

FLAT ARMY

Creating a Connected
and Engaged Organization

DAN PONTEFRACT

Augment Talent Management with Social Connections

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Start With the Culture In Mind



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without culture
there is no
ENGAGEMENT

without culture ...



... there is no **COLLABORATION**



without culture,
there is no
productive,
positive or
panoptic use of
TECHNOLOGY

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If we want to build a
culture of collaboration ...

we cannot implement a
collaboration of cultures



The TELUS Story



Who is TELUS?

A leading national telecommunications company in Canada, with \$10.9 billion of annual revenue and 13.1 million customer connections including 7.7 million wireless subscribers, 3.4 million wireline network access lines, 1.4 million Internet subscribers and 678,000 TELUS TV customers.

40,000+ employees

Multiple locations / countries

Unionized work force

Home, mobile & office workers

Typical business units

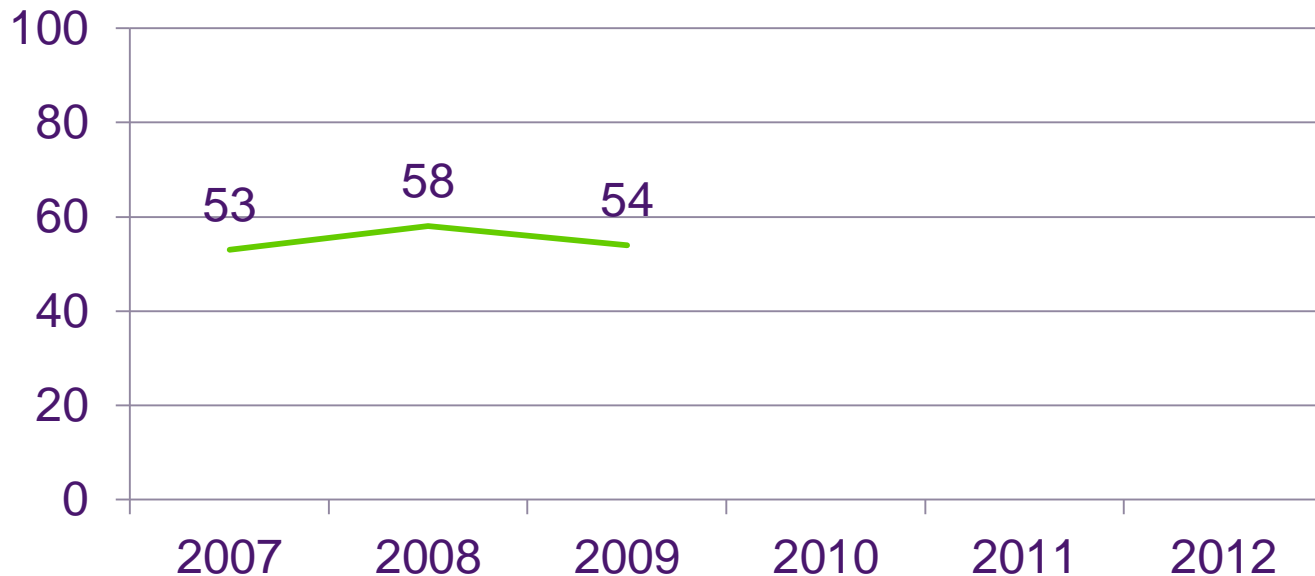
Engagement challenges





The TELUS Engagement Story

TELUS Employee Engagement



TELUS Timeline: Frameworks and Awards



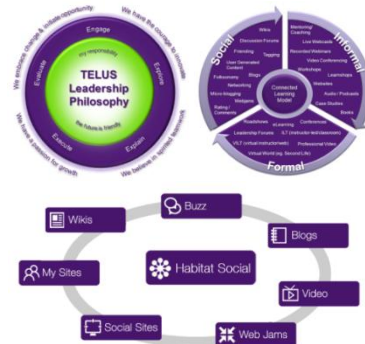
Connected Learning 2.0 Model



TELUS Leadership Philosophy



Collaboration Technologies



2009

2010

2011

2012



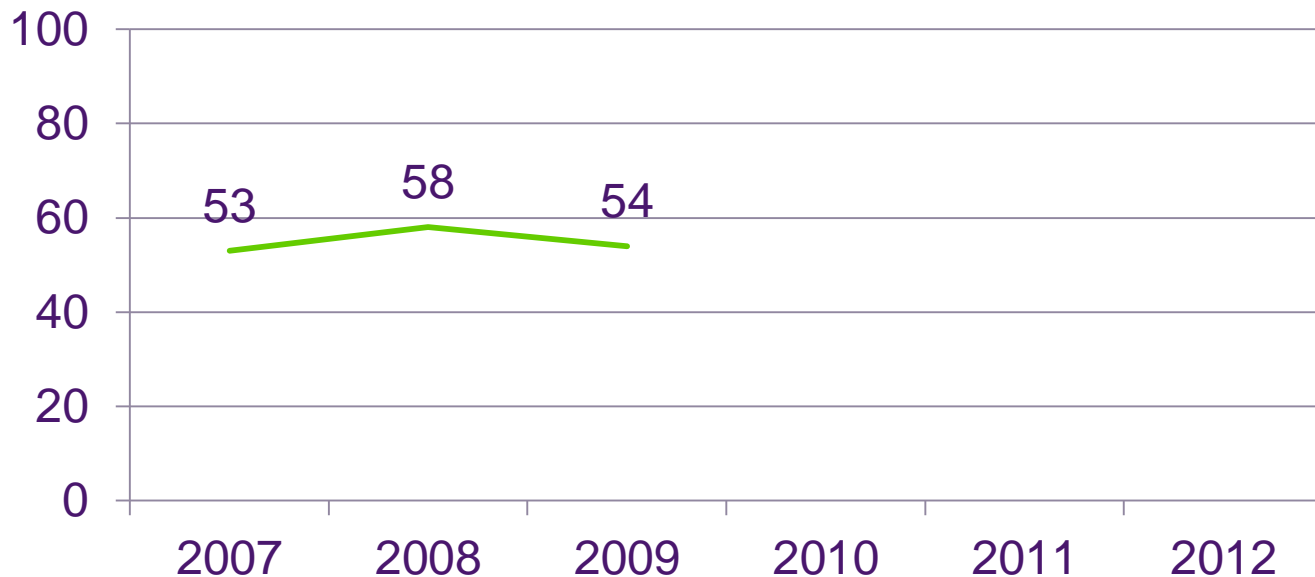
Top Companies for Leaders 2011
Special Recognition Award





