

Media Information  
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## **“We want people who like to take on and overcome a challenge”**

**BMW Group CEO Harald Krüger voted most popular manager 2018**

**Munich.** Users of the Glassdoor career platform have voted Harald Krüger the most popular manager in Germany. With a 99 percent approval rating, the Chairman of the Board of Management of BMW Group moved up eight places from last year to take the top position in the ranking and win the Glassdoor Award for Employee Satisfaction.

Glassdoor bases its ranking on evaluations by current and former employees, who post their feedback on their employer and management anonymously. This method is designed to generate the most objective evaluations possible and give potential job applicants a clearer picture of the company of interest.

On winning the award, Harald Krüger spoke to Glassdoor about leadership, careers and his advice to those starting out in the career world:

### **Mr. Krüger, what qualities do you think a good manager should have?**

Krüger: Good leadership is not just a skill; it's about working hard every day. A good leader is a bit like a football coach: they have to identify the talent of each individual, steer the team towards a common goal, motivate everyone to deliver their best and, very importantly, deliver effective results. So, as a manager, on the one hand I have to give my team the space they need; but on the other, I have to be prepared to pitch in myself and take personal responsibility. In these volatile times that's more important than ever.

### **What about the people you're looking to recruit today? What qualities do they need to bring to the job?**

Krüger: What matters most, to my mind, is having the skill and passion for what we do and for the contribution each individual can make. The huge technological transformation that's happening in the automotive industry shows just how fast-moving our sector is. So specialist skills people developed years ago might not be so