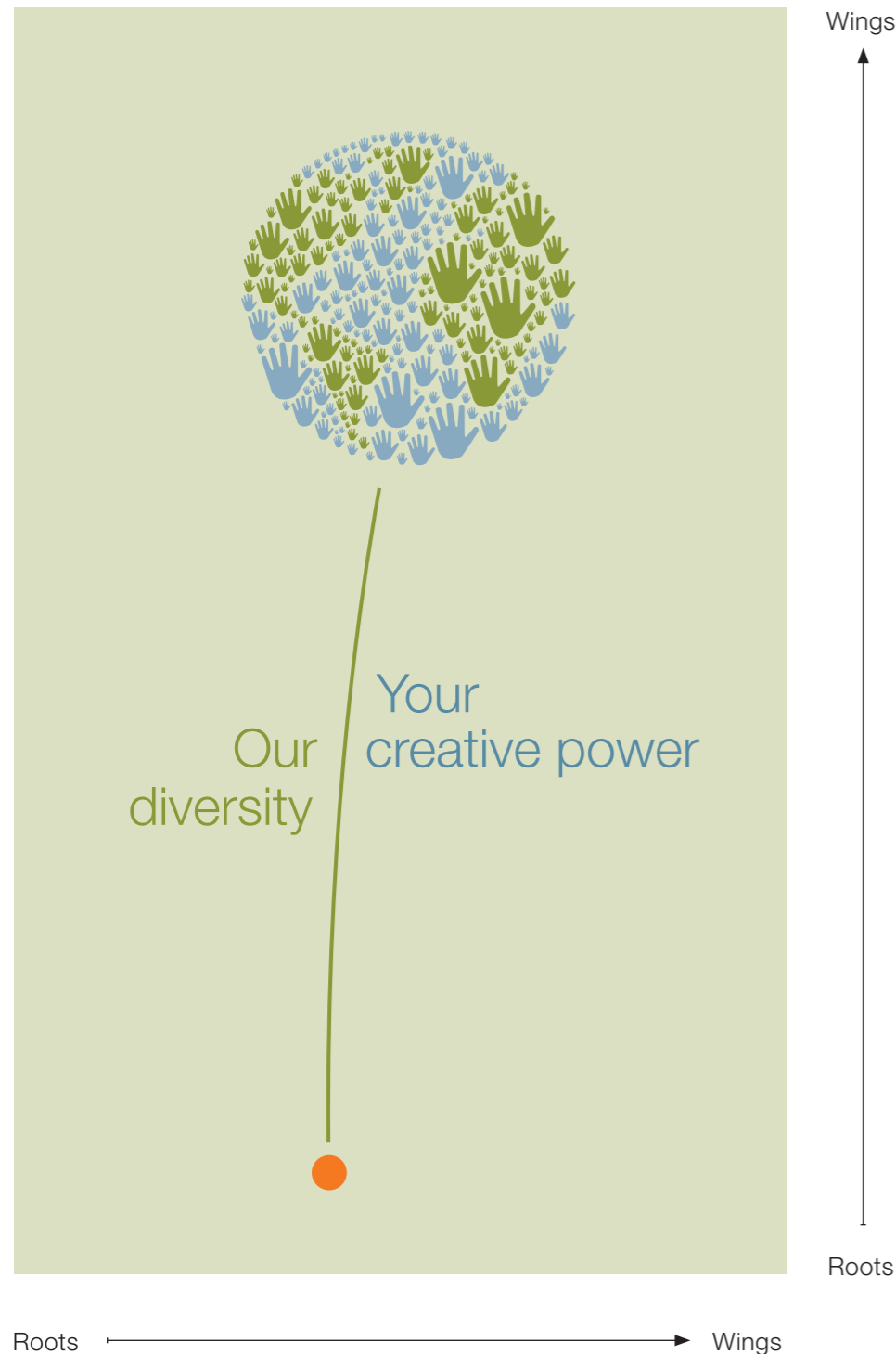


BG: KWS Orange
FG: White

Employer Branding Core Topics

Diversity

Visualization



What's important to employees at KWS?

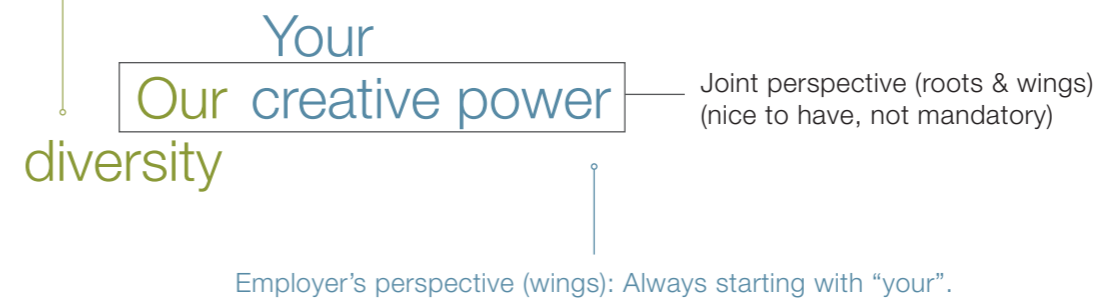
The success of our teams relies on a mix of different cultures, disciplines and personal backgrounds. Different perspectives of each individual enrich our corporate culture, our creative power and our working lives. They are the crucial factor of our success and are actively called for.

