



BUILDING DIGITAL ON THE INSIDE



We are a growth company with a history of
challenging the status quo



Our customer behavior has changed ... PERMANENTLY



**Shift from SMS to
messaging apps**



**Voice calls are
getting
substituted by
data calls**



**Roaming fees
reduced through
waivers & offers**



minutes



messages



megabytes



moments



LET'S INSPIRE



Tough balancing act that asks us to own & drive two competing business priorities

WINNING
today

while we **BUILD**
for tomorrow

Defend core Telco
revenue streams

Digitize the core business
(tech, process, CX)

Become most cost
efficient operator

Build new Digital revenue

To reinvent the company, we need to pivot our culture & way of work

BRAND

FREEDOM TO INSPIRE THE NEXT

TALENT

**FUTURE READY
TALENT**

**DIGITAL
HR**

**DIGITAL EMPLOYEE
EXPERIENCES**

CULTURE

**BUSINESS OF
INNOVATION 360**



LET'S INSPIRE



#1 Freedom to Learn

FREEDOM TO INSPIRE THE NEXT





Learning for All:

61% of Digizens engages in Online Learning

D'Academy



Jan – Dec 2016

Lynda.com[®]
FROM LINKEDIN
Jul – Dec 2016

1500 hours

41%

2625 hours

44%

24%

**Attracted 20% more
to learn online!!**

#2 Freedom to Innovate

Injecting #WorkingRed into our day-to-day

"Red"

- Trial & error
- Fail fast
- Rigorous testing
- Lightweight experiments
- Deep customer immersion
- Continuous
- Doing

- Learning
- Minimisation
- Innovation

"Blue"

- Flawless planning
- Avoid failure
- Rigorous analysis
- Business case / PPT
- Arm's length customer
- Periodic (annual)
- Thinking

- Optimisation
- Maximisation
- Execution

Beta Labs, Disrupt Hackathon, Innovator's Method and more...



Ahmad Faiz Mohamed Fadzil shared his post to the group:
Digi.
May 30 at 5:45pm · 🌐

Big up to the Sourcing team - Marketing category, who are brave enough to use red ways of work to take a crack at customer problems that have been plaguing the department!

#Innovation360 #FreedomToInspireTheNext #LeadingDigital #WorkingRed



Ahmad Faiz Mohamed Fadzil to Innovation360
May 30 at 1:43pm · 🌐

Day 2 of the 3-day design sprint for Sourcing (Marketing category). Yesterday we thought long and hard about the problem. Today we're prototyping a solution. And tomorrow we're testing with actual users!

Karl Erik Broten Kao Shing Lee Waheedah Farish Kasim Ie Lin Gool Han Liang Lee Chee Soon Lee Poh Chan Lee Pek Leng Tan Su Ling Chang Nik Zaliha Nik Mustapha Rohaida Ahmad Azrai Kah Hong Her

#Innovation360 #FreedomToInspireTheNext #WorkingRed



LET'S INSPIRE



Ahmad Faiz Mohamed Fadzil to Innovation360
June 1 at 12:22pm · 🌐

We're here at Sunway Pyramid to test drive our OttoPay prototype with real-world customers!

Francis Yew Choong Chang Benjamin Kha-Hing Tan Yong Khoon Lee Suria Kala Balasubramaniam Clement Cyril Raju Justin Quo-Li Yong Hui Qi Low Wen Hui Liang Michelle Mei Yim Wong

#Innovation360 #FreedomToInspireTheNext #WorkingRed



Like Comment Share

Wen Hui Liang and Justin Quo-Li Yong

1 share



Write a comment...



We are innovating our toilets 😊



#3 Freedom to Engage





What we look like on the inside?

Low hierarchy, informal work environment

Open office, 100% hot-desking, emphasis on equality

Ideas, ownership & execution takes precedence to age, level & tenure

Empowered leaders, delegated decision making

Networked, f-2-f culture. Lots of corridor conversations



<PROJECT/FILE/REFERENCE>

<CLASSIFICATION>



LET'S INSPIRE

THANK YOU