

# Successful consulting project: improved understanding of Gen Z

# AIRBUS

## Situation & challenges

Airbus does pioneering work in sustainable air and space travel for a secure and united world; this has made it a leader in the areas of defence and security in Europe. The company is continually working on innovations to offer efficient and technologically advanced solutions in the areas of air and space travel, defence and connected services. The Group has around 130,000 employees.

The HR function is made up of operational clusters, the centre of excellence, and a few smaller additional HR departments. The operational clusters are organised by geographical area and aggregate expert HR knowledge such as local heads of HR or HR specialists. The centre of excellence encompasses various disciplines to ensure shared processes within HR. The “Communities of Practice” bring together HR specialists irrespective of their organisational setup. This guarantees technical expertise and capability in the operational clusters, consistency of working methods as well as dialogue and collaboration, and so contributes to continued evolution of how the Group practices HR.

Within the framework of the “STEP” development programme, a multi-skilled group of five engineers and HR colleagues is working together on a project looking at Generation Z. It seeks to understand the current situation and also identify solutions for better attracting and retaining this group. “We were looking for experts with recruitment experience in a range of industries to work with us in researching how Airbus can bring Gen Z onboard and keep them,” commented Rajaa Sellak from Airbus Germany.



Consulting improves  
understanding of Gen Z



Rapid results and helpful  
recommendations for action



Strong collaboration with onlyfy  
TalentService

Airbus is an innovative pioneer and proven market leader in global sustainable air and space travel as well as associated services.

Company name

**Airbus Germany**

Industry

**Air and space craft  
construction**

Size of company

**>100,000 employees**

Website

**[www.airbus.com](http://www.airbus.com)**

Products used

**New Hiring Consulting by  
onlyfy TalentService**

## Solution with onlyfy

Airbus achieves success with onlyfy TalentService. “We were impressed by the expertise as well as the promise to deliver rapid results – and at a fair price,” summarises Alexander Klages from Airbus Deutschland. The goal was to align internal and external analyses, gain new momentum, and establish a better understanding of Gen Z in the corporate context. “We got started with a briefing discussion. The experts from TalentService quickly understood what we wanted to achieve and were able to begin their research. The consulting session took place just a short time later. We had planned for it to be 2.5 hours, and in the end we sat together for 4 hours – which was time well spent,” reports Sten Hasenpusch from Airbus Germany.

The outcome: The experts from TalentService shared with us many exciting insights and concrete recommendations for action. “One important learning, for example, was that if you want to reach younger generations, responsiveness, consistency and good visibility are key factors in employer branding,” added Andrea Selva from Airbus Germany. Having a rapid recruitment process is also highly relevant to this target group.

In the consulting session, the experts were well-attuned to the various Airbus stakeholders, from areas such as employer branding and talent acquisition. “We would definitely recommend TalentService. We had very positive results with it. The consulting team was very flexible and willing to adapt to our internal processes, organisation and way of working,” comments Cornelius Walla from Airbus Germany.

## Conclusion & outlook

The collaboration goes beyond the consulting. The recruitment professionals from TalentService can even support companies in active sourcing as well as the actual searching and approaching of suitable desirable candidates – which they were happy to do for Airbus. “We’re excited about the candidate suggestions,” reports Marc Stelzer from Airbus.

In the next phase Airbus will be concentrating on two key topics in terms of recruitment: first, optimising the candidate and management experience, and second, developing an “early-career strategy”. The results from the TalentService research on the subject of the “Gen Z candidate journey” provide a useful basis for this.



“We got exactly what we needed from the consulting by onlyfy TalentService. It was **concise** and **snappy**, and the results were **to the point**. The candidate journey for Gen Z is now achievable for us. Thank you for the **fantastic recommendations for action.**”

**Marc Stelzer**  
Head of Talent Acquisition Germany

## Top learnings from the consulting sessions

### Awareness

**of Gen Z must be improved for all managers**

### Connections

**between initiatives within Airbus should be better leveraged**

### Faster

**recruitment processes are needed, taking a max. of 4 weeks**