
Nike- HR Manager

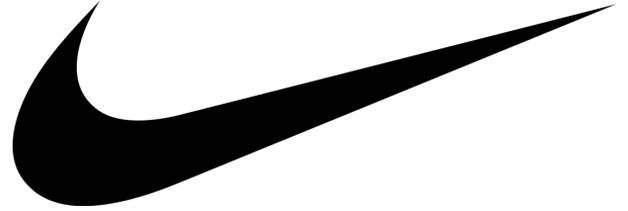
— Berlin, Germany —

German Culture

- Germany is home to over 80 million people. They have a diverse amount of religions, customs, and traditions that contribute to the rich national psyche. Germany is known for its long and rich history, one that has put it at the forefront of European thought, politics, and art for over 1,000 years. This history has shaped a culture that combines predominantly Christian values with literature, art, philosophy, logic, and reason.
- Considered a country of thinkers, poets, and, nowadays, businesspeople, German culture and people have a tendency of being all about reason and logic. Germany shares a lot of culture and tradition with neighboring countries, especially the Germanic-speaking Austria and Switzerland.
- An important thing to know about German culture is that residents are expected to respect order and structure. It is expected to be on time for work and even social events too. They are also expected to follow rules that are in place for the greater good of everybody who lives there.
- German culture has been shaped over thousands of years. It was originally a pagan country, and then an important seat of the Holy Roman Empire. It was also the birthplace of the Protestant reformation. Today, Christians, Catholics, and Muslims coexist happily in Germany (*German Culture*, n.d.).



Nike Company Profile



- **Name of the company:** Nike
- **US Headquarters location:** Beaverton, Oregon
- **Mission or Purpose:** "To bring inspiration and innovation to every athlete in the world."
- **Type of company or industry:** Sports apparel, shoes, and equipment
- **President of company in country selected:** Mark Parker (President and CEO of Nike)
- **Location of company in country selected:** Berlin, Germany
- **Product and Services:** design, development, marketing and selling of athletic footwear, apparel, equipment, accessories and services
- **Number of Employees:** 62,600 thousand employees worldwide
- **Why did you select this company?** As an athlete, I have grown up wearing Nike and I would be interested to see how the operations and HR work.
- **Why did you select the location?** I chose Berlin, Germany because it is the capital of Germany and also its largest city. It is beautiful and a popular tourist destination.

Requirements

WHAT YOU BRING

- Relevant HR experience gained in either high street retail or the service industry
- Understanding of the retail landscape and retail business drivers
- Employee Relations experience and knowledge is a must. Local labor law knowledge and experience in dealing with employee relations issues and works councils is critical to this role.
- In-depth Learning and Development experience; succession planning, performance and compensation management and organizational design and development.
- Strong communication and presentation skills with the ability to engage and energize large groups on complex information and projects.
- A dedicated strong performer, able to demonstrate exceptional people skills, gained from working within a team environment and managing multiple stakeholders. A solution based problem solver.
- Strong coaching skills with an ability to influence senior leaders and work across a matrix organization

Business Culture in Germany



- Germany has the world's fourth-largest economy and is the powerhouse in the European economy, being featured as the largest in the European Union. The country is a large capital for business in Europe. Both the service and the manufacturing industries are extremely buoyant in Germany, a country respected around the world for its automotive and engineering sectors. German culture standards and values are key to doing good business.
- Business is taken seriously and German values such as fairness, loyalty, punctuality, professionalism, and reliability should be reciprocated.
- Ethics are central to daily German business practice, as is corporate social responsibility. Communication in business culture and meetings is **formal** and employees speak to each other politely but efficiently. German work ethics mean employees always turn up on time and do a full day's work, they are in turn rewarded with fair pay and good working conditions.
- Always greet business associates, German colleagues, and clients with a German background with a handshake and use formal titles. This is especially important the first time you meet.
- Germans often operate fairer business practices than you may experience in other countries and cultures. This entails equal pay, good working conditions, and fair disciplinary practices. It also means that employees are not generally expected to work more than their set hours. Most offices close at 5 pm Monday to Thursday and 4 pm on a Friday. The individual's personal life is highly valued, and there is a strong separation between people's personal lives and work life (*German Business Culture*, n.d.).

