

SQUAD „NETWORKING SERVICES“



Workshop (Duesseldorf, 24.01.2020)

AGENDA

WORKSHOP SQUAD „NETWORKING SERVICES“

- 09:00** **Introduction: Welcome, Outline of the Workshop, Mini Motivation & Expectation Round**
- 09:20** **Analysis: Check-up of existing Networking Services – Visualise Preferences**
- 10:15** **Workshop: Generate a new Perspective on DJW Networking Services – Workshop based on „Lean Coffee“ Format**
- 11:25** **Results: Present Preferences and Initiate Activities on the Basis of DJW Strategy**
- 12:00** **Closing: Next Steps**



INTRODUCTION

GENERAL EXPLANATION OF SQUAD CONCEPT

DJW is characterized by its lean structures and flexibility. To unlock the full potential of our organization, we have decided to introduce “agile” management processes to DJW. In small, powerful teams (“squads”), we are working on various topics.

The squads set their **own goals**, which they work towards within a **predefined timeframe**. They include fulltime and voluntary team members (at least one board member, one full-time DJW staff as well as dedicated members). In contrast to traditional teams, **hierarchies are set aside** and squad members are free to act more or less independently of others (“**autonomy**”), as long as it is in accordance with the wider objectives and guidelines of DJW (“**alignment**”). In this way, we are able to quickly react to the latest trends and developments in a self-reflective way .

The squads generally use English as their working language and organize virtual or in-person meetings by themselves (regular, but well-focused, approx. once every quarter).

Read more:

„DJW Insight“ #0: [DJW and its "Bottom-up Approach"](#) - an interview about how DJW is breaking new grounds by introducing agile working methods ([Dr. Julia Münch](#), *Managing Director of DJW*)

„DJW Insight“ #1: [Squad "New Members Germany"](#) - an interview about the strategy and challenges of gaining new members in Germany ([Anne Pomsel](#), *Deputy Managing Director / Event Coordination at DJW*)

„DJW Insight“ #2: [Squad "Networking Services"](#) - an interview about challenges and chances of DJW services ([Elisa Ono](#), *Member Relations at DJW*)

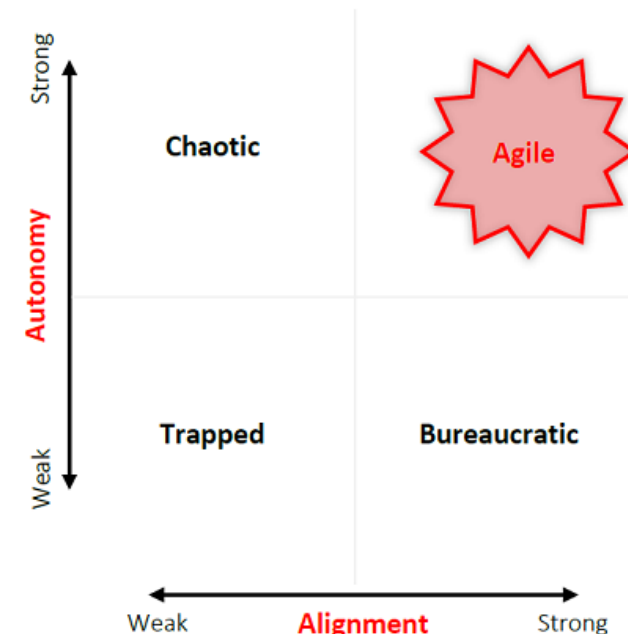
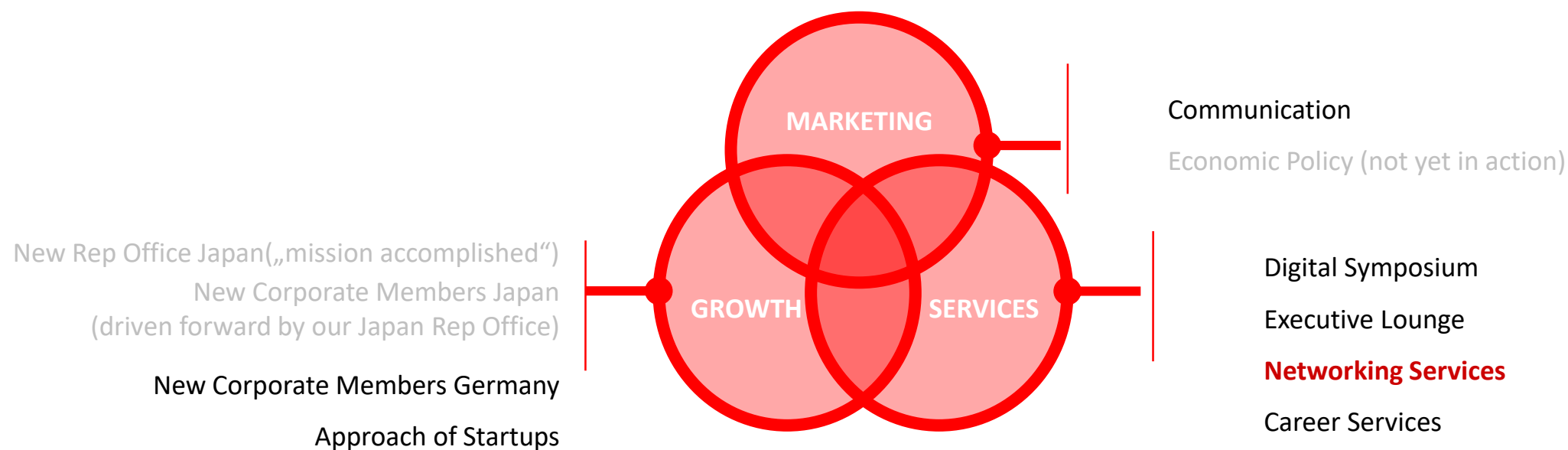