Possible communicative text

"We ask each individual to bring in different perspectives and to enrich our corporate culture and working lives. Make yourself grow with KWS."

Headline principle

KWS's perspective (roots): Always starting with "our".



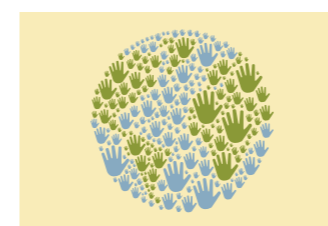
Diversity Icons



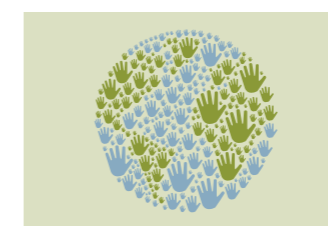
Color variations



BG: Medium Blue 25%
Oceans: Dark Blue 50%
Continents: Light Green



BG: Light Yellow 50%
Oceans: Dark Blue 50%
Continents: Light Green



BG: Light Green 25%
Oceans: Dark Blue 50%
Continents: Light Green

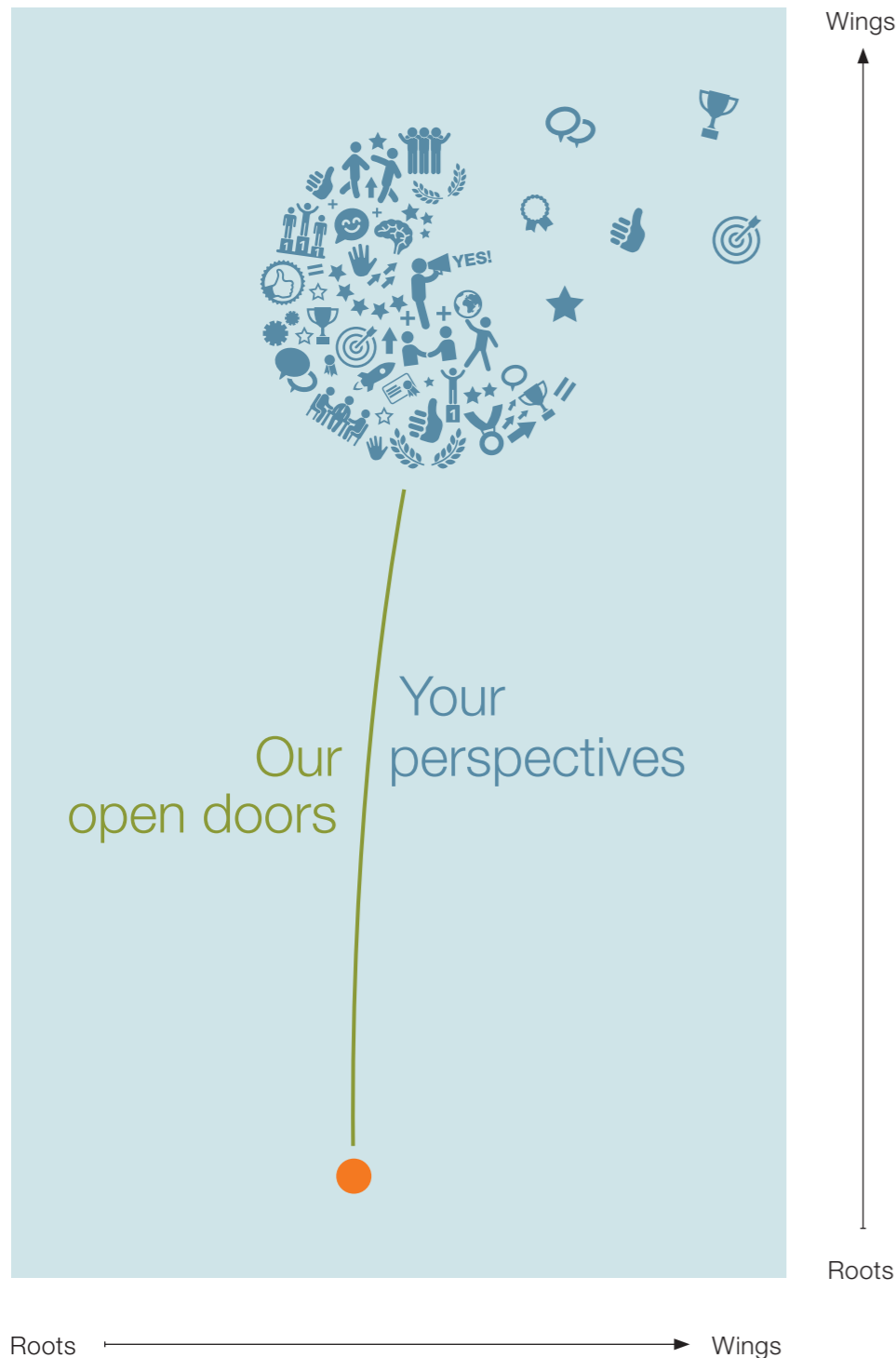


BG: KWS Orange
Oceans: White
Continents: KWS Orange 50%

Employer Branding Core Topics

Leadership

Visualization



What's important to employees at KWS?