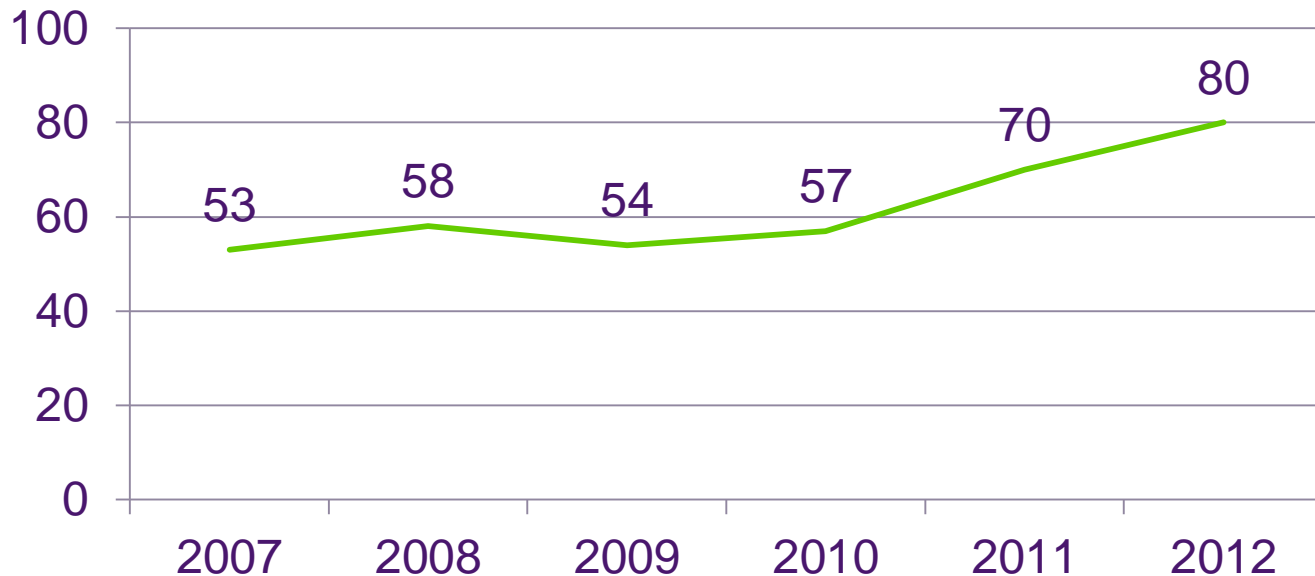
The TELUS Engagement Story

TELUS Employee Engagement



The TELUS Engagement Story

TELUS Employee Engagement



Culture as a Competitive Advantage

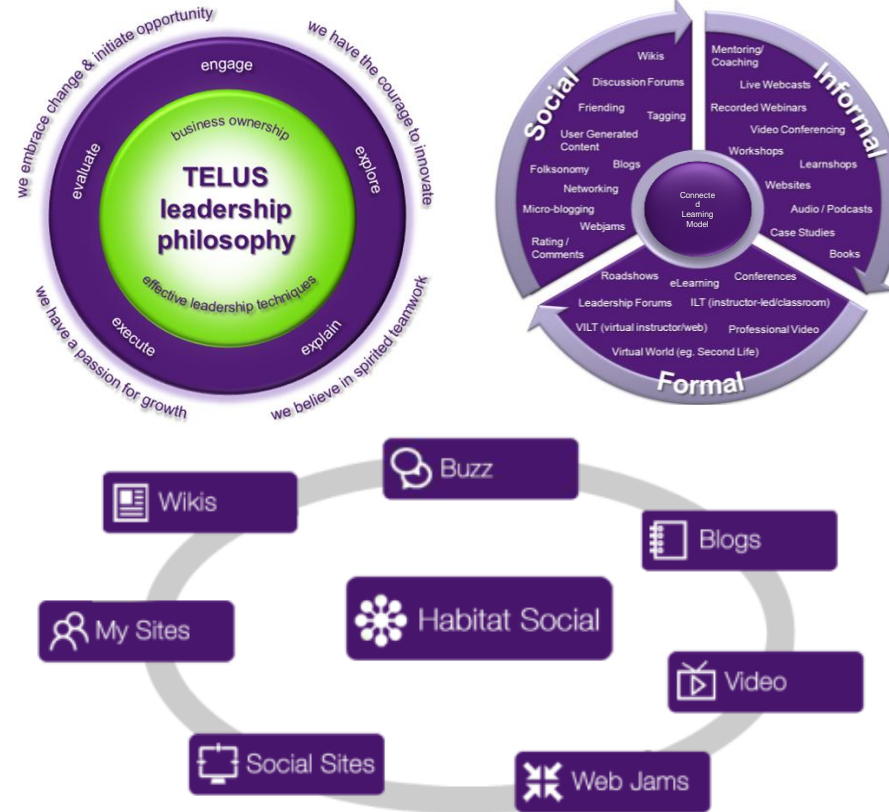
“the TELUS engagement score is the highest in Canada and in the top one per cent globally”

AON Hewitt



the future is friendly®

Leadership + Learning + Collaboration = Successful Model





Customers First Commitments

- We take ownership of every customer experience.
- We work as a team to deliver on our promises.
- We learn from customer feedback and take action to get better, every day.
- We are friendly, helpful and thoughtful.



Open Leadership & Customers First Commitments




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**Creating a Connected
and Engaged Organization**