Image: Created by DJW based on BCG growth share matrix

INTRODUCTION

KEY ACTION AREAS FOR DJW



INTRODUCTION

WHY ARE WE HERE TODAY?

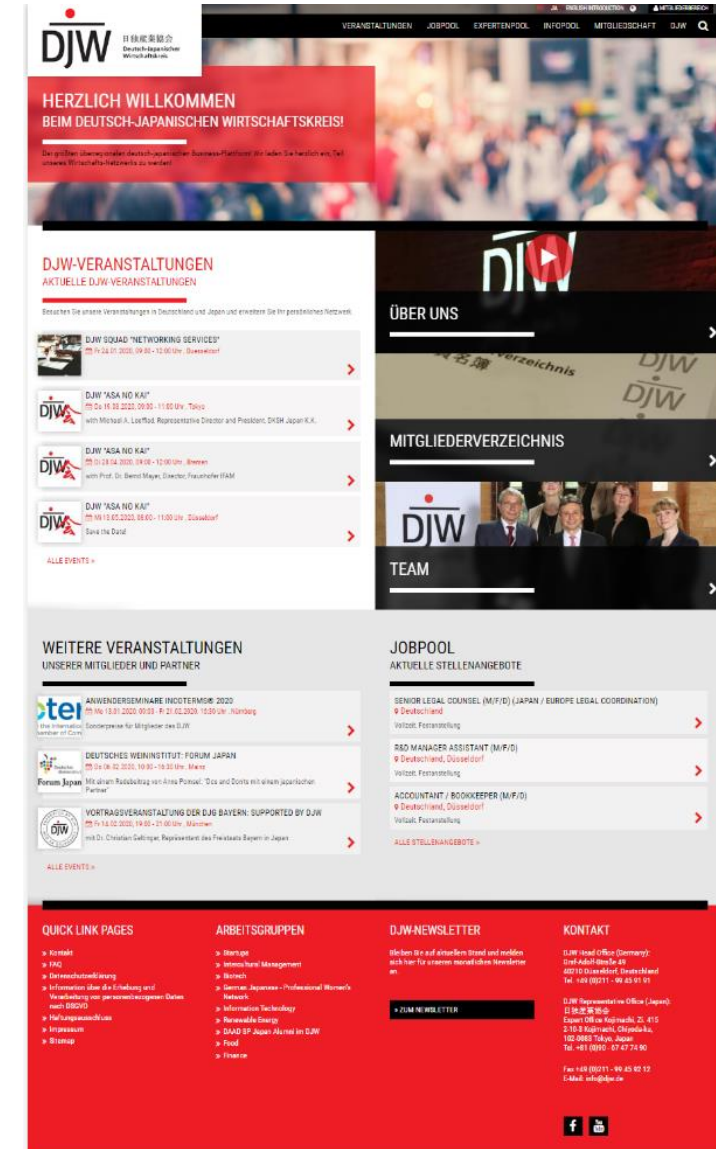
DJW was founded in 1986 as a **platform for networking and information exchange** between corporates, institutions as well as individuals from Germany and Japan. At those early years, there was only one annual symposium connecting German and Japanese businessmen.