We inspire our employees. We encourage them to think and act entrepreneurially and to move things ahead. Flat hierarchies, open doors and open communication make it easy for our employees to reach their goals.

Possible communicative text

"We encourage our employees to think and act entrepreneurially and to move things ahead. Make yourself grow with KWS."

Headline principle

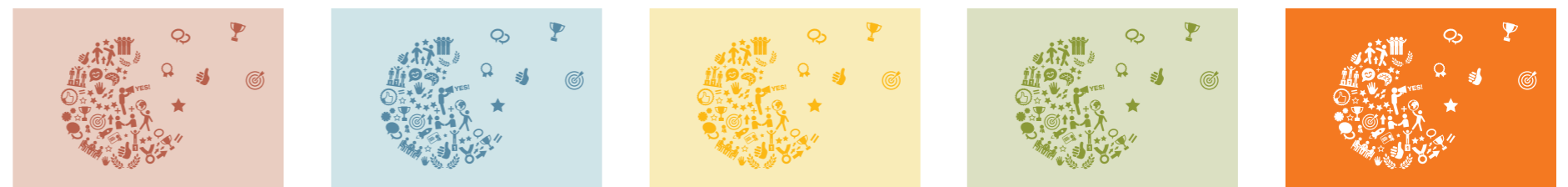
KWS's perspective (roots): Always starting with "our".



Leadership Icons



Color variations



BG: Dark Red 25%
FG: Dark Red 100%

BG: Medium Blue 25%
FG: Dark Blue 75%

BG: Light Yellow 50%
FG: Medium Yellow 100%

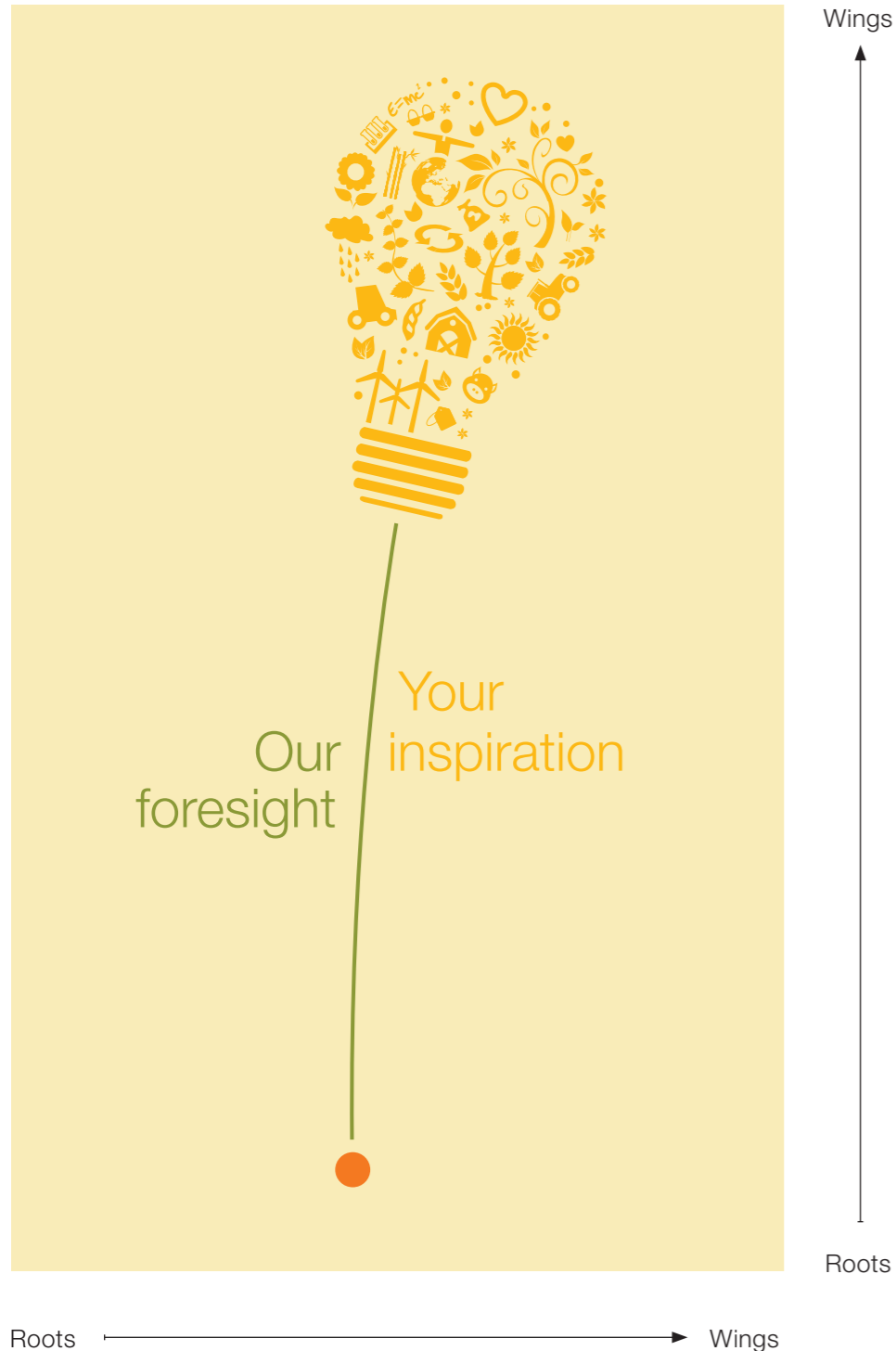
BG: Light Green 25%
FG: Light Green 100%

