Shape your development

Strategic Workforce Management at Covestro Communications

July 09, 2025

Corporate COMs in times of poly-change

Workforce Development an involuntary victim?

Economy and chemical industry in crises mode

- Low budgets
- Personell cuts

Covestro taken over by ADNOC/XRG and in change itself

- High communication demand

33%

Happy with their growth

Profession in fast development cycle

- Static & grown corporate structures
- Low fluctuation

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CREATED
WITH AI
The best way to predict
the future is to shape it.

Communications Skill Framework

Future Skills

(COM) Consulting
- Provide informed advice taking into account external insights, stakeholder needs and business understanding
- Coach and counsel departments and leaders effectively with the right communication techniques

Data & Stakeholder Insights
- Collect, analyze and interpret data
- Generate external insights and translate these into stakeholder tailored content

AI Expertise
- Know, understand and be able to use AI effectively in daily job
- Be able to spot and leverage efficiency potential through AI

Stakeholder focused Communications Planning
- Plan, execute and monitor communications projects and campaigns based on data insights
- Set clear communication objectives on how to positively impact stakeholders
- Motivate and lead project teams

Essential Communication Skills

Media Relations
- Build and maintain positive relationships with journalists and media outlets
- Adapt content and messages to respective channels and stakeholder needs

Branding
- Build and maintain a strong positive brand image and identity via various means
- Translate brand principles into communication formats

Audiovisual Content
- Develop and produce engaging video and audio content and formats
- Know how to use technical equipment and software for video production

Storytelling & Writing
- Craft compelling narratives
- Align stories with organizational goals and values
- Develop engaging storytelling formats

Executive Positioning
- Craft and promote a positive and differentiated image for leaders
- Coach leaders on how to communicate accordingly

Channel Management
- Understand USP, processes, and key metrics of each channel
- Be able to reach and engage stakeholder groups via right channels

Employee Engagement
- Foster a positive internal culture via clear, transparent and consistent employee communication in line with COV strategy
- Enable open feedback and exchange on Covestro topics

Crisis Communication
- Prepare for and respond to emergency situations
- Mitigate damage through timely and accurate messaging.
- Maintain stakeholder trust during and after crises

Project Management
- Organize and manage projects (e.g. campaigns, flights, events, trade fairs) with clear stakeholder focus
- Manage timelines, resources and deliverables

Intercultural Comm.
- Understand cultural nuances and tailor communications to a global audience
- Navigate an international communications landscape

We help you **Shape Your Development**

… with central „project market place“ and departmentwide development formats

Position

- Is the core of what we do every day

Projects

- Are offered in a project market place
- Can be taken on based on development need & availability

Development formats

- Offered centrally for all „future skills“
- Colleagues can offer „essential skills“ sessions to the global community

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1 Year of “Shape yOUR Development”

Overall savings of 180,000 EUR due to upskilling initiatives

Professionalize Development Formats

- 55% participation
- User-friendly learning platform
- Invest low 5-digit budget in formats

Re-activate Project Marketplace

- 12 projects started
- Re-launch after tech change
- Integrate into operating model

Digitalize Skill Assessment

- AI-supported self evaluation
- Skill heatmap for teams

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Thank you!
The „Shape YOUR Development“ Team

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DANKE!