Since then, we have **steadily developed our services portfolio** and count around 1.200 members today.

Still, we see a **great potential** to convince more players to join our network!

Therefore, we would like to put our offers to the test. We are aiming to **develop our services further** in line with your requirements as well as cooperation possibilities with members and partners.

This workshop is open to all interested parties who wanted to actively brainstorm with DJW staff and board members about our future services portfolio (it is also possible to participate virtually via Teams). We have invited an external moderator to guide us through the process.



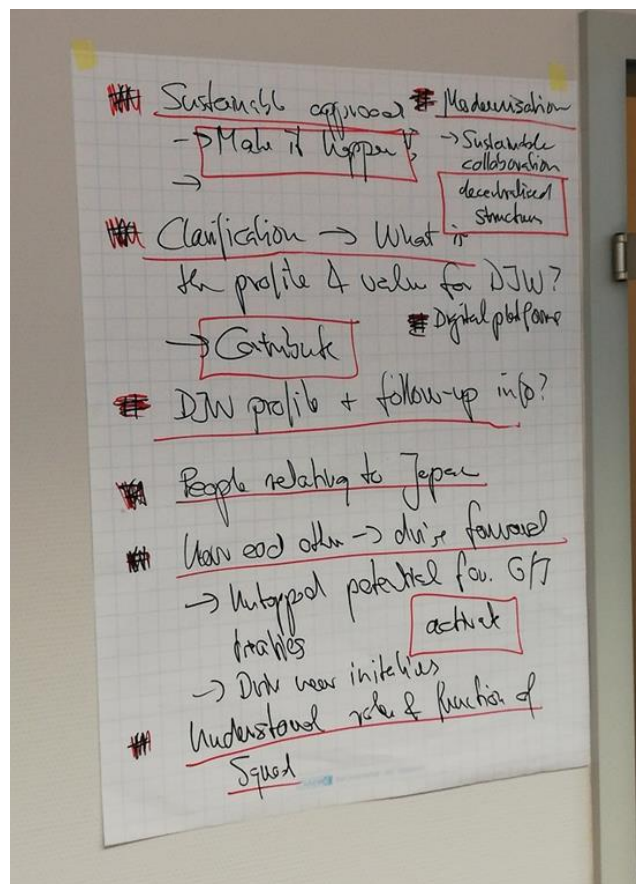
Access to web services and event overview via DJW website (www.djw.de) in German and Japanese

INTRODUCTION

EXPECTATIONS

Expectations from DJW team's side

- Participants as a "sounding board", which helps us to reflect our strategy and actions.
- Main question: Which networking services should DJW offer for its (future) members, especially from Japan?
- A squad might result from today's workshop. A kick-off meeting for the new squad could be organized at a later point of time.



Expectations from participants' side

- Understand about the role and functions of the squads
- Meet other people with similar backgrounds
- Be part of a modern, forward-looking organization
- Contribute actively, drive things forward, "make it happen"

ANALYSIS

QUESTIONNAIRE

As a basis for our discussion, we sent out a questionnaire to all members and contacts. Thus, everyone had the possibility to let his or her opinion and expectations flow into the forthcoming development even without participating in the workshop. We only received a very small number of answers though (what can we conclude from that?).

Those are some results:

- Evaluation of services:
 1. Generally, among the participants, **events** are seen as the most important tool to create networking opportunities.
 2. The **newsletter** seems to serve as a valuable tool to spread information.
 3. The **personal connections** through DJW (through personal meetings, phone talks, e-mail contact) are seen as very interesting added value.
- Many services (e.g. announcement of own events through DJW, presentation at expert pool, info pool) are not known – not even to members! There seems to be room for marketing / better **communication**.
- Our “bottom-up, **participative approach**” (squad concept) is a unique characteristic of DJW as a members’ association with its manifold personal contacts.

„Die neue Arbeitsweise mit Squads habe ich noch nicht ganz durchschaut, finde den Ansatz auf jeden Fall besonders positiv. Viele Verbände haben doch das Problem von der Distanz zwischen Aktiven und Passiven. Durch neue Strukturen und Arbeitsweisen können vielleicht Türen geöffnet werden.“

Ich bin weder unzufrieden noch sind die Themen nicht relevant. Manche Themen interessieren mich weniger, die meisten Veranstaltungen passten nicht in Zeit- und oder Ortsplanung. Ich würde mich über online-unterstützte Beteiligung sehr freuen.