BG: KWS Orange
FG: White

Employer Branding Core Topics

Future

Visualization



What's important to employees at KWS?

We strive for new, fresh ideas and pioneering perspectives. We foster entrepreneurial spirit to set standards in our market and to create sustainable solutions for today's and future challenges.

Possible communicative text

"We are looking for new, fresh ideas and pioneering perspectives. Make yourself grow with KWS."

Headline principle

KWS's perspective (roots): Always starting with "our".

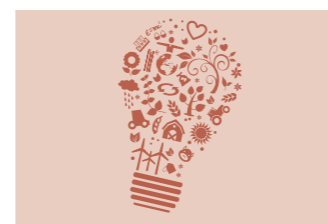


Employer's perspective (wings): Always starting with "your".

Future Icons



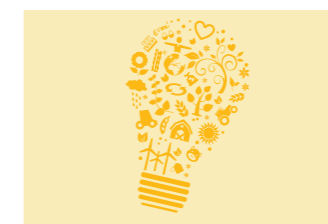
Color variations



BG: Dark Red 25%
FG: Dark Red 100%



BG: Medium Blue 25%
FG: Dark Blue 75%



BG: Light Yellow 50%
FG: Medium Yellow 100%



BG: Light Green 25%
FG: Light Green 100%

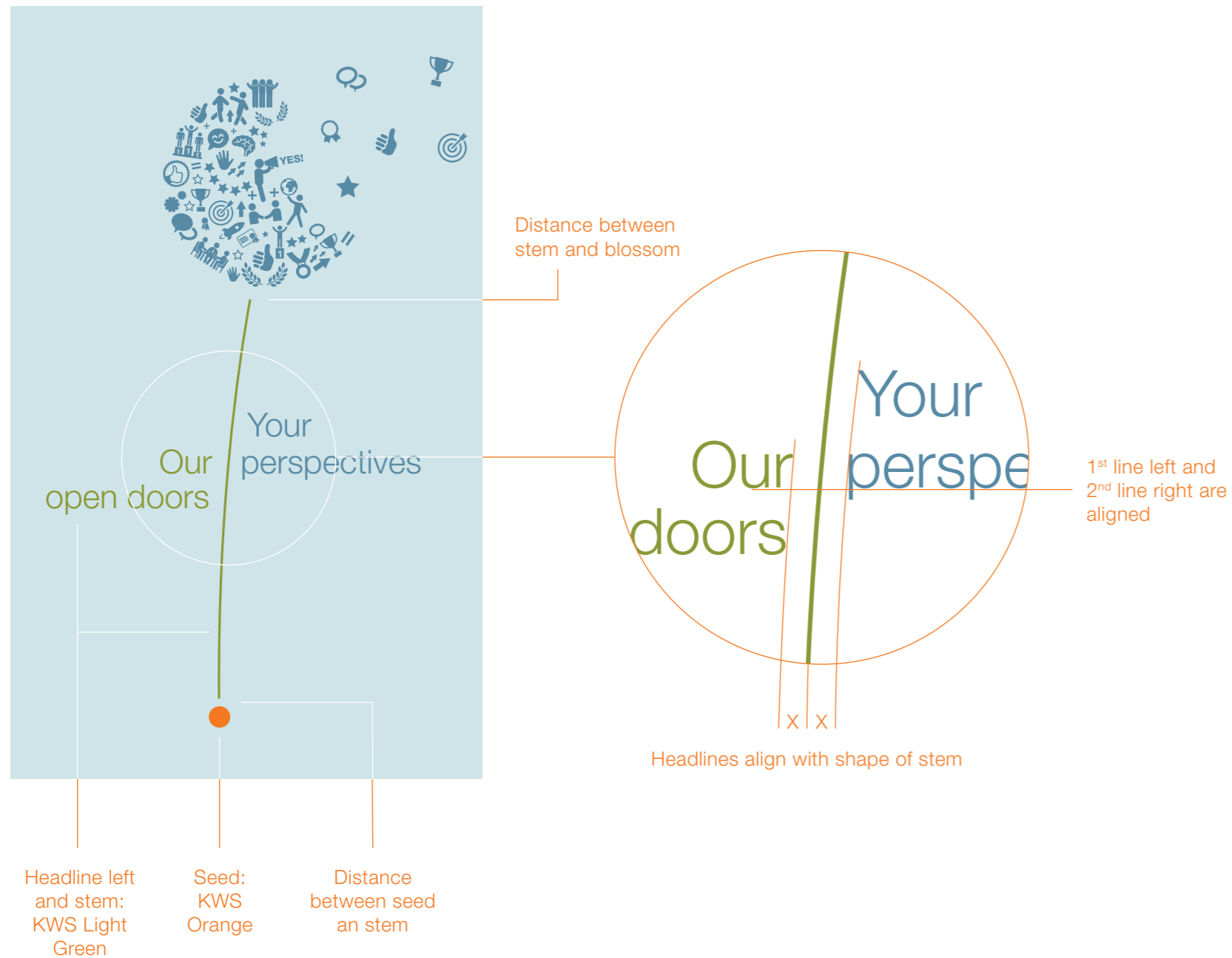


BG: KWS Orange
FG: White

Employer Brand Illustration

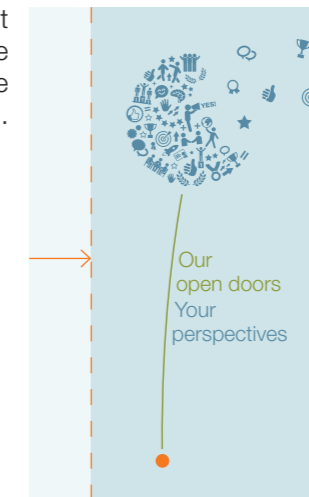
Construction and application

Basic construction

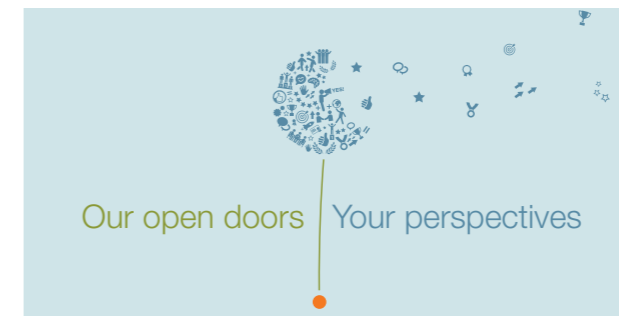


Different applications

If there's not enough space, the headline can move to the right side.



Within the orange square you might need to use ragged text, not connected to the stem.



On landscape formats text can be in one line only. The icons of the blossom can be rearranged.



Avoid too short stems. Try to stick to a ratio of 1/3 (blossom) to 2/3 (stem & seed).

Employer Brand Portrait Photography

Mainly external communication

The Employer Brand Imagery is currently being developed. For the time being please use existing footage and modify it according to the basic rules.

Basic construction

Where to use?

