

Lurse – strategic personnel management



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Strategic personnel management

Long gone are the times when companies were spoiled for choice when looking for new employees. Companies from all industries have to acknowledge the fact that strategic personnel management is a crucial factor for long-term success. This is where Lurse, based at four sites in Germany, comes into the game. The company has provided tailor-made HR solutions from a single source since 1989.

Lurse focuses on a wide range of HR activities. "Our clients benefit greatly from our single source approach," explains Anton Stockhausen, member of the board. "We have experts for all fields and develop the best solution possible for every client. In Germany, company pension schemes and their harmonization and modernization with regard to demographic change and new accounting principles are a key issue in a highly challenging and varied field." Lurse regularly carries out recompensation surveys and benchmark studies, for example for DAX companies and the M-DAX circle as well as for insurance companies, telecommunications and pharmaceutical firms. These studies form the basis for business decisions. "Every company receives a detailed report with current data in comparison to its competitors," says Mr. Stockhausen. "Thanks to these studies, we often have very personal relationships with our customers."

The company's reference list is long and boasts renowned names such as Infineon, Deutsche Bahn, Hella, Disney Germany, Commerzbank, Allianz, Siemens and SAP. However, Lurse also serves many medium-sized companies. Around 60% of all customers come through references and word of mouth. In addition, Lurse exhibits at the BPM in Berlin and at

events from the Germany Society for Personnel Management. The company also sends out newsletters regularly and advertises some of its in-house training programs. "What is more, we position our brand in several media, too," says Mr. Stockhausen. "Our employees are a great asset. We believe in their know-how and give them creative leeway to develop new ideas and concepts."

Mr. Stockhausen predicts that the markets will globalize even more in the coming years. "Not the least due to demographic developments, the states will have to agree upon certain issues and questions in order to enable the global job market. In terms of the different issues of personnel management, we see particular potential in binding employees by offering company shares. This is an efficient way of securing talent in the long run." ■

Lurse AG Headquarters

Winkhauser Strasse 15
33154 Salzkotten
Germany

Phone: +49 5258 98180
info@lurse.de

www.lurse.de

further locations: Frankfurt/Main,
Hanover, Cologne/Bonn