

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



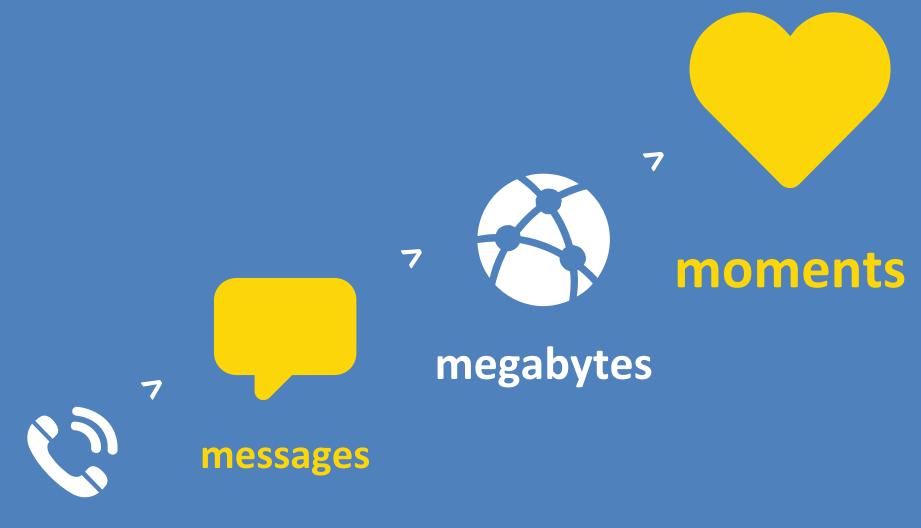
Voice calls are getting substituted by data calls



Roaming fees reduced through waivers & offers













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

WINNING today

Defend core Telco revenue streams

Become most cost efficient operator

while we **BUILD** for tomorrow

Digitize the core business (tech, process, CX)

Build new Digital revenue

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







#1 Freedom to Learn

FREEDOM TO INSPIRE THE NEXT

1. Expert Certifications

Employees can do certification of their own choice





2. Nano Degree Programs

Employees get the opportunity to pick up from the career paths





3. Learning for All

All employee population can access and learn from the content











Learning for All:

61% of Digizens engages in Online Learning



#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...



#Innovation360 #FreedomToinspireTheNext #WorkingRed





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







LET'S INSPIRE

THANK YOU