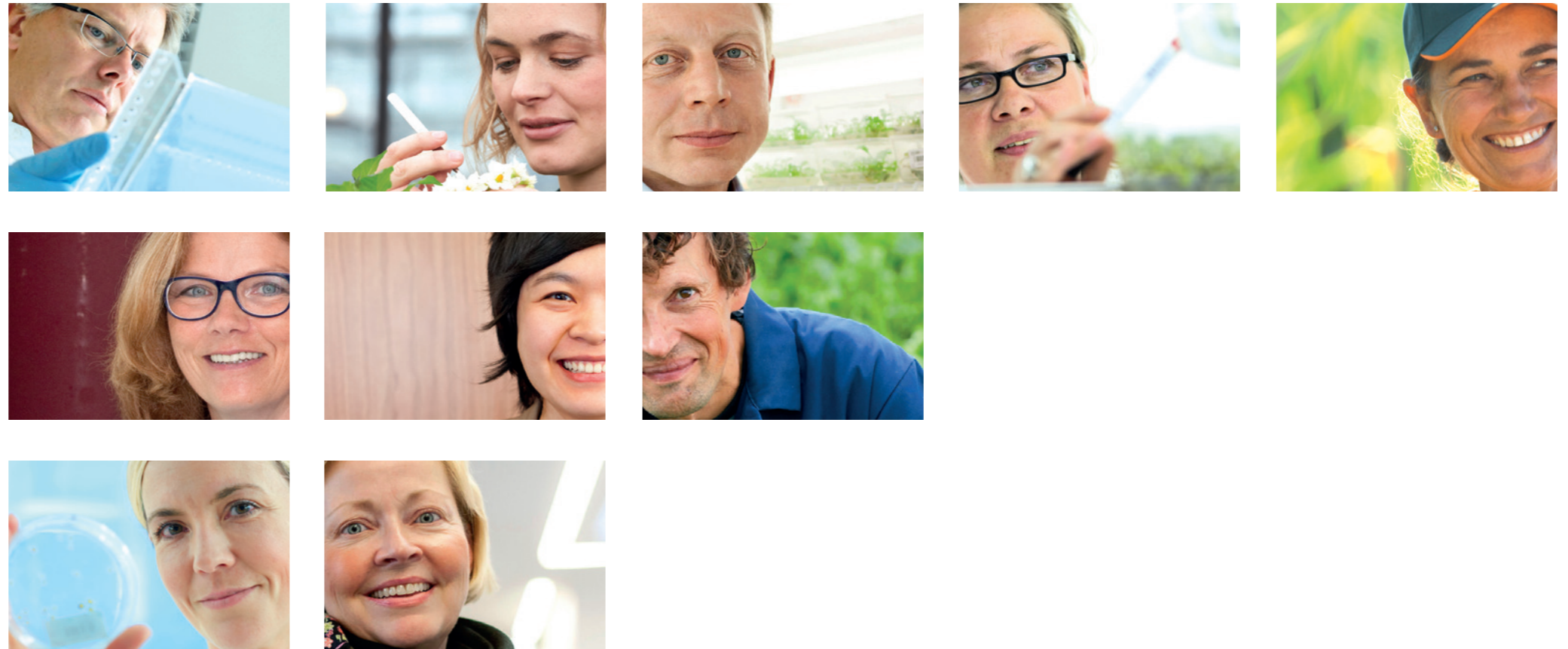
Real life imagery is mainly used in external Employer Branding communication, whereas internal communication focussed rather on the Employer Branding Illustrations.

Basic rules

The basic formal and content-driven rules for images follow the Corporate Imagery Guidelines. **The main idea is "closeness"**. At the moment closeness in Employer Branding is interpreted as showing employees close to the camera with a natural, relaxed facial expression.

What to we show?

The composition of the image should leave enough space for the layout system (orange box). The face should fill roundabout 1/3 of the image and can be cropped. Details of working movements and devices being used are helpful but not mandatory. Low depth of field is used in order to focus on the people, not on their environment.







Usage in the layout

In order to avoid a cluttered layout with too many elements, images have a clear focus on peoples's faces. Too many details don't help and distract from what we're trying to say.



Employer Branding components

Internal vs. external communication

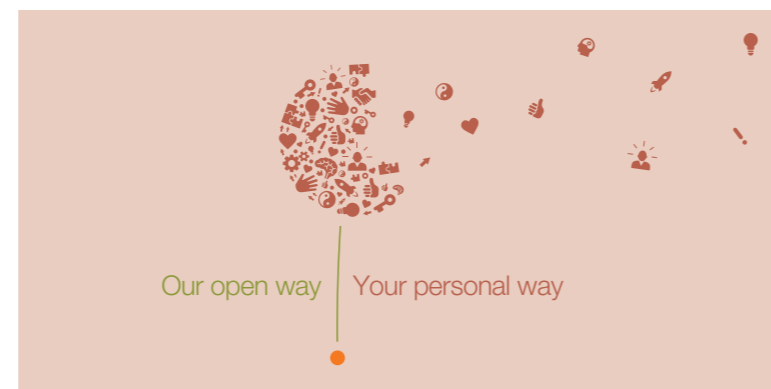
		Internal use	External use
Brand essence	“Make yourself grow with KWS.”	Use recommended within body copy or as last sentence. Important: Not to be mistaken with the company claim!	Not to be used, only for internal communication!
EB Headlines	Your Our personal way open way	To be used with EB illustrations.	To be used with EB illustrations.
EB Illustrations, colored		Preferred for internal communication.	Only to be used supportingly, when real life imagery can also be displayed.
EB Illustrations on orange		Preferred for external communication.	Preferred usage externally in Orange Box, combined with Real Life Imagery (see below).
EB Real life Imagery		Preferred for external communication, as they compete with the unique EB Illustrations. Also real employees might not want to be exposed to colleagues on each site.	Especially in recruiting real people help addressing according target groups.
Brand Logo and Orange Box		Not mandatory, to avoid a mere advertizing feel. On a KWS site you already know where you are, you don't have to be reminded of the company logo on every item. Less is more!	To be used on every item.

