

INTRODUCTION

In 2006, Ewals Cargo Care (ECC) started an initiative named the “Young Potential Program” (YPP). The idea was brought forward to create a platform that brings together young, just graduated (higher vocational- or university degree) people that recently started working at ECC. In the meetings, high-level information should be shared from the company and time and freedom should be given to brainstorm about industry related issues.

THE YOUNG POTENTIAL PROGRAM

Essence

The essence of the YPP is to bring employees (higher vocational- or university degree) together who have recently joined Ewals Cargo Care, in order to share knowledge from the company to the group, and from the group to the company.



Program

The participants are divided into sub-groups of 3 to 5 people. These sub-groups are responsible for organizing the YPP meetings in which they have the possibility to guide the topics of discussion. Additionally, each group is working on a project of choice that is constantly monitored. Topics dealt with in the past: “In which markets could ECC potentially differentiate its services taken their equipment into account?” or “In analyzing the current corporate communication: how to communicate internally as well as externally in times of crises?”

Hosting the meeting as well as requesting the total group for own input is part of the preparation. Nevertheless, following a predefined meeting structure is preferred:

- Introducing or taking leave of participants,
- Recap of the previous meeting,
- Current company priorities,
- Update on current sub-group projects,
- Introduction of new project topics,
- Inside ECC information sharing,
- Discussion statement / guest speaker,
- Informal get-together rounding off the meeting.

Besides the meetings a yearly field trip is organized. This can be a company or customer (site) visit, or specific related activities to the logistics business as a yard, or harbor visit.

Frequency

The program is held 5 times a year excluding an additional field related activity. In general, participation in the YPP is for 2 to 3 years.

Participants

The group consists of about 15 people (1% of the workforce) who have a higher vocational- or university degree. In general, their daily work has a random number of tasks rather than highly specialized activities.

At the moment, Dutch, Belgian, German, and Chinese participants of whom 30% is female, represent the group with an age somewhat restricted to 30 years.



Place

Meetings are, besides the field trip, held at the headquarters in Tegelen, the Netherlands.

Apply

One cannot apply directly to the YPP. The organizers of the YPP select prospective participants, after which your supervisor has to give formal agreement.