„Ich war nur einmal auf einer Veranstaltung für Startups in Berlin und fand die super. Ich wäre also an Informationen und Austausch für Startups besonders interessiert.“

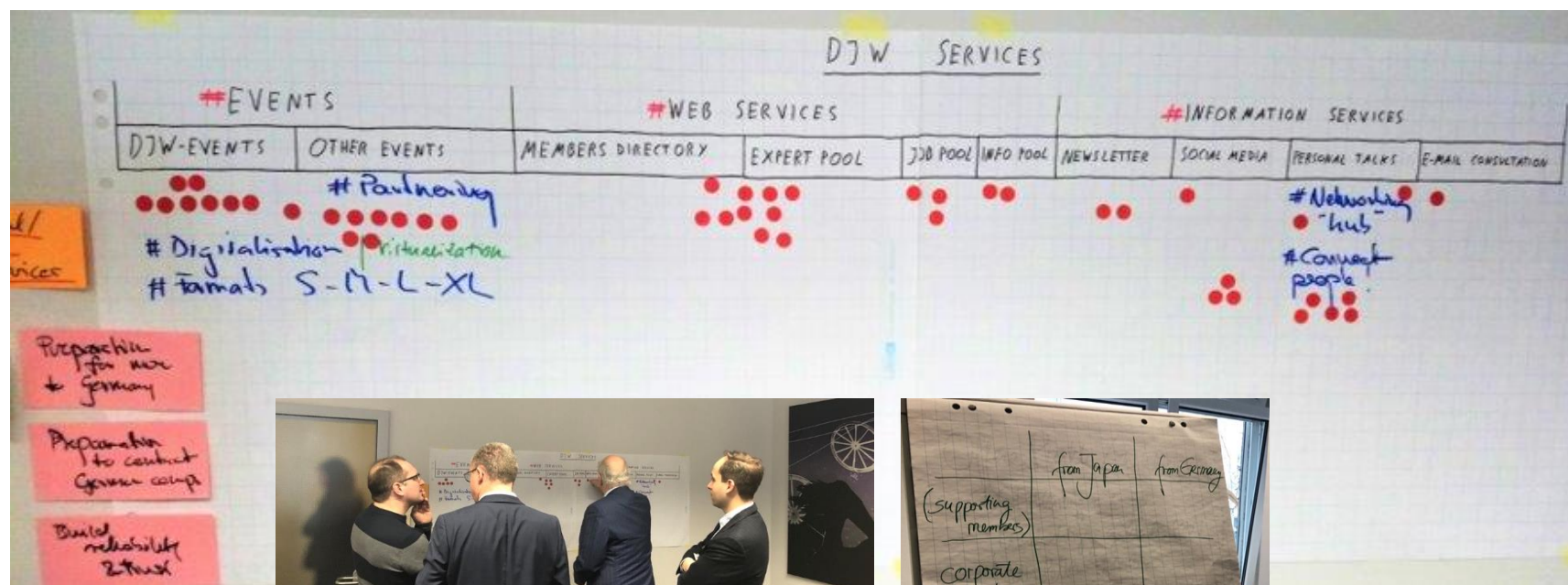
Es finden nicht viele Veranstaltungen in Frankfurt statt und ich konnte nicht teilnehmen.