Exhibitions, Displays

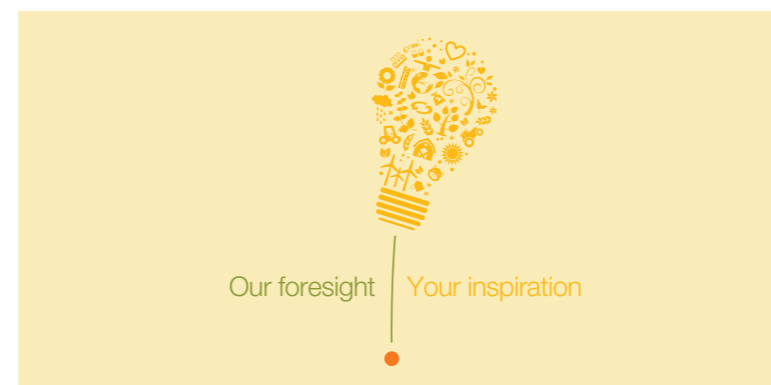
Internal communication



Headlines (messages) can be individually adjusted according the situation. Application of logo and orange box (external communication), as also clients are addressed.

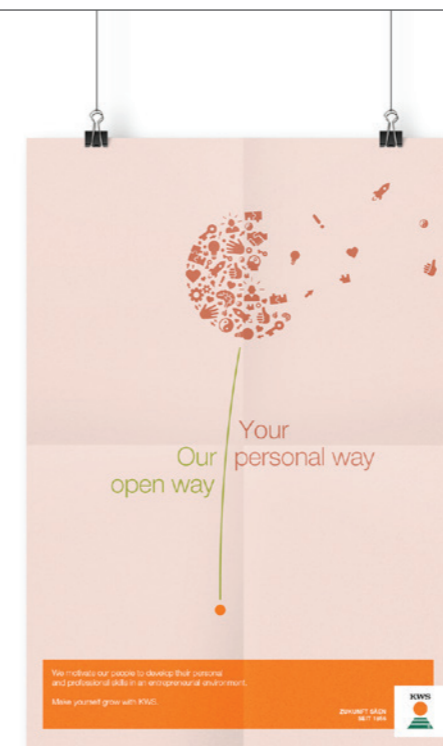
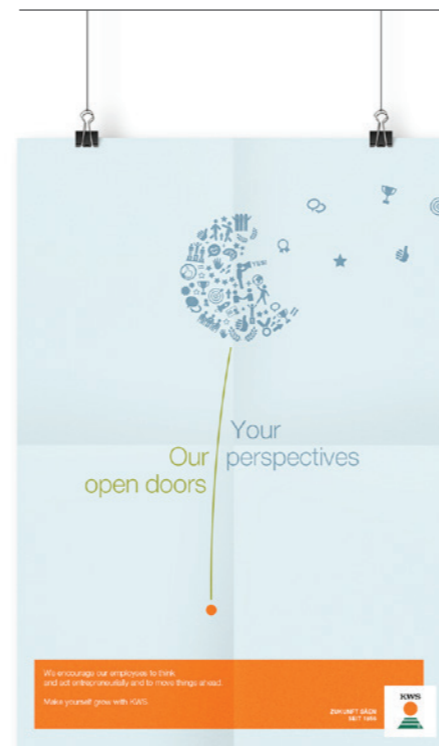


“Make yourself grow with KWS” can be added next to the seed.



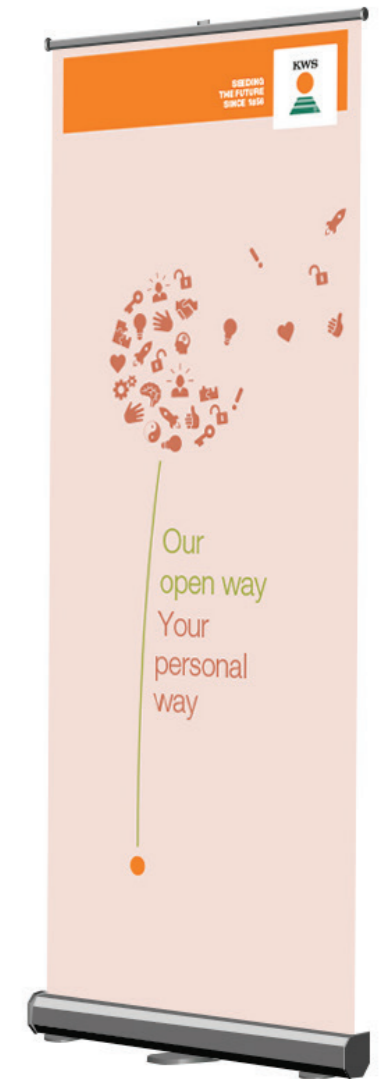
Posters

Internal communication



Trade Fairs

External communication



Job Ads

External communication



Research Technician (PGR1) Department: KWS Gateway Research Center
Location: BRDG Park, St. Louis MO USA
Reports To: Group Leader

Summary:
The KWS Gateway Research Center in BRDG Park, St. Louis, has an immediate opening for a full-time research technician in the area of plant molecular biology. The position is within the Plant Growth Regulation research group, participating in the team's gene discovery and trait development efforts.

