

Type conference Kopenhagen 2008

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Shin-Etsu PVC B.V.



Carl Jung

The meeting of two personalities is like the contact between two chemical substances:
if there is any reaction, both are transformed.



Historie of Shin-Etsu PVC B.V.

- In 2000 a Dutch PVC and VCM business were purchased and Shin-Etsu PVC B.V. was established.
- These two plants were from Shell and Akzo Nobel.
- There are now total three locations.

Question from the management

- Can you make one organisation without any trouble?
 - Different culture
 - Different benefit package
 - Different management

What to do first

- Make one benefit package
- Make a total new training program including personal aspects

How to give insight

- The employees are working about 25 to 40 years
- The employees are working in shifts and in the same team
- The chemical industrial people are very technical

Why type

THE CONCEPT OF PREFERENCE

We can develop preferences as we move through life, but we do have an innate pull to one preference more than to its opposite.

Diffrence between blue en white collors employees



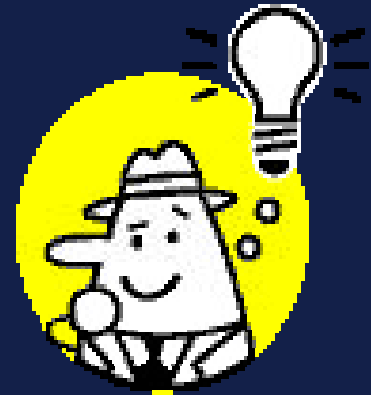
- Blue collars
- They look behind the type
- They ask more
- Applications

White collar employees

- Try to explain behaviour
- Talk to someone like 'type'
- Not to encourage their employees

Understanding is a journey

- Understanding will not end today
- Take time to understand yourself
- Take time to understand others



What did type brought us

- Better understanding
- More development to the employees
- Employees have gained new opportunities

