



MCD Elektronik GmbH



The right climate is the key to success

In the pursuit of its claim 'To test the impossible', MCD Elektronik GmbH has become a leading provider of fully automated analytical and testing systems. At the company's headquarters in Birkenfeld, its founder Bruno Hörter offers his employees regular training, opportunities to meet and share ideas, and a comfortable, welcoming environment. In this positive climate of innovation, ideas can blossom and bloom in all parts of the business. The most promising ideas are then put into practice using a lean process.

True winners: Two employees of MCD Elektronik were recently promoted to the top management team even though they had originally been lined up for team leader positions. However, both showed outstanding commitment beyond the defined remit of their roles and used the company's innovation-friendly climate as an opportunity to advance their personal development. Now, they have become important generators of momentum – exactly the kind of colleagues that CEO Bruno Hörter needs by his side to maintain the company's pace of innovation.

Tinkering and relaxation

What makes the work atmosphere at MCD Elektronik so special? There is a whole range of factors, including the tried and tested training opportunities, the possibilities to meet and share ideas, the interdisciplinary composition of teams as well as ample scope to tinker and experiment. 'In our company, engineers, computer scientists and sales staff work hand in hand,' explains Business Development Manager Labib Feidy. 'This combination of close communication among the workforce and genuine enjoyment of the work is the essence of our corporate DNA at MCD.' Further factors that promote the generation of ideas

are the application of the 'design thinking' method, the 'meeting point' zones in the building and well-being offers such as a gym, a terrace with wicker beach chairs, and daily supplies of fresh fruit. When an idea reaches a sufficient level of maturity to be presented internally, things tend to progress quickly. CEO Bruno Hörter kicks off the established innovation process with an initial assessment.

Time for project work

If Hörter sees potential in an idea, the management team then conducts an analysis and decides on the allocation of financial and other resources. An 'innovation board' is used to visualise all the individual stages and key dates of the project. In future, the role of an 'innovation coordinator' might be added to oversee the process. A key aspect is that 'independent' ideas are treated in the same way as customer-specific innovations that already come with a certain level of anticipated revenue. All employees involved in the implementation process manage their time independently. This allows them to navigate periods that demand high levels of creativity in the way that works best for their personal work-life balance. No doubt about it – these are true winners.

MCD Elektronik GmbH
75217 Birkenfeld
www.mcd-elektronik.de
Employees (Germany): 51 to 200
Measurement/Testing Technology



Business Development Manager
Labib Feidy

MCD Elektronik GmbH is a technological leader in the field of mechatronic and fully automated testing systems. One of its innovations is a software tool for the evaluation of measurement and test data that uses artificial intelligence.