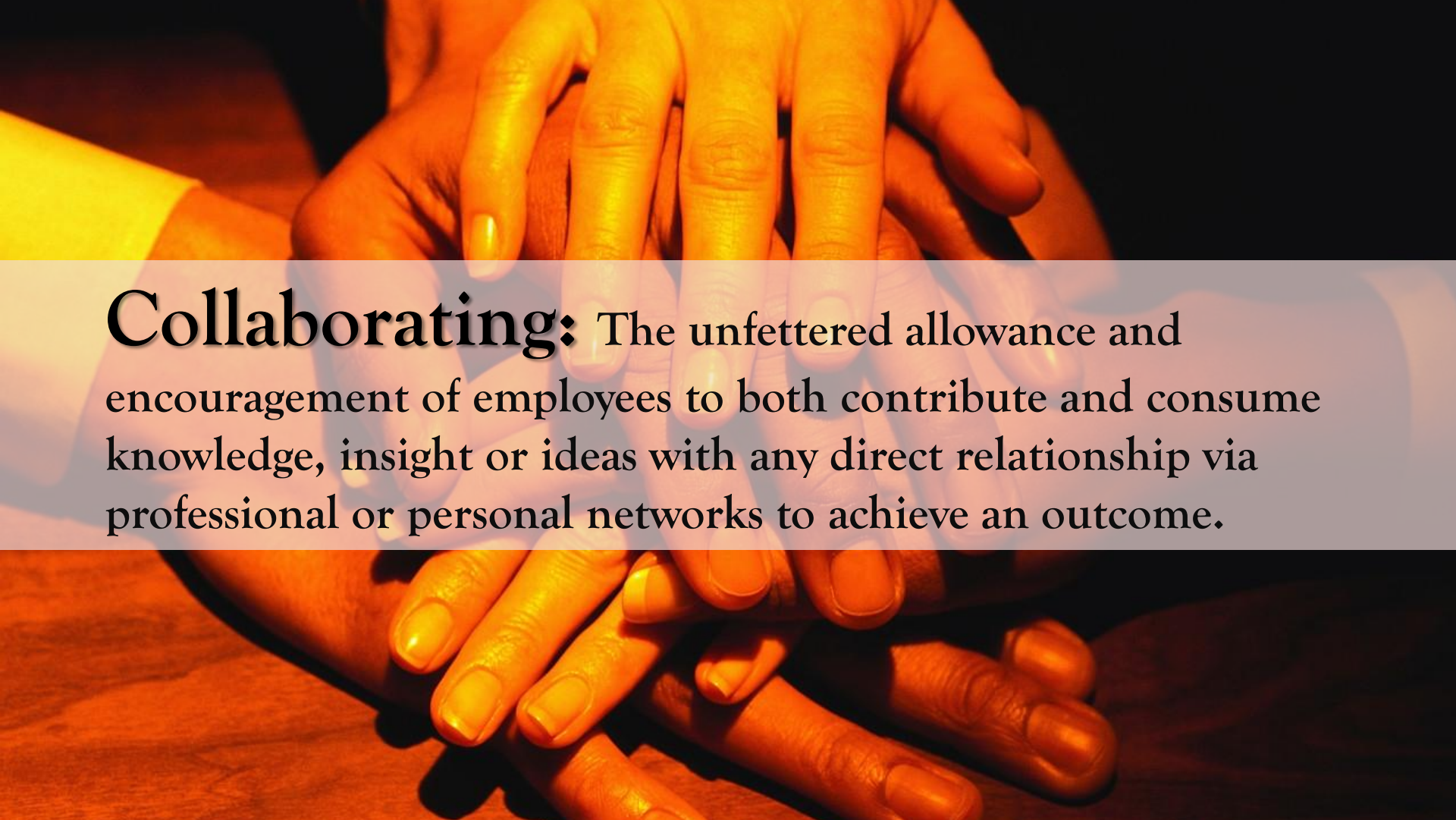
DAN PONTEFRAC

We need a few definitions ...



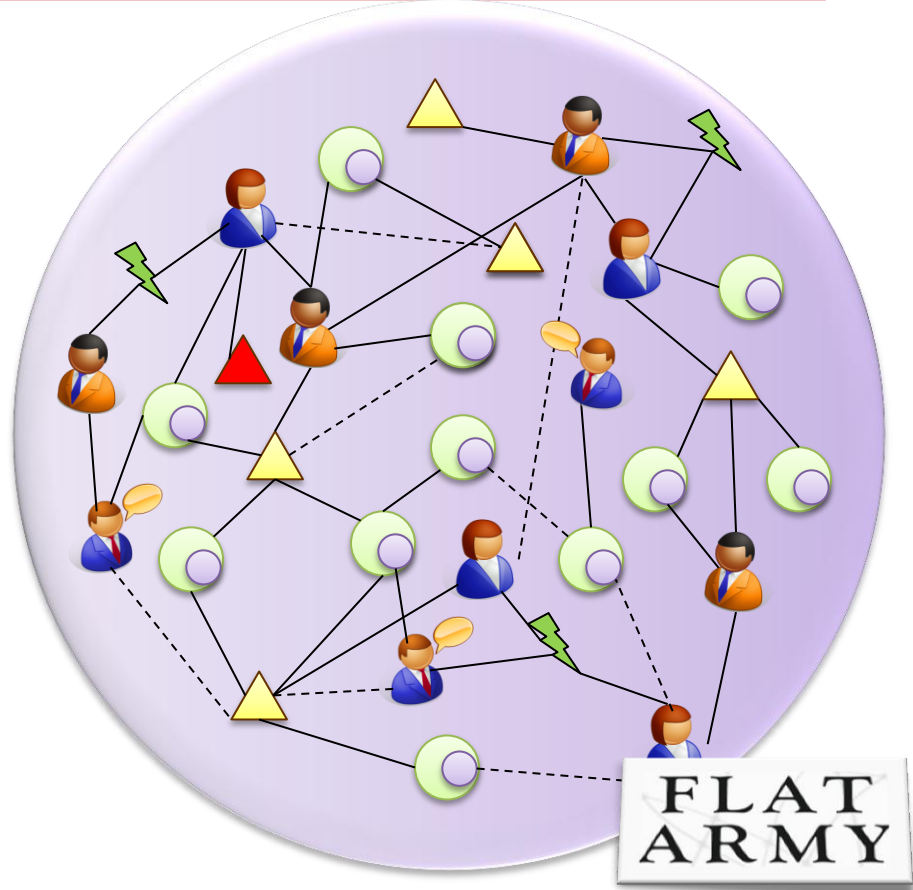
