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International Consulting Project
Management Design
for **Gebrüder Weiss GmbH Transport
and Logistics Lauterach**

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Creation of a cross-stakeholder learning landscape

Gebrüder Weiss GmbH has recently started offering training courses for its stakeholders. It aims to strengthen the network and improve the cooperation with their stakeholders. This project aims to analyse the current offer as well as the ones of competitors, and develop a final cross-stakeholder learning landscape.

Proceeding

In the first phase of the project, six learning landscapes of companies in the transport and logistics sector were compared and studied in more detail. In addition, the current learning landscape of GW was analysed. Thereafter, qualitative research was conducted with eleven experts via online interviews. In parallel, a quantitative online survey for customers and suppliers of GW in the DACHLI region was carried out. The information gathered was analyzed and incorporated into the development of the learning landscape. It was completed with a 5P concept including the dimensions product, price, promotion, place and people.

Results

Firstly, secondary research deepened the team's understanding of the market and current situation of GW in the industry. Then, results from interviews pointed out the relevance of combining core business and general topics, along with great emphasis on blended learning methods. Eventually, through the survey, preferences of the respondents have been identified. It highlighted the interest in specific topics as well as the appreciation of interactive formats and a preference to be contacted by e-mail. Ultimately, the team developed a concept based on a combination of core business and general topics, presented in a blended learning format for a combined price. Further details have been explained under the 5P model, which offers an overview of the complete cross-stakeholder learning landscape.

ost.ch/praxisprojekte-wi

Gebrüder Weiss GmbH

Transport and Logistics, Lauterach, Austria

Gebrüder Weiss GmbH is a globally operative full-service logistics provider with about 8,400 employees at 180 company-owned locations. In the last fiscal year (2022), it posted annual sales of 3 billion euros. Its portfolio encompasses transport and logistics solutions, digital services, and supply chain management.



Client

Gebrüder Weiss GmbH
Transport und Logistik,
Lauterach, Österreich
**Sandra Angerer, Group Leader
Learning Academy**
www.gw-world.com

We got lots of ideas and inspirations and the cooperation with the student group and the University of Applied Sciences OST was smoothly. The results of the surveys and the analysis of the expert interviews were particularly interesting for us. We want to start the implementation soon, including one or the other idea of the students. Many thanks to the entire project team, which has done an outstanding job.



Coach

OST – Eastern Switzerland
University of Applied Sciences
Dr. Ronald Ivancic

The team did an excellent job of getting to grips with the subject area quickly. After a thorough secondary analysis, they created a well thought-out cross-stakeholder learning landscape based on qualitative and quantitative primary data with concrete and directly applicable recommendations regarding product, price, place, promotion and people.

