

Grußwort Dr. Wolfgang Runge
Verabschiedung MMC, 29. September 2005

Dear

Thank you for inviting me to speak to this group on this important day.

I am representing Dr. Christoph Hollemann Supply Chain Site Director for Motorola in Flensburg. He asked me as the Senior Consultant of the EMEA talent organization to step in and to send his regards. He has picked up the idea of Public-Private-Partnership and decided to cooperate with the Multimedia Campus Kiel – International Graduate School of Digital Media and Management. Since that day, we run projects together on the Kieler Woche, had interns in Motorola and sent MBA candidates.

First of all let give you some general information about our company.

To introduce you to Motorola is quite easy, if you like cars like

- Audi, BMW or Mercedes
- If you use mobile phones
- If you use two way radios in organizations like THW or Freiwillige Feuerwehr, our company has a meaning for your life.

Although acting globally, the regions have a meaning for us, like Schleswig Holstein and Flensburg in particular. We are partnering with Universities in the regions to represent ourselves and to give Talents a chance to step into the environment of a global player as interns as well as fresh outs. We are cooperating with the MMC to gain talents, to get new input from students and to strengthen the region. The means to do so are Topics for Thesis, Donation, Internships or sending MBA students to the MMC.

The requirements that need to be fulfilled for students as interns or fresh outs become transparent in those forms of cooperation. But nevertheless they are hard to fulfill, because most of them can be described as being paradox. Some Examples:

- be a loyal employee to the company but think of the meaning for the region
- be a loyal executer but come up with creative ideas
- be a Motorolan and an individual
- follow the roles and responsibilities but use chances to define your job and to exceed limits

It is a complex world of paradox requirements. A world that is not black and white. The variations of gray are important. This requires sensitivity, political and communicational skills. Welldone!

The key question for me as a representative of the talent organization is: Are you able to stand ambiguity? How resilient you are? How do you react on change? Actual insides with a look into a company of the tele-communication sector were gained by Mr. Behnck, Mrs. Wasilewska, who have written their thesis in Motorola about Supply Chain and a benchmark for selling refurbished goods. They have shown that the MMC students are able to be confronted with these vague requirements in an international environment.

If we take them as examples, the MMC provides a comprehensive package of tools and techniques for students, who are willing to work with discipline and enthusiasm. But reflecting on our Six Sigma standards, even the best can be improved. Don't get tired and keep on challenging the Organization of the MMC.

Congratulations to all who have finished the exams and good luck for the next Steps on your future path, wherever it will lead you to.