

SIFE GERMANY HOLDS ITS FIRST TRAINING WEEKEND

On the third weekend of November SIFE Germany gathered almost 100 SIFE students from 20 different teams, their University staff and 8 companies/ organizations in a wonderful conference hotel situated in a lovely valley surrounded by the hills of the Eifel National Park in the attractive medieval town of Schleiden.

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The weekend was opened on Friday morning with a CAC (Career Advisory Council) for Faculty Advisors and HR representatives from the donor companies. The whole morning was exclusively reserved for this session. After lunch the weekend was officially opened by Petra Lewe, Country Coordinator, SIFE Germany, followed by the session "The Idea of SIFE", which introduced SIFE to the new students. Afterwards the students were split up in groups due to their SIFE experience; while new SIFE students joined Kaja Otto, Program Director SIFE Europe, for a session on the judging criteria and the HSBC Financial Literacy Programme, experienced students meet with Ina Classen, *Henkel KGaA*, and Dr. Thorsten Krings, *Metro Group* for an interactive session on best practice including World Cup projects and presentations.



Prof. Suchanek talking to students

After a short break parallel sessions of group work and interaction offered Brainstorming for typical SIFE projects with HR-Representatives like Heike Bordin-Knappmann, *Heinz GmbH*, Tilo Neubauer, *HSBC*, Susanne Kran, *KPMG*, and Klaus Steingass, *Ball Packaging*. The Dinner was opened by Jörg Krell, *Bayer AG*, Chairman of the Board, SIFE Germany and lead into a inspiring an interesting evening. The Saturday was opened by Prof. Suchanek, HHL Leipzig, who held an interesting session on CSR. The rest of the day was focussed on developing a successful project and building a sustainable team.

Everyone left the weekend already looking forward to the next one!

For more information please visit: www.sife.de

ELECTROLUX HOSTS SIFE SWEDEN

On the 6th of November more than 50 students from 11 universities followed the invitation of SIFE Sweden and gathered at the Electrolux headquarters for a SIFE training conference to learn more about entrepreneurship, project development and SIFE.

The day was opened by Marie Svaton, Managing Director, SIFE Sweden who introduced the students to SIFE using examples of best practice projects. Building on this presentation the students were split up into working groups and developed their own SIFE projects.



Marie Svaton

After an appetizing lunch break the ideas were presented and showed great creativity. Adding an international perspective SIFE Umeå and SIFE Lund shared their impressions and experiences they made this year in Paris. Nazira Hammoud, *AcademiaLive* introduced the students to the topic of web related interactive communication. The last presentation of the day was given by Ilona Orgmets, Head of Recruiting, *Adecco* underlining the importance of SIFE as an important qualification when it comes to recruiting.



Nazira Hammoud

Hans Stråberg, president and CEO of *Electrolux* and chairman of the board of SIFE Sweden, summarized the day by pointing out the unique opportunity SIFE can bring the students. After dinner, hosted by Electrolux, the students left keen on starting their project. So we are looking forward to an interesting SIFE year in Sweden!



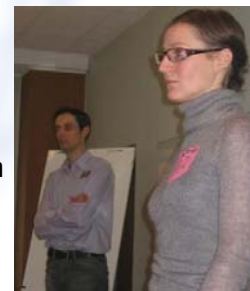
Hans Stråberg

For more information please visit: www.sife.se

A FULL DAY OF SIFE IN POLAND

During one days almost 50 students from 8 SIFE teams joined in Poznan, worked on SIFE related topics and got the opportunity to present their creativity and inventiveness.

After being welcomed by Agnieszka Wierzbicka and Arek Bodus (SIFE Poland) the students were introduced to the idea of SIFE by Kaja Otto. Organized into work groups they created a SIFE project, which they presented to the rest of the students. The result was an interesting and open discussion about the generated ideas.



During a session lead by Mariusz Matusik (SIFE Poland) the students had a chance to discover the "psychological role" which they are prone to play in a group as well as their style of leadership.