Essential Job Functions:

- Execute gene cloning and plant transformation vector construction.
- Perform molecular analyses of experimental organisms, including DNA/RNA/protein isolation, quantitative PCR and RT-PCR, protein assays.
- Maintain plants, experimental materials and laboratory equipment.
- Maintain detailed and organized records of project data, contribute to data analysis and method development.
- General laboratory management such as ordering supplies, maintaining inventory and managing waste. Comply with all company policies and state and federal guidelines.
- Participate in group meetings and discussions. Other duties and projects to support the needs of the business.

Qualifications:

- Bachelor or Associate degree in plant biotechnology or related fields.
- 1+ yrs of hands-on experience in a research laboratory.
- Ability to follow protocols to generate reproducible results.
- Ability to clearly document and maintain accurate laboratory experimental records.
- Willingness to learn and implement new experimental techniques.
- Excellent communication skills in English, both written and oral.
- Demonstrated experience with plant biotechnology methods preferred.
- Organized, detail-orientated and able to troubleshoot experimental problems.
- Ability to work independently to plan, conduct and follow-up experiments.
- Preferred background knowledge in plant molecular biology.

Application Procedure:
Please submit a cover letter and resume directly to: careers-grc@kws.com
- The email subject line should state "Application - Research Technician (PGR1)".
- The cover letter should clearly why you would be a fit for this role, directly addressing the essential job functions and qualifications.
- Application period: January 12 - February 20, 2015.

About KWS:
KWS is one of the most innovative and long established plant breeding and seed companies worldwide. For more than 150 years we have been breeding and marketing high performance varieties for the modern farmer. Our key crops are sugar beet, corn and cereals as well as oil seed crops and potatoes. Our core markets are in the temperate climate zones of Europe, North and South America as well as China. For further information please visit www.kws.com/career

DIN A4

Research Technician (PGR2) Department: KWS Gateway Research Center
Location: BRDG Park, St. Louis MO USA
Reports To: Group Leader

The KWS Gateway Research Center in BRDG Park, St. Louis, has an immediate opening for a full-time research technician in the area of plant biotechnology (dicot plants). The position is within the Plant Growth Regulation research group, participating in the team's gene discovery and trait development efforts.

Application Procedure: Submit a cover letter and resume directly to: careers-grc@kws.com. Application period: 12/01 - 20/02, 2015.

About KWS: KWS is one of the most innovative and long established plant breeding and seed companies worldwide. For more than 150 years we have been breeding and marketing high performance varieties for the modern farmer. Our key crops are sugar beet, corn and cereals as well as oil seed crops and potatoes. Our core markets are in the temperate climate zones of Europe, North and South America as well as China. For further information please visit www.kws.com/career

140 x 100 mm

Research Technician, Plant Biotechnology Department: KWS Gateway Research Center
Location: BRDG Park, St. Louis MO USA

We are seeking to recruit at the earliest opportunity a Research Technician, Plant Biotechnology - KWS Gateway Research Center on a permanent, full-time basis. This position joins our team in the area of plant biotechnology (dicot plants) to participate in the team's gene discovery and trait development efforts.

Your tasks:

- Perform genetic transformation and tissue culture of dicot plants.
- Maintain plants in axenic culture and transfer to soil in controlled growth environments.
- Conduct physiological, biochemical, anatomical and histochemical characterization of plant lines.
- Maintain detailed and organized records of project data, contribute to data analysis and method development.
- General laboratory management such as ordering supplies, maintaining inventory and managing waste. Comply with all company policies and state and federal guidelines.
- Participate in group meetings and discussions.
- Other duties and projects to support the needs of the business.

Required qualifications:

- Bachelor or Associate degree in plant biotechnology or related fields.
- 1+ yrs of hands-on experience in a research laboratory.
- Ability to follow protocols to generate reproducible results.
- Ability to clearly document and maintain accurate laboratory experimental records.
- Willingness to learn and implement new experimental techniques.
- Excellent communication skills in English, both written and oral.

Desired qualifications:

- Demonstrated experience with plant transformation and characterization.
- Organized, detail-orientated and able to troubleshoot experimental problems.
- Ability to work independently to plan, conduct and follow-up experiments.
- Background knowledge in plant molecular biology.

Interested?
Please submit a cover letter and resume directly to: careers-grc@kws.com
- The email subject line should state "Application - Research Technician (PGR2)".
- The cover letter should clearly why you would be a fit for this role, directly addressing the essential job functions and qualifications.

About KWS:
KWS is one of the most innovative and long established plant breeding/seed companies worldwide. For more than 150 years we have been breeding and marketing high performance varieties for the modern farmer. Our key crops are sugar beet, corn and cereals as well as oil seed crops and potatoes. Our core markets are in the temperate climate zones of Europe, North and South America as well as China. For further information please visit www.kws.com/career

US Letter Format

Research Technician (PGR2) Department: KWS Gateway Research Center
Location: BRDG Park, St. Louis MO USA
Reports To: Group Leader

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90 x 150 mm