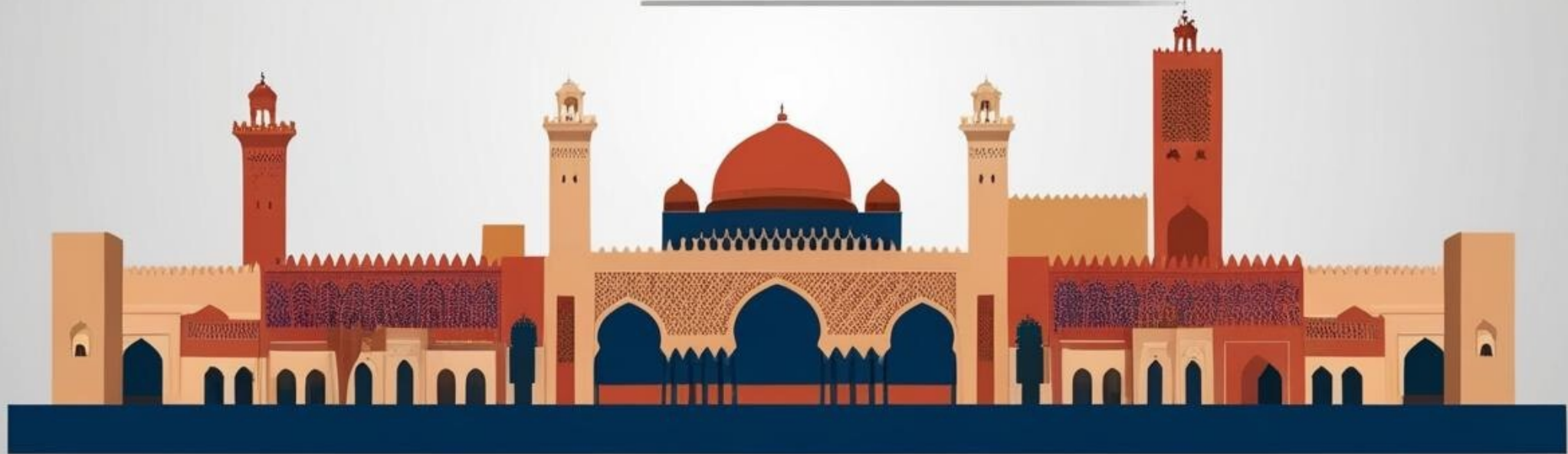


# Hackbarths

CONSULTING



Personal Recruiting and Integration  
Projekt Marokko

*PERSONNEL RECRUITMENT IN THE FIELD OF  
VARIOUS HEALTH PROFESSIONS FROM  
MOROCCO*



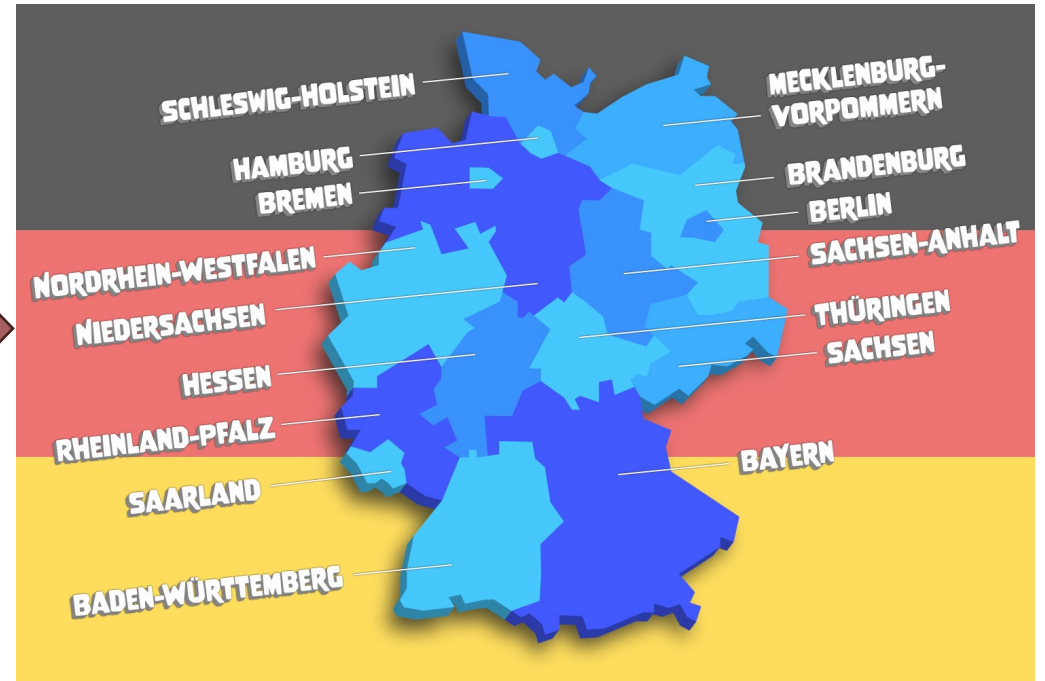


## *WHY MOROCCO?*

- Geographical advantages
- Demographic and cultural characteristics



# WHERE DO WE PLACE CANDIDATES?



We place candidates throughout all 16 federal states in Germany.

