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## Life as a working student at Porsche

Porsche's history is infused with dualities: Like almost no other brand, the brand represents tradition—a tradition of excellent sports cars, timeless design and premium engineering. On the other hand, the company's path has always been marked by innovation. It all began with Ferry Porsche's vision of a sports car and many more followed.



Dualities are not only characterizing the company at large but also my day-to-day job as a working student at [Porsche Digital Lab](#). It is all about trial and error, creativity and teamwork. My most personal duality is women and tech — and it makes me very happy that my job allows me to combine both aspects harmoniously. They do not stand in contrast, but rather reinforce each other. So, today, I'd like to share with you what I have learned about dealing with challenging dualities during my time at Porsche Digital Lab.

We all know the saying "If you love what you do, you'll never have to work again" — work becomes much easier when you're having fun. Especially as a working student, at the beginning of your career, it is important to get involved in different projects to find out what intrigues you and what doesn't. To find out the latter, you also have to commit to some things you don't want to do. These projects often teach you skills that would otherwise remain underdeveloped because you don't advance them voluntarily. This way, you broaden your skill-set, which is always a plus — especially as a young professional.

2. Realize your own ideas and help others realize theirs



**Alissa Wilms at re:publica 2019**

### **3. First: Trial and error, then calibration of perfectionism**

Knowledge can be divided into two categories: knowledge depth and width. Take, for example, the fields of ethics and quantum computing. To talk meaningfully about ethics, it helps to have a broad education in several subject areas. To research and develop quantum computing, one needs to possess highly specialized, deep knowledge. At Porsche Digital Lab, we are committed to combining knowledge depth and width, which is not always as easy as it seems — it is simply not possible to cover all topics both in depth and width. The important point is to know the differences between the two categories. To be clear about which one you are focusing on, and to tackle one at a time.



On 03 July 2019, Porsche will host the Digital Day for Girls event in Zuffenhausen, empowering girls that are close to finishing school and are interested in science, technology, engineering and IT to learn about their digital career options at Porsche. At various stations, they can meet our colleagues, ask any question and, of course, explore their passion for digital topics. So please, encourage your daughter, sister, friend, niece, granddaughter or girlfriend to [apply for the Digital Day for Girls in Zuffenhausen here](#) — let's show everyone that girls and tech are a very powerful duality!

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