ANALYSIS

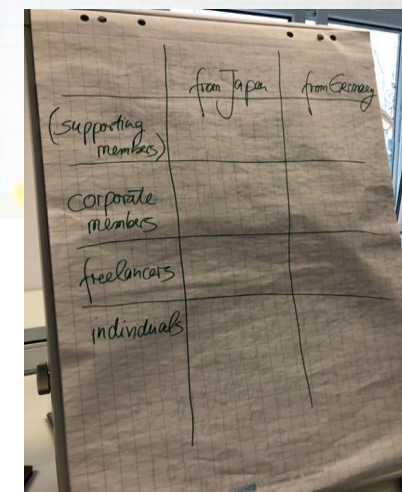
RELEVANCE OF EXISTING DJW NETWORKING SERVICES PORTFOLIO



Elisa Ono presenting existing services



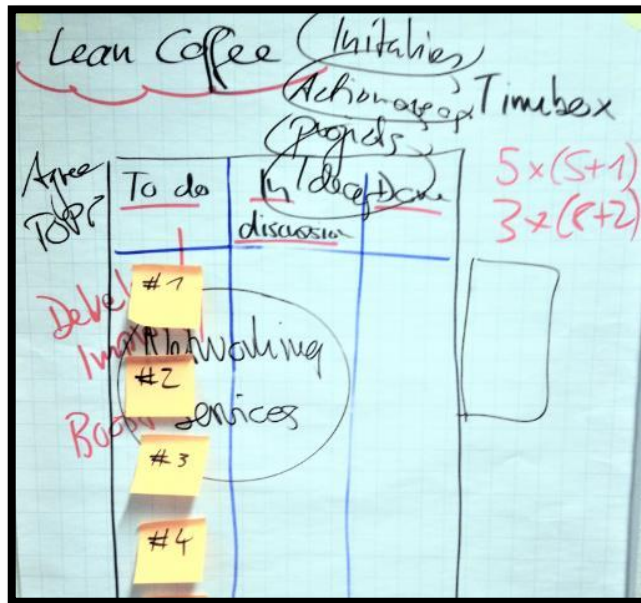
Spontaneous evaluation by participants



Taking into account different target groups

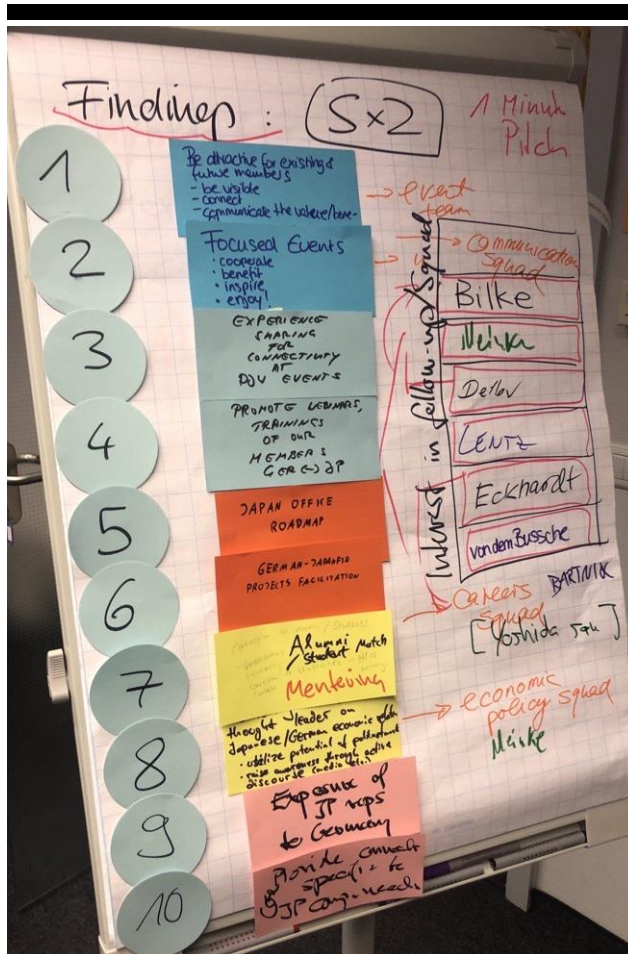
WORKSHOP

„LEAN COFFEE“ TO PRODUCE QUANTITY, QUALITY & PREFERENCES



WORKSHOP

FINDINGS & AREAS OF RECOMMENDED ACTIVITY



- Be (more) attractive and visible for future members (there's a lot of "hidden" information; share and promote this info; e.g. explanation of benefits on the landing page of DJW website. "Join us!")
- One of the largest benefits of DJW are its various events. It might make sense to offer also more focused (maybe smaller) events. If not by DJW itself, by DJW members (cooperate, benefit, inspire, enjoy!)
- Provide information about webinars / trainings etc. of our members (GER<->JP)
- "Japan Office roadmap" based on experiences from Germany (e.g. growth path based on German "1000+" members experience), look into the history, connect with other players in Japan!
- Alumni / students match („Mentoring"? Speed dating formats, more digital events!
- DJW = thought leader on Japanese / German economic policy creating multipliers on the political side; make comments in the media; be part of the discourse; there is yet an untapped potential
- Make intense use of the large network for experience sharing. Connectivity mainly happens at DJW events!
- German-Japanese (subsidy-based) projects facilitation
- Enable / increase exposure of DJW JP Rep(s) to German activities
- Provide connections specific to Japanese companies needs (case-based); identify key persons

Communications
(squad)

Events
(management)

New Members
Japan (Rep Office)

Career Services
(squad)

Economic Policy
(squad)

Networking
Hub (squad)

RESULTS

CONSEQUENCES FOR EXISTING SERVICES PORTFOLIO: EVENTS

- **DJW-Events**

- symposiums and seminars
- virtual meetings and webinars
- workshops
- intercultural training
- Sponsoring

Seems most important and well-used service, request for more virtual formats, more focused (maybe smaller) events, member exclusive events – which could make membership even more attractive – this relates very well to current strategy (new format „Executive Lounge“, „digital symposium“, webinars etc.)