But since SIFE is not just about work, the evening offered the possibility to get acquainted with the students from other teams during the traditional dinner at the Old Market Square and some club hopping. Everybody felt satisfied with the workshops and the students returned to their universities with fresh ideas and energy for the future realization of the SIFE projects - we can't wait to see them all in May at the Polish National Competition! For more information please visit: www.sife.org.pl or <http://public.sife.org.pl>

FIRST FULL DAY TRAINING CONFERENCE IN SLOVENIA

On November 14th 1006 SIFE Slovenia held its first Training Conference open to all SIFE teams. Almost 30 students from 3 teams joined at the University of Ljubljana to receive a fundamental SIFE training.

Besides the University of Ljubljana and GEA College this year the University of Maribor joined SIFE Slovenia as a rookie team. Vlado Vajda, Country Coordinator, SIFE Slovenia, welcomed the students and introduced them to SIFE, on a global, European and national level. After that Kaja Otto, Program Director, SIFE Europe, guided the students through the 6 SIFE criteria and helped them to understand the framework in which SIFE projects are conducted. This was followed by a brainstorming session for the students, where they were working in mixed groups.

The presentation of the results showed great creativity and everybody agreed on the benefit of this session. Another important topic was the building of a sustainable team. All the workshops were accompanied by best practice presentations from experienced SIFE students. After 5 intensive hours of work, the teams left Ljubljana with a deeper understanding of SIFE and keen on carrying out their SIFE projects for this year. It is going to be an interesting competition in 2007!



Explaining the Criteria



The SIFE Team from Maribor

REMINDER: Be aware that all your projects in other countries, with teams from other countries in your country or with teams from other countries in their / third countries have to be registered! GORT is accessible online at <http://www.sife.org/GORT>

MEETING THE MINISTER

This month SIFE Training was also held in the smallest member country of SIFE Europe: Malta.

At the 23rd of November the Maltese students gathered for a training session at the Hilton in Malta, hosted by HSBC. Next to topics like how to build a sustainable SIFE team, the students were focusing on developing new project ideas which were discussed in the plenum.

Simon Birkett, HSBC, Managing Director of the CIBM Financial Literacy Programme introduced the students to the HSBC Financial Literacy project and gave some input on project development and building up a structured strategy. With a lot of fruitful discussions the training was a big success.



After the training the UMT SIFE Team together with Josef Camilleri, HSBC met Dr Louis Galea, the Minister of Education, Youth and Employment. They were accompanied by Simon Birkett and Shaun Wallis, HSBC Bank Malta p.l.c.'s Chief Executive Officer. The Minister congratulated the team for their successful presentation and the winning of the "Spirit of SIFE" award at the European Symposium in Paris.



During the meeting the team presented their brochure "Paris Experience".

For more information on the SIFE team please visit: www.sifeumt.com

Meeting the Minister

TIP OF THE MONTH

This month we will continue focusing on projects; but this time on their placement and documentation.

Utilizing the Team Model to Focus Projects

The Team Model is an excellent tool to help your team focus their projects on the individual topics. Separate your projects into individual topic areas based on which individual topic the project emphasizes and teaches the most. This exercise of separating your projects using the Team Model will not only help better focus your projects, but will also help you recognize you strengths and weaknesses addressing the individual topic areas. The Team Model can be found in the [Global Training Manual on page 27](#).

Things to Remember

- The fundamental component to a SIFE project is it teaches others one of the five individual topics
- The objective of SIFE projects is Economic Empowerment
- SIFE provides resources to help develop projects that are focused on the individual topics



Documenting your Projects

Don't forget to thoroughly document the activity of the educational outreach projects your team conducts. Documenting your projects will allow your team to archive its accomplishments, and will help you create a more complete annual report and competition presentation. For each project, collect the following:

- Use pictures/videos that show your projects in action.
- Names of SIFE Team members involved and the number of hours contributed by each. Make a project hours log and have each member keep track of the time they spend on projects.
- Names of any Business Advisory Board members involved. Make sure to include their company/organization.
- Names of any other project partners. I.E. banks, other organizations, government officials, etc.
- Number and demographics of individuals impacted by the project.
- Copies of educational materials used. I.E. pre/post tests, curriculum, handouts, etc.
- Any press clippings and media reach numbers that you receive. Keep a copy of all newspaper articles and T.V. stories highlighting your projects and consider using them in you audiovisual presentation.