# *PROJECT GOALS*

Recruiting motivated  
and committed  
employees

Training highly  
qualified nursing staff

Long-term retention  
through personalized  
personnel  
development

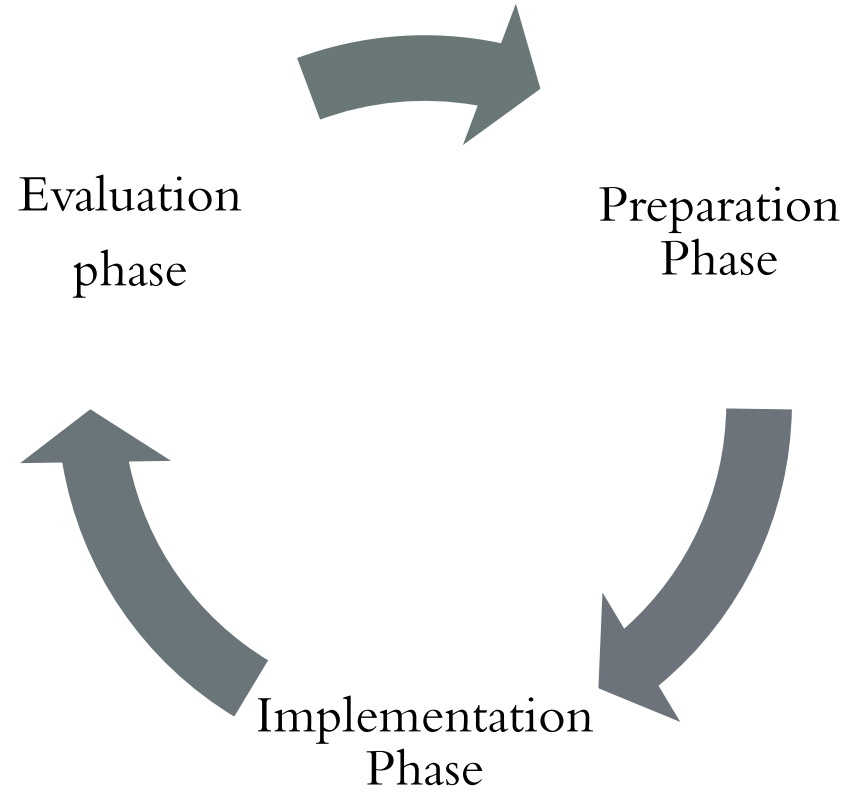
Promoting  
international  
recruitment

Integration and  
socialization of  
foreign  
employees

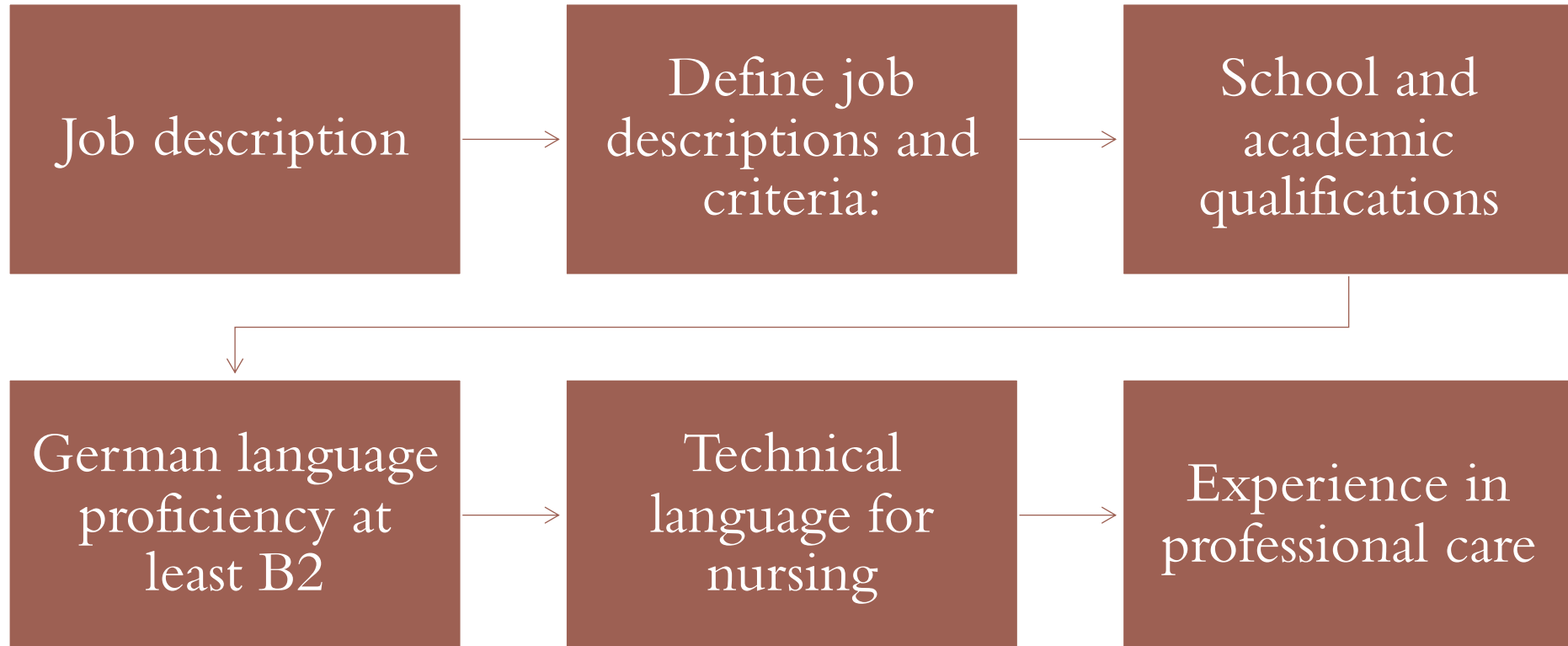
Promoting  
intercultural nursing

Counteracting the  
medium and long-  
term consequences of  
demographic change

# *PROJEKTVERLAUF*



# *PREPARATION PHASE*



# *IMPLEMENTATION PHASE*

Initial contact

Personal meeting

Contract signing and administrative steps

Accommodation and integration



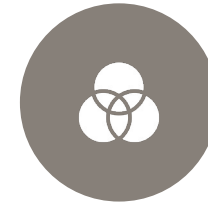
# *EVALUATION PHASE*



Probationary period assessment  
(discussions during and after 6  
months with project managers,  
practical instructors, school and  
facility management)



Reflection and future  
planning discussions



Integration evaluation  
(opportunities,  
challenges, solutions)



Review of  
socialization and  
integration



Tailored personnel  
development

# *PROJECT RESULTS*



*SUCCESS IS MEASURABLE*



*PROJECT DEVELOPMENT*

# *INNOVATIVE CHARACTER*

- Direct contact with applicants without intermediaries
- Personal selection and meetings in their home country
- On-site guidance and coaching in Morocco
- Personalized support and advice in Germany
- Strong employer-employee relationship
- Hotline Service



# *PROBLEMS AND CHALLENGES*



CULTURAL AND  
RELIGIOUS  
CHALLENGES



LANGUAGE BARRIERS



ACCOMMODATION  
ISSUES



CONFLICTS BETWEEN  
EXPECTATIONS AND  
DEMANDS



HOMESICKNESS VS.  
INTEGRATION INTO  
THE NEW  
HOME

# *SOLUTIONS*

Close support

Ongoing counseling

Dedicated contact person with constant availability

Culture-sensitive integration



# KOOPERATIONSBETEILIGTE

Nursing schools in  
Morocco

Faculty of Medicine,  
Fes, Morocco

Language schools in  
Rabat and Khemisset  
Morocco

Employers

Immigration  
authorities

State Office for  
Social Services

Educational  
Institutions

Health insurance  
providers

# THANK YOU FOR YOUR ATTENTION



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