Siemens is the engineering group that is behind many of the products and services people take for granted in their daily lives. The list of products designed and manufactured by Siemens is almost endless. It includes traffic lights, gas turbines, superconducting magnets in medical scanners, wind generators, automated factories as well as domestic appliances like kettles and fridges. It generates about 40% of the UK’s wind energy and it hosts, supports and maintains the BBC’s website including the development of the BBC iPlayer. The company has been operating in the UK since 1843 and employs more than 18,000 people. Across the world Siemens employs over 427,000 people.

Engineers use scientific principles to develop products or systems to solve real life problems. Much of engineering is about innovation rather than invention. This means that engineers transform creative ideas into improved products, services, technologies or processes. A career within the field of engineering is exciting and varied as the work is constantly changing. Becoming an engineer at Siemens is about using energy, ideas and passion. It requires a range of skills and Siemens provides opportunities for young people at all levels to enter the world of engineering. It recruits at a number of different levels. For example, it offers apprenticeships for those entering the company with GCSEs. There are programmes for individuals with A-levels that provide work experience alongside the opportunity to study for a degree. Siemens also recruits undergraduates and graduates into professional engineering jobs. It goes beyond the standard approaches to attracting good people because its employees enable it to be competitive. This approach has led to Siemens becoming an open culture with opportunities for employees at all levels. Capabiilities that are needed across the whole business.

Motivated individuals are influenced by a number of different factors. Initially, everybody has basic needs, such as for food or accommodation, which pay can provide. However, there are many other different factors that motivate individuals. A creative environment, such as that provided by engineering, can be very stimulating. Some staff at Siemens thrive on the problem solving aspect of their roles and respond to challenges. Other employees find the varied nature of the work motivating – having the opportunity to try different roles. Siemens employees also value the fact that they are allowed to be imaginative and can influence their own work. The structure of Siemens motivates individuals by empowering them to improve processes. Siemens provides the sort of environment where workers can learn new things and are given the opportunity to progress within the business. This culture demonstrates that Siemens values its employees and helps to recruit the next generation of engineers. A motivated workforce puts more energy into work in order to achieve the required outcomes. Motivated employees feel that their work is special. They are encouraged to take pride in what they do. There is low absenteeism because employees are happy to go to work. Individuals are more loyal to the organisation and stay longer because their needs are being met.