More information can be found in the [Global Training Manual on page 37](#).

SIFE FRANCE “SIFES” STUDENTS ALL OVER THE COUNTRY

In France the SIFE year was opened with two training conferences : one in Paris and one in Lyon. In total almost 100 students from 12 SIFE teams attended the events.



Denis Neveux,

The first training session took place November 27th in Paris and was hosted by L'Oréal. Students from 7 teams attended the conference with was opened by Denis Neveux, Partner at KPMG and Anne Clotteau, Recruitment Manager of L'Oréal.

After an introduction to SIFE and the criteria Bouchra Aliouat (Executive Director, SIFE France) opened the session „Building a sustainable SIFE team“ with an interactive game. Split up in random groups the students had to build a protection for a raw egg which was suppose to be falling down from 2meters. The challenge was the material: 20 straws and some scotch tape. Due to the great creativity of the French students, all egg reached the floor without breaking. Bouchra Aliouat used the metaphore of the egg as the team which you do have to protect. After the lunch the focus was on the projects: After being familiarized with the details of the development of a quality a SIFE project the students were split into groups and had to develop their own projects. The presentation of the projects showed great creativity and a good understanding of the criteria. In the afternoon Anne Clotteau made the students aware of do's and don't in communication; the secret of body language and strategies you can develop. In Lyon Julie Pernot, KPMG Lyon did a session “What is a Business plan” and how to develop it. This topic found a lot of interest, since the business plan is something which appears in SIFE projects quite often. Both of the sessions were very much appreciated by the students. For more information please visit: www.sifeFrance.org



Bouchra Aliouat,

SIFE ALUMNI STORIES

After great feedback we will continue our new rubric. In this month edition we would like to introduce you to Gunther Kracke, former team member of the SIFE team from Bielefeld, Germany and Felix Baumgartl who successfully competed with the SIFE team from Magdeburg, Germany for 2 year sand was managing several projects during that time.

Gunther graduated 2004 as Industrial Engineer (Dipl.Ing.-Dipl.Wirt.Ing.) from the University of Applied Sciences in Bielefeld. He is currently working in an IT-consultancy as Consultant for sales and distribution and for portal-solutions regarding ERP-systems



What was your favourite part of your SIFE experience?

At the beginning you do not really know the people on your team. But constantly working in project teams makes you bond quite strongly after a while. Adding the challenge of the time pressure, since we just had a little time as a rookie team was a great experience.

Going to Barcelona and seeing the SIFE World Cup-Final was also a an amazing experience!

In what ways has your SIFE experience helped you in your personal and professional development?

My involvement in SIFE taught me a lot about different working structures and habits. Being a SIFE member definitely shaped my working performance, especially in projects and while working in a team.

Felix graduated in 2006 from the Otto von Guericke - University in Magdeburg. Right now he is on his first rotation for the Corporate Leadership Program as a Trainee in Marketing/Sales with GE Consumer Finance .



What was your favourite part of your SIFE experience?

There are three mayor experiences I made with SIFE: the possibility to apply theoretical knowledge to a “real” project; Networking at the National cup and the experience of team-spirit, which is highly supported by the SIFE-Philosophy.

In what ways has your SIFE experience helped you in your personal and professional development?

Through SIFE I had the opportunity to improve my team working-skills. Being a project leader definitely increased my project and time management skills and also my ability of analysis problems and situations. While we prepared for the competition I learned a lot about presentations and how to present. SIFE gave me the opportunity to get used to speaking English in the business world and I directly experienced the opportunities of networking

Are you also a SIFE Alumni? Or do you already have SIFE Alumni on your SIFE team? Please encourage them to contact Kaja Otto (kotto@sife.org), if they would like to share their SIFE experience!

Do you want to register as SIFE Alumni?

Please contact your Country Coordinator and register at http://www.sife.org/portal/new_user.asp?ID=Portal

Are you a SIFE Alumni from Germany?

SIFE Germany hold Its 1st Alumni brunch on the 06.01.2007 in Cologne! To register and for more information please contact Petra Lewe.