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- The organizational culture in Germany is hierarchical, and as a meritocracy, those who have reached the top should be respected as individuals who have worked hard. Most large businesses are governed by a CEO or a Board of Directors, where they have a strong team of managers. Regarding the decision-making process, decisions mainly come from the top, and employees in Germany are expected to do what is asked of them. Since the German business culture tends to be fair on employees, it means that grudges, disputes, and rebellion do not occur often.
- Germans have a direct way of speaking to one another and are not overly friendly or spirited in their communication. This style may leave foreigners confused sometimes and means you should expect your boss to be short with. This is a normal, respectable way for them to communicate. There is no small talk, Germans like to get the job done rather than waste a lot of time talking about it (*German Business Culture*, n.d.).

German Presidency

- Every four years the citizens of Germany get to decide who will represent them in parliament, the German Bundestag. The Bundestag then decides who will be head of the Federal Government.
- After consulting with each of the parliamentary groups in the Bundestag, the Federal President then proposes a candidate for the office of Federal Chancellor.
- The process for electing the Federal Chancellor is set out in Article 63 of the Basic Law (Grundgesetz). It provides that the Chancellor be elected by the Bundestag without debate on the proposal of the Federal President. To be elected, the candidate must secure the votes of an absolute majority of the Members of the Bundestag, that is half of the Members plus at least one additional vote. This is sometimes called the “chancellor majority”.
- Current Chancellor of Germany: Frank-Walter Steinmeier

(The Election of the Federal Chancellor, n.d.)



Living Arrangements

Rudolf-Schwarz-Straße, 10407, Berlin

3 rooms, 2 beds

Property size: 55 m²

Status: vacant

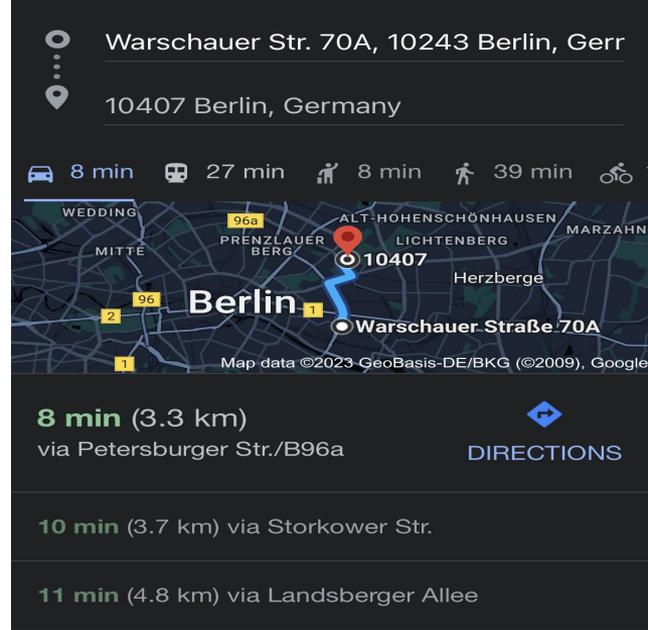
Monthly rent: 1,800 EUR/1,928 US dollars

Type: Apartment

Fully Furnished

Cleaning service by arrangement, weekly or 2-weekly.

Parking possible, from 12 months rental period



Expenses

1 Euro=1.07 US Dollar

| Item | Price in € |
|------------------------------------|------------|
| Basic Meal | 11 |
| Combo Meal in Fast-Food Restaurant | 7 |
| Boneless Chicken Breast | 3.71 |
| Milk (1 L) | 0.91 |
| 12 Eggs, Large | 2.89 |
| Apple (1 Kg) | 2.37 |
| Potatoes (1Kg) | 1.54 |
| Coca-Cola (2 L) | 1.73 |
| A Loaf of Bread | 1.48 |
| Public Transport (Monthly) | 75 |
| Movie Ticket | 10 |
| GYM (monthly) | 43 |
| Cigarettes (1 Packet) | 6 |
| Beer (500 ml) | 3.43 |

* Prices in EUR



Combo meal at
McDonald's or similar

6.50 €



Meal at an inexpensive
restaurant

8.00 €



Rent for a Room in City
Centre (per month)

507.50 €



Rent for a Room outside of
City Centre (per month)

400.00 €



One-way Ticket
(Local Transport)

2.40 €



Taxi Start
(Normal Tariff)

2.40 €



Gasoline
(1 litre)

1.60 €



Basic (Electricity, Heating,
Water, Garbage) for 85m2
Apartment

170.00 €



Internet (6 Mbps, Unlimited
Data, Cable/ADSL)

20.00 €

Depending on current exchange rate these prices might vary.