- **Your Events**

- "Members for Members"
- cooperation with DJW
- announcement of own events

Should be fostered and developed further; we should try to promote the events of our members and partners even more; – this relates very well to current strategy (new format „Members for Members“ etc.) to create networking opportunities – connectivity is the key!

RESULTS

CONSEQUENCES FOR EXISTING SERVICES PORTFOLIO: WEB SERVICES

- **Members' Directory**

- present oneself
- contact others
- search for service providers

Digital version instead of hardcopy was created on request of our members; it is always up-to-date and especially relevant to get in touch with non-institutional / non-corporate members, which are not listed in expert pool). Could be used more, but as it already exists, it does not create any costs. Could maybe be promoted more intensively.

- **Expert Pool**

- present products and services
- search for products

Very important tool for DJW for inquiries (direct linking to our experts) – functionality is good, but a lot of information is missing due to members not filling in their information. Should be promoted more to use its whole potential!

- **Job Pool**

- present job offers
- search job offers

„Entry point“ for many and well used. Matchings are rare, but without any extra costs. „Career Services“ Squad should be involved for further developing DJW career services, together with our HR experts

- **Info Pool**

- search news and information
- present own information
- present own company's expertise

Could be developed as a useful tool to spread any kind of relevant information (as contributions are automatically sent with newsletter to 6.000+ receivers). Needs a better promotion, as even members seem to not know this tool for information spreading. Could think of a „schwarzes Brett“ (bulletin board) instead of edited articles?

RESULTS

CONSEQUENCES FOR EXISTING SERVICES PORTFOLIO: INFORMATION SERVICES

- **Newsletter**
 - receive monthly newsletter
 - **Social Media**
 - LinkedIn
 - Facebook
 - Youtube
 - **Personal Talks**
 - **E-Mail Consultation**
- Seems to be not only received, but also be read by a large number of members and contacts (ca. 6.000). Make even more use of this tool by including more information (see Info Pool)!*
- Considered as very good tool for marketing and spread members' interests. Use to share information and introduce members' activities (e.g. by linking to info pool or expert pool)!*
- Considered as very valuable, but human resources are limited. Develop „networking hub“ concept!*

RESULTS

NEXT STEPS & INITIATION OF POTENTIAL SQUAD

Members willing to participate in follow-up meeting to specify activities & possibly develop into a squad:

- Prof. Dr. Roman **Bartnik**, Professor TH Köln *(also: connect to „Career Services“ Squad)*
- Ezgi **Bilke**, Consultant JAC Recruitment Germany GmbH
- Julia **von dem Bussche-Hünnefeld**, Inhaberin TAYORI - consulting, relocation, services *(also: connect to „Startups“ Squad)*
- Bianca **Eckhardt**, CEO Kanzlei Eckhardt
- Elisa **Ono**, Member Relations DJW
- Dr. Detlev **Langmann**, Geschäftsführer Langmann Momentum Consulting *(also: connect to „Economic Policy“ Squad)*
- Dr. Maximilian **Lentz**, Associate Görg Rechtsanwälte
- Niels **Meinke**, Coordinator PR & Corporate Media Mitsubishi Electric *(also: connect to „Economic Policy“ Squad)*
- Dr. Julia **Münch**, Managing Director DJW

RESULTS

NEXT STEPS & INITIATION OF POTENTIAL SQUAD

Summary

- Results of the workshop will be shared via DJW infopool

Next Meeting

- Within Q1 2020
- Virtual and / or face-to-face
- Will be organized by DJW staff; invitation will be sent to all DJW members

Aims

- Brainstorm about networking possibilities among our existing services / need for new offers
- Start developing a concept for a „networking hub“
- Fill in the charter for squad „networking hub“ (objectives / timeframe / ressources / communication guidelines)

Contact

- For further information on our services / the squad please contact: ono@djw.de
- For joining the discussion and staying in contact, please use: squad_networkinghub@djw.de



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