During the Management Graduate Programme, Burda trainees work on a wide variety of projects in various locations, some of them abroad. In “Trainee talk”, they report on their experiences during this time:

When I think about the Management Graduate Trainee Programme, the first word that comes to mind is “diversity”. I have been on the programme for around two months now, and am thrilled to have experienced so much already.

The individual postings offer a whole host of new discoveries, and the trainee programme is complemented by numerous development opportunities, networking events and creative workshops.

**Learning about lateral thinking**

Recently I attended the visual thinking workshop at Silberfabrik in Munich. Under the guidance of Ms Hölle, a blogger and visual coach, we learned how to use imagery to visualise thought processes, for example in the form of sketch notes, and how visual storytelling works.
The workshop made constant reference to our day-to-day work, which was particularly helpful – in addition to letting our creativity flow, we also considered how we can apply what we learned on a daily basis, for example making flip charts more effective with little symbols. To achieve good results in the short time available, it was important for us to simply let go and cast off our fears.

Events like these remind us to think laterally and develop ourselves further. They also encourage team spirit and solidarity among the trainees; the tasks are designed so that they will only work when we pull together.

**Début at DLD**

The workshop was the third highlight of the year so far. Right at the start of the year, we four trainees attended DLD – an extraordinary day with plenty of impressive speakers and the opportunity to network with some really interesting people. We learned a lot about the digital trends of the future and how they may prove useful for Burda – like 3D printing, which can be used to recreate a working Stradivarius violin, for example. Watching the CEO of Microsoft talk about artificial intelligence was another unique experience. We won’t forget these days in a hurry, and our new ideas and contacts will be useful for our everyday work.

**Encouraging teamwork**

In addition to developing creative skills, our Burda training is supplemented with personal development seminars. These seminars also emphasise that we shouldn’t just focus on the individual, but work together as a team, particularly in stressful situations or when tackling unpleasant topics. What we learn here also fits in very well with the projects we work on in our respective postings.

But it isn’t just the workshops that help us to develop; our postings present us with new challenges every day, from holding presentations with managers, to leading meetings and even managing small teams.

Looking back over the last two months, I feel as though I’ve gathered a year’s worth of experiences already and I know it will be difficult to leave my first posting. But I am also looking forward to working in totally new areas with new faces and different structures.

The diversity is simply wonderful, and I’d recommend it to everyone.

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