Key Personal Places/Locations

Gym: SuperFit Mitte- Grunerstraße 20, 10179 Berlin, Germany

Grocery Store: EDEKA Moch Supermarket- Grunerstraße 20, 10179 Berlin, Germany

Hair Salon: Shift Hairdressers Berlin- Rosa-Luxemburg-Straße 3, 10178 Berlin, Germany

Dentist: Bionik Dental- Mehringpl. 12, 10969 Berlin, Germany

Restaurants: A Mano (Italian)- Strausberger Pl. 2, 10243 Berlin, Germany; Boulevard Friedrichstrasse (German)- Friedrichstraße 106C, 10117 Berlin, Germany

Coffee Shop: The Barn Café- Schönhauser Allee 8, 10119 Berlin, Germany

Important Info for Germany

Population: 82,000,000

Geographic Location: Central Europe

Local Language: German

Capital City: Berlin (also largest city, it is 9x bigger than Paris!)

Currency: The Euro (EUR)

Major Religions: Christian Church, including both Catholicism and Protestant

Form of Government: Federal Republic

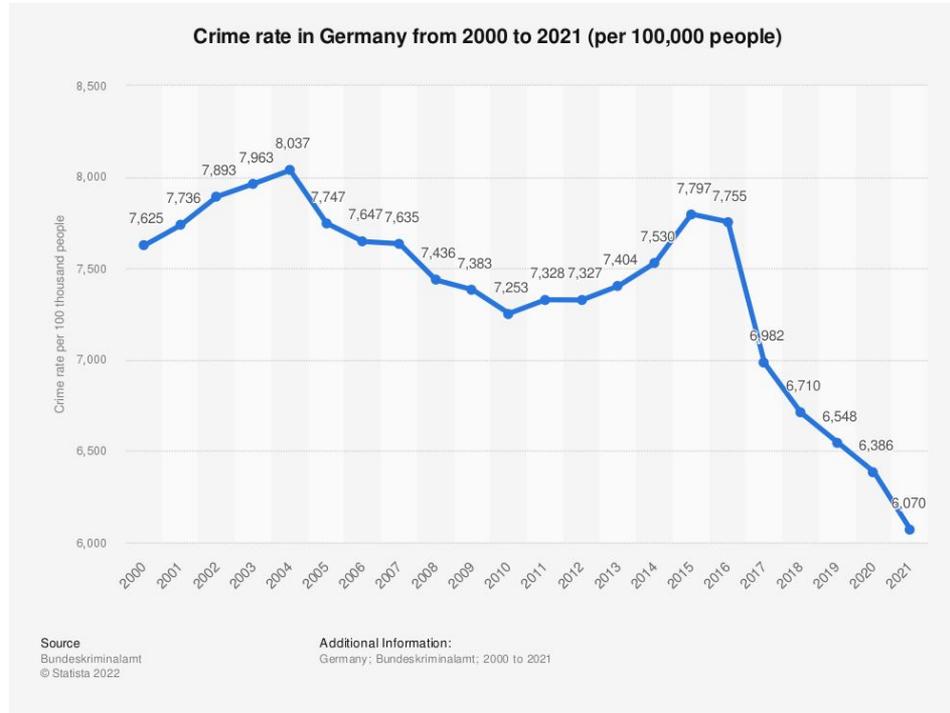
Emergency Number: 112



German Flag

General Safety and Crime

- And on the Peace Index, Germany ranks 1.480- meaning it's one of the most peaceful countries in the world.
- According to Nation Master, the violent crime rate in Germany was 6,386 (per 100 thousand people) in 2020.
- The murder rate in Germany is 0.86 (per 100 thousand people)
- Property crimes, household burglaries, thefts, and car thefts are the most common types of crimes.
- Most major German cities have an excellent public transportation system, including buses, trams, and subways. You only need to be careful of pickpockets and petty crimes (Kroeger, 2022).



Education in Germany



- The German education system follows the Basic Law “Grundgesetz”
- There are five levels of education: early childhood education (ages 0-6), primary education (age 6 until completion of grade 4), secondary education (ages 10-18), tertiary education (Universities/higher education), and continuing education (*German Education System*, n.d.)
- Germany ranks high globally in terms of education. According to the 2018 OECD/PISA survey of educational standards among 15-year-olds, it ranks 16th in mathematics and reading and 12th in science.
- Newcomers whose children do not speak German as a native language can access additional support through the state schooling system. This is typically in the form of additional German lessons, preparatory classes, bilingual classes, and sometimes additional mother tongue classes (Expatica, 2023).

Employment Law in Germany



- All persons who wish to seek gainful employment in Germany are required to obtain a residence permit in the form of a visa. Where needed, a work permit will be included in the visa issued for this purpose.
 - Citizens of the United States of America, Australia, Canada, Israel, Japan, New Zealand, Switzerland, the Republic of Korea, as well as EU citizens may apply for their residence permit for work purposes after entering Germany without a visa (Amt, n.d.).
- Those wishing to work in Germany who are migrating must first have their foreign qualification officially recognised by the relevant authority in Germany.
- Those that fail to find a job from their country of residence, while meeting the conditions given, can instead come to Germany for a maximum of six months to look for a job.
- The Skilled Immigration Act is a new law which expands the number of opportunities for qualified professionals to come to work in Germany. Now, it is easier for skilled workers with vocational, non-academic training from non-EU countries to migrate to Germany in order to work. Qualified professionals are those who have either completed qualified vocational training in Germany (for which a training period of at least two years is generally required) or persons who have acquired a vocational qualification abroad which has been recognised as equivalent to German qualified vocational training or those with a higher education degree that is comparable to a higher education degree in Germany (*The Skilled Immigration Act*,

German Labor Laws

- German Civil Code (Bürgerliches Gesetzbuch),
- Act on the Implementation of Measures of Occupational Safety and Health to Encourage Improvements in the Safety and Health Protection of Workers at Work (Arbeitsschutzgesetz),
- Occupational Health Insurance (German only: Gesetzliche Unfallversicherung),
- Federal Data Protection Act (Bundesdatenschutzgesetz),
- Hours of Work Act (Arbeitszeitgesetz),
- Part-time and Fixed-Term Work Act (Teilzeit- und Befristungsgesetz),
- Act Regulating a General Minimum Wage (Mindestlohngesetz),
- Employee Leasing Act (Arbeitnehmerüberlassungsgesetz),
- Act Regulating Vacation Leaves (Mindesturlaubsgesetz für Arbeitnehmer),
- Continued Remuneration Act (Entgeltfortzahlungsgesetz)
- Maternity Protection Act (Gesetz zum Schutz von Müttern bei der Arbeit, in der Ausbildung und im Studium),
- Paid Parental Leave Act (Gesetz zum Elterngeld und zur Elternzeit),
- Protection Against Wrongful Termination Act (Kündigungsschutzgesetz),
- Works Constitution Act (Betriebsverfassungsgesetz),
- Codetermination act (Gesetz über die Mitbestimmung der Arbeitnehmer),
- Collective Agreements Act (Tarifvertragsgesetz), and
- Equal Opportunities Act (Gleichbehandlungsgesetz). (*German Labor Laws: An Easy Guide for US Companies*, n.d.)

Cultural Informant- Ben Ohl

1. Can you describe the holidays celebrated in Germany?
 - There are fewer holidays celebrated in Germany. First is New Years Eve and then they do not really celebrate anything until Easter. For Easter and Christmas, they have two days off of work. On the first of May they have Labor day, which is a big holiday where a lot of people protest or celebrate working. On the 1st of October, there is Unity Day, which celebrates the East and West parts of Germany coming together after the second world war.
2. Is divorce frowned upon in Germany?
 - It is similar to America and divorce has become more normalized, unless the individual is very religious.
3. What are the unspoken rules of German culture?
 - They practice being kind and respectful to others, such as allowing women to sit down in the subway first or opening the door for a woman. They also will never bring up the Holocaust or the dictatorship of Adolf Hitler. It is something that many people feel guilty and ashamed of.
4. What is the difference between German policing and American policing?
 - One difference is that in Germany, a police officer will never be by himself. In New York, a police officer may be in his car patrolling by himself, but in Germany that would not happen. Also, it is not common knowledge in Germany that the FBI, etc is controlling you. He states that in America, people make it known that we are all being controlled by the government. He stated that policing here can be more difficult because many people have guns, whereas in Germany it is very rare for someone to have a gun.

Cont.

5. Could you describe a traditional German meal?

- One thing they always eat is potatoes but they do not eat them with the skin like they do in America. Cauliflower is a common vegetable in meals. Other common foods are sauerkraut, pork, sausage,

6. What is the view on marriage in Germany?

- It is similar to America. Not as many people are getting married in the church or decide not to get married at all. There is not a judgment towards people who are unmarried or choose to get divorced. He said that they also support same-sex marriage.

7. How is leadership set up in Germany?

- The top 1% of people are the ones that make the changes in Germany. There are two parts of government: the government and the Bundestag. The Bundestag is comparable to the White House, which is in Berlin. There are also separate parts of Germany that have different governments and leaders. The current office-holder of the German Bundestag is Bärbel Bas.

Learning German

<https://www.youtube.com/watch?v=tgy-hAd7aVc>

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