





Edda Pulst, Britta Kähler

# @- adapt2Job - 2win-Training – 5th Edition **FINAL REPORT**

#### **Chance for More**

"Leadership and Business in Digitalization"

**Different.Digital.Doing** 



28th of September – 3rd October 2019

#### Supported by





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### Practical Results of 5 days' Employability Assessment

Leadership means: Be in lead with Digital Technology but do not forget to earn money with it. Burn for your idea and define your job profile. Companies do not look for "Credit Point Collectors".

An additional excellent industry expert joined the G2J- adapt2Job Teaching
Team: SMS group-AR/VR-Expert Dr. Mark Haverkamp completed the team of
Prof. Dr. Edda Pulst from Westphalian University of Applied Sciences and Dr.
Markus Reifferscheid from SMS group. Roles change on the flight.



Last Preparation details the night before the training



- adapt2Job Team

Prof. Dr. Edda Pulst, Westphalian University
Dr. Markus Reifferscheid, Vice President R&D at SMS group
Dr. Mark Haverkamp, Associate General Manager Plant Simulation Tubes, Long Product Rolling &
Forging at SMS group

#### **Different**

adapt2Job is different, because students do not work for credit points but for the needs of the labor market. Jordanian company experts of the growing
 adapt2Job -Network form the additional work force for the current subject of the training. Precious material with state of the art knowledge, methods of Interactive Teaching, Team Work Techniques, Minimal Viable Products and more determine the dynamic of the training. Business Communication skills are taught.



Working with artefacts helps to know each other better and keep the balance between necessary frustration and laughing.

Students stayed much longer in the evenings than foreseen by the program, just to experience as much as possible.

Local professors, specialists in their field, are committed and support continuously the adapt2job program at GJU.



- adapt2Job GJU Academic Team:

Prof. Dr. Safwan Altarazi and Dr. Sameer Aldahidi
School of Applied Technical Sciences

# Alumni are living testimonials for the success of the program.



Alumni of adapt2Job 4th Edition 2018: Rand Zreiqat

"The adapt2job training was the shortest training that I have ever attended, yet the most beneficial and eye-opening. It was quite challenging, yet even more rewarding. Meeting Prof. Dr. Edda and Dr. Markus was an incredible experience on its own. a2j has influenced my entire year and I ended up getting a job offer in an Artificial Intelligence company!"



And even recent operations in the right leg do not prevent from working



Khaled AlKadi, Sales Manager – Enterprise, JBS, IBM.

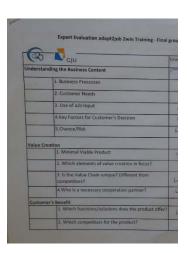
"Adapt2Job returns my hope that University can educate for the Labor Market"



Britta Kähler, Dr. Mark Haverkamp – SMS group, Prof. Dr. Edda Pulst – working hard to get best adapt2Job training results for their students



Precious Experts joining — adapt2Job from the beginning until today



Evaluation was done by elaborated and market proven adapt2Job - criteria

### **Digital**

The industry partners, SMS group and all the joining adapt2Job companies demonstrated their technical solutions, business models and jobs for the students.

Real applications instead of paper knowledge.

Real Digital Products and Services to earn money with.

The participating students acquired an overview on trends in New Technologies.

Students were introduced to Leaders in Technology, likewise to Leaders in Business with Digital Products and Services.

The DHL and SMS Trend Radar as well as the Gartner Hype Cycle helped them to allocate the New Technologies.

Irisguard showed Irisscan connected to Blockchain, IBM their latest developments in API integration and Big Data Tools, Oracle demonstrated their Cloud and Big Data solutions, ACT Digital Solutions introduced their Business Solutions and GIL the VR based Arabic learning program.

Prof. Edda Pulst and Dr. Markus Reifferscheid presented todays' Digital Products and Digital Services.

With Dr. Mark Haverkamp they could navigate in "Real Life" through all forms of a Digital Twin, including AR, VR and Digital Laser Scans.



# **Digital Twin Example**



SMS (e) group



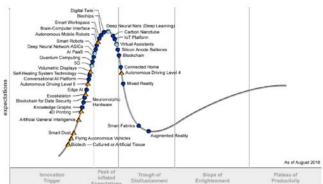
SMS group's "Digital Twin " solutions FASCINATED everyone





# **Leadership** = Leading Technology







Prof. Pulst gave an overview on Market Trends and Technologies

### **Doing**

The intense workshop gave precise results in digital products and services for Jordan and the region:

Customer focus is the key, self reflection and self criticism indispensable.

Minimal Viable Products were produced, management summaries written, presentations shown in order to convince the expert panel during the assessment.

Pressure and time restriction were like in reality, digital products and services based should be created with structure and creativity according to the input provided during the first days of training.



Focus on the Customer's problem



adapt2Job - Prof. Edda Pulst connecting the two worlds for her students



Hands-on – a part of the adapt2Job training



Elevator Pitch- Communication exercise within the adapt2Job training

The groups developed digital products and services for the Jordanian Market:

- 1. Learning Warehouse
- 2. Electronic Health Records
- 3. Platform for Information on Public Transportation.
- 4. Media Platform for Car Maintenance.
- 5. Medical and Accommodation Service for Medical Tourists
- 6. Internet of Energy.

#### Be on Fire!

The Teams presented each their idea to the assessing industry partners and the Vice President of the University.



Prof. Ralf Roßkopf, Vice President of GJU, and expert Jury joining the final presentation

The industry experts evaluated employability, presentation skills of the students and market relevance of the projects.

The serious and hard feedback gave valuable recommendations to the students on their product, the realization of their service and the cost-benefit analysis.

Together with the President of GJU, Prof. Manar Fayyad, and Mrs. Britta Kähler, Director of the Office for Industrial Links, — adapt2Job — certificates which are highly appreciated in the job market, were handed over to the participants.

Everybody with ——adapt2Job —certificate has exclusive access to the —adapt2Job - Network.

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President of GJU, Prof. Manar Fayyad hands over the certificate



Highly appreciated in the Job Market: The adapt2Job - certificate



- adapt2Job Facilitator: Britta Kähler and Prof. Dr. Edda Pulst



adapt2Job Happiness: Participants of the 5<sup>th</sup> Training.