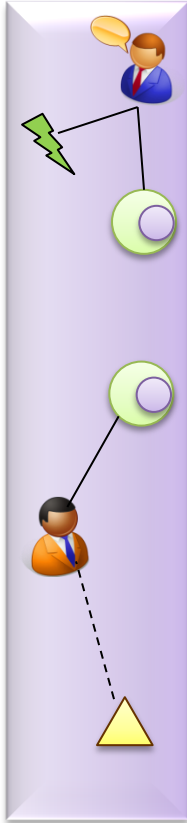
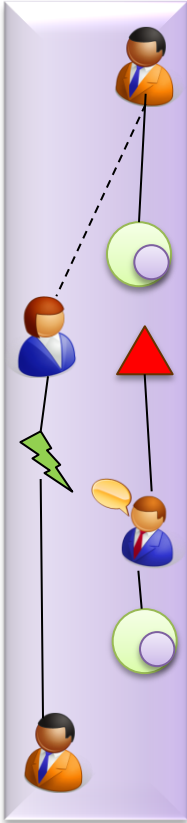
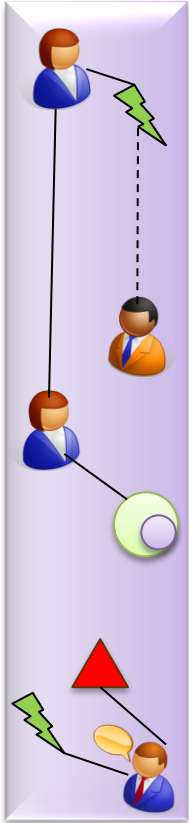
employee engagement:

the state in which there is reciprocal trust between the employee and leadership to do what's right however, whenever and with whomever



Collaborating: The unfettered allowance and encouragement of employees to both contribute and consume knowledge, insight or ideas with any direct relationship via professional or personal networks to achieve an outcome.

The Juxtaposition



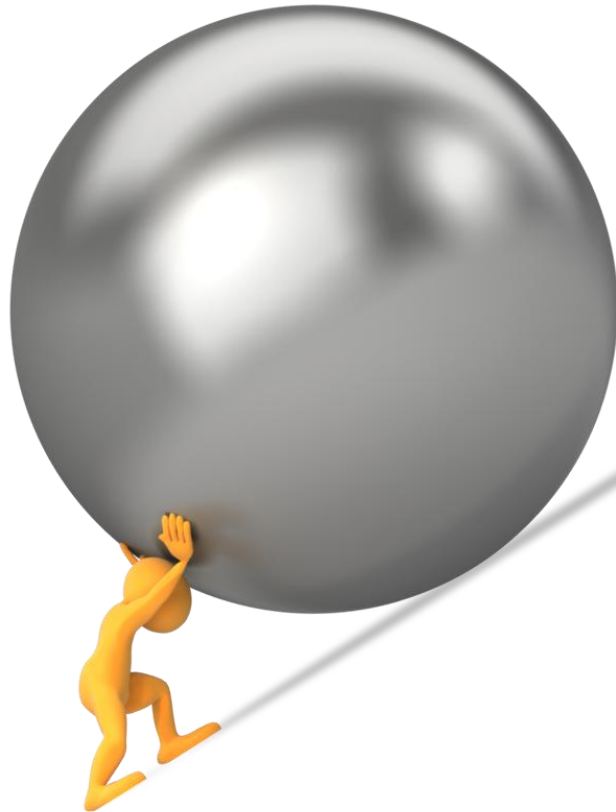
How do *you* solve PROBLEMS?



How *should* we solve PROBLEMS?

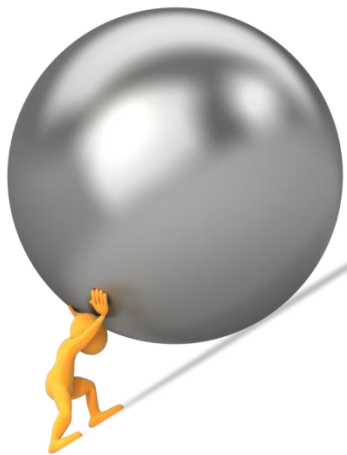


How do *you