

## **Reinhard Mohn FELLOWSHIP**

Dare to dream. Take on visions. Shape our community.

### **Contents**

#### **The Endowment**

#### **The Idea**

The Goal

The Man Behind It All

#### **The Program**

On-the-Job Learning

Off-the-Job Training

Our Expectations

Your Remuneration

#### **The People**

Who Should Apply

The Profile of Your Project

#### **The Selection Process**

Deadlines for the 2006 Fellowship

Your Documents

Questions?

Imprint

### **The Endowment**

On his 80th birthday, the entrepreneur and philanthropist Reinhard Mohn received the “Reinhard Mohn Fellowship” from the Bertelsmann AG executive board as a gift. The Fellowship pays tribute to Reinhard Mohn’s lifetime achievement: it promotes entrepreneurial initiative at all levels of society while also conveying Bertelsmann’s corporate culture and management philosophy to other social sectors.

In building Bertelsmann AG, Reinhard Mohn shaped a global media company with a unique corporate culture. Its success story is founded on social responsibility and leadership based on partnership.

As a philanthropist, Reinhard Mohn promotes the purposeful and ongoing evolution of organizations and societal institutions, in an effort to enhance their contribution to society. The Reinhard Mohn Fellowship is committed to the mission of pursuing this vision.

\_The Reinhard Mohn Fellowship rewards and sponsors people with leadership qualities who have demonstrated enterprise, creativity and public spirit. The idea is for them to follow in the tradition of entrepreneur and philanthropist Reinhard Mohn, acting as ambassadors for the concept that each individual is capable of changing society by contributing their services.

### **The Idea**

The Reinhard Mohn Fellowship is Bertelsmann AG’s unique concept for fostering social entrepreneurs. The program systematically promotes and trains the people behind socially relevant projects, people who have proven their ability in implementing them. We promote

these people, not the projects they apply with. Unfortunately, we are unable to dispense any project sponsorship monies through the RMF.

Every year and a half, five people are chosen from all over the world to complete a demanding 12-month Fellowship program at Bertelsmann AG. The Fellows are given the opportunity to gain valuable knowledge and know-how through systematic training and a wide range of project work throughout the global media company, as well as to build far-reaching networks. The Reinhard Mohn Fellowship offers Fellows personal experiences in a fascinating international media company, a chance to work with inspiring personalities, a wealth of professional and expert knowledge about business and the media, and the opportunity to boost their personal and professional qualifications.

Equipped with these tools, Fellows can build on their existing potential as social entrepreneurs to advance future projects in their social field of occupation. Bertelsmann will also introduce them to a successful management philosophy and corporate culture, to be carried over into other social sectors in the spirit of Reinhard Mohn.

### **>>The Goal**

The objective of the Reinhard Mohn Fellowship program is to help you advance your own future projects in your respective social fields of occupation with new knowledge and expertise. To this end, we invite you to participate in and learn from our international media company for a period of 12 months. In this way, the Reinhard Mohn Fellowship promotes entrepreneurial initiative and social commitment in all areas of society. It also serves to make Bertelsmann's corporate culture and management philosophy accessible to other social sectors via the Fellows.

The Reinhard Mohn Fellowship offers you:

- experiences in one of the world's most fascinating media companies
- the chance to work with inspiring personalities
- factual and professional knowledge about business and media, as well as personal and professional qualifications
- opportunities to extend your personal network: in one of the biggest global media companies, with the other Fellows, and through the alumni network

...and a platform for your ideas and yourself.

### **>> >>The Man Behind It All**

For many years, Reinhard Mohn was Chairman of the Bertelsmann AG Executive and Supervisory Boards. He is the founder of the Bertelsmann Foundation. Under his leadership, Bertelsmann developed from a medium-sized printing and publishing company in 1947 into what is now one of the five leading international media companies.

\_To this day, Reinhard Mohn's trend-setting ideas continue to shape Bertelsmann's corporate culture. They include decentralized organization, delegation of responsibility, creative scope for its employees, and an exemplary social order within the company.

\_Reinhard Mohn sees himself as a bona fide entrepreneur when it comes to embracing responsibility for political and societal development as well. His goal: to show that, work and learning, diligence and a willingness to change not only

make companies successful, but also contribute to a just democracy.

\_By setting up the Bertelsmann Foundation, Reinhard Mohn found a way to tackle societal problems outside the company as well, to develop exemplary solution models together with experts from the worlds of science and politics, and to implement these ideas in select areas of society.

\_To ensure that his ideas continue to prosper after his departure from the company, Reinhard Mohn transferred his Bertelsmann AG shares to the Bertelsmann Foundation in 1991: "Bertelsmann AG 's assets are of a scale that goes beyond any individual need. No one needs this much money."

\_The numerous honors conferred on Reinhard Mohn include the "Große Verdienstkreuz des Verdienstordens der Bundesrepublik Deutschland" (1994) and the "Bundesverdienstorden mit Stern" (1998) of the Federal Republic of Germany, an honorary membership in the Club of Rome (1996), the Gold Medal of the Federal Association of German Foundations (1998), the State Prize of North Rhine-Westphalia (1999) and an honorary doctorate from the Westphalian Wilhelm University of Münster (2001).

\_To learn more about Reinhard Mohn and his contributions as an entrepreneur, philanthropist and citizen, go to [www.reinhard-mohn.de](http://www.reinhard-mohn.de).

### **The Program**

Reinhard Mohn Fellowships are awarded to up to five Fellows from all over the world. For 12 months, Fellows are given the opportunity to gather valuable experience and build networks in a variety of divisions and countries within Bertelsmann 's global group of companies.

### **>>On-the-Job Learning**

Following a kick-off workshop, you go straight to work. During the 12 months of the Fellowship, you will work on up to three individually coordinated projects. If possible, these projects will take place in different divisions of the international media company Bertelsmann and in varying cultural environments. Our divisions – BMG, RTL Group, G+J, Random House, arvato, and Direct Group – have offices at attractive locations in Europe, North- and South America, Asia, and Australia. Your function within the projects should also vary.

Each Fellow will be assigned a Mentor from Bertelsmann 's corporate management echelons. Mentors will support you in your work on the various projects by providing professional supervision and feedback.

You will also form a team with the other Fellows throughout the 12-month period, working on an Executive Project. This shared project work is defined by the Chairman & CEO and will eventually be presented to the Bertelsmann AG Executive Board.

Beyond project work you will be participating in "networking" events with in-house and external executive personalities and deciders.

### **>>Off-the-Job Training**

Throughout the 12 months, your "On-the-Job Learning" will be accompanied by intensive training. Following an individual assessment ("Where am I coming from? Where do I stand now? What do I wish to achieve?"), you will participate in various events to help you gain your bearings at Bertelsmann. A custom-tailored coaching and training program will provide you with ideal preparation for your individual project work in the various divisions and on the team project.

During the Fellowship Year, you will participate in a number of international programs hosted by Bertelsmann University, e.g. to hone your strategic management and leadership skills. These seminars not only offer you new prospects for personal and professional development, but also the opportunity to come into contact with interesting top junior executives at Bertelsmann.

In addition, you will receive coaching to develop your professional and personal competence, tailored to your individual skills and needs.

### **>>Our Expectations**

We expect that, within our globally active company, you will act as a catalyst for a wide range of discussions on social responsibility and change. We are very interested in your knowledge, your experiences, and your ideas.

\_We hope you, the other Fellows, and our Bertelsmann AG employees will engage in an ongoing exchange of views on our values and our management philosophy.

Your suggestions and questions will help in the continued evolution of a dynamic corporate culture, and put it to the test. Your contribution is important to us!

\_And that is why we intend to stay in touch with you even after you have completed the Fellowship program: we will keep you informed about our developments through newsletters, our website, and alumni events. In addition, we would like to stay up to date on how you are incorporating your experiences from the Fellowship program in your future projects.

### **The program is made up of several elements consisting of project work and training:**

Individual projects / Team project /networking events /Off-the-Job Training

#### **>>Your Remuneration**

As a Reinhard Mohn Fellow, you will receive a consideration of €60,000. In addition to this, we will provide you with a studio apartment at the locations of your various projects. For more information see [www.reinhard-mohn-fellowship.com](http://www.reinhard-mohn-fellowship.com).

### **The People**

We are looking for talented and highly motivated leaders from all sectors of society – business, the public sector, non-profit organizations, science, politics, culture, sports, social organizations – who take new entrepreneurial approaches to social and political issues.

Their

common denominator is a dedication to serving the community.

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### **>> Who Should Apply**

\_ You have already initiated, led or impelled an innovative project that shows an innovative, entrepreneurial approach and that has resulted in sustainable improvement in the society and community as defined by Reinhard Mohn.

There is no age limit for the Reinhard Mohn Fellowship, nor is it necessary to have earned an academic degree. We are looking for personalities from all over the world and from every sector of society who have shown entrepreneurial initiative in their respective fields of occupation.

A Reinhard Mohn Fellow should have the following personality traits: high energy, visionary entrepreneurial thinking, clear-cut ethical values, social competence, communication skills, motivation, creativity, flexibility, a strong sense of responsibility, resourcefulness, assertiveness and persuasiveness.

You should also have a good command of the English language.

### **>>The Profile of Your Project**

Your project must make a contribution to the community. It is irrelevant in what way and to which area of society this contribution is made. The project is still ongoing or already finished. We are sponsoring not your project, but your ability to successfully push innovative projects in the future.

>>Note: Please remember that during the 12 months of your Reinhard Mohn Fellowship, you will not be able to actively work on your project. However, we believe that the time and energy you invest will pay off for you and your projects.

### **The Selection Process**

The next Reinhard Mohn Fellowship starts in spring 2006. New Fellows will be selected in 2005 ; the process is broken down into several phases.

#### **>>Deadlines for the 2006 Fellowship**

Apply by August 1, 2005

online at:

[www.reinhard-mohn-fellowship.com](http://www.reinhard-mohn-fellowship.com)

or by mail to:

Bertelsmann AG

Reinhard Mohn Fellowship

Postfach 111

33311 Gütersloh

Germany

By October 2005

Applications are screened and suitable applicants are scheduled for interviews.

Late November 2005

Selection conference for finalists. The jury, which is made up of Bertelsmann AG executives and other notable persons from various sectors of society, will be present.

Jury members are picked based on the fact that they themselves have the spirit and attitude we are looking for in our Reinhard Mohn Fellows.

May 1 2006 The twelve-month Reinhard Mohn Fellowship begins.

#### **>>Your Documents**

Reinhard Mohn likes things short and to the point. And that is how we would like your application to be. Keep it concise and focus on the essentials:

\_A résumé (CV in tabular form) in English

\_A description of your project (approx.3 pages); in English.

#### **>>Questions?**

Please feel free to contact our Fellowship Team if you have any questions or suggestions.

By e-mail:

[info@reinhard-mohn-fellowship.com](mailto:info@reinhard-mohn-fellowship.com)

By phone:

Your contact, Dr. Anette Bickmeyer,

may be reached at +49(0)5241-80-89214

By mail:

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