

Ali se naše delovne sposobnosti starajo kot dobro vino?



ASI
Comprehensive Support to Companies
for Active Ageing of Employees



Public Scholarship, Development,
Disability and Maintenance
Fund of the Republic of Slovenia



REPUBLIC OF SLOVENIA
MINISTRY OF LABOUR, FAMILY
SOCIAL AFFAIRS AND EQUAL OPPORTUNITIES



EUROPEAN UNION
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INVESTING IN YOUR FUTURE



Welcome to

Are our working skills aging like old wine?

ASI Skills and Competences Conference
21st April 2022

A Panel Discussion with Hofstede Insights

Egbert Schram, Managing Director
Martin Karaffa, Associate partner



MODERATOR

Managing Director

Egbert Schram

MSc Forestry (Wageningen University, Netherlands)

Areas of expertise:

internationalization, SME's, culture, international account management, HRD, business development, strategy and culture alignment, executive cultural coaching.

Forbes Business Council member

Chair of Finnish Dutch Chamber of Commerce

Chair Amcham advisory board

ABOUT HOFSTEDE INSIGHTS



A Culture & Strategy Advisory and Analytics organisation



A core team of data technicians and communication professionals, and a global network of 150+ expert facilitators in 60+ countries



Improving and aligning working practices in multicultural environments



PANELIST

Associate Partner

Martin Karaffa

FRSA, BA University of Adelaide, South Australia

40 years of experience in creative communications, strategy and implementation.

- Associate Partner Hofstede Insights
- Intercultural Training Consultant for the UN
- Independent Brand Consultant based in Munich

For much of his career, Marty served as a Global Planning Director for international advertising agencies. His agency credentials include BBDO, JWT, and Ogilvy in Melbourne, Tokyo, New York and Munich. His client partners include Mercedes-Benz, Unilever, meQuilibrium, Ford, Pfizer, Johnson & Johnson, Diageo, Nestle, Citigroup and more.

 <https://www.linkedin.com/in/martinkaraffa/>

Effective rotation vs retention



Competency vs Mastery






Institutional memory



Digital Natives vs Digital Immigrants

A large, weathered wooden barrel stands in the foreground on a wooden plank surface. The background features a vineyard with rows of green grapevines under a dramatic sunset sky with orange and blue hues. The sun is low on the horizon, creating a strong lens flare effect.

The Energy of Maturity

A group of four business professionals are seated around a wooden conference table in a modern office setting. They are engaged in a meeting, with papers, laptops, and a coffee cup on the table. The scene is dimly lit, with natural light coming from a window in the background. The text 'Thank you' is overlaid in the center of the image in a white, sans-serif font. A thin vertical orange line is positioned to the left of the text.

Thank you

Hvala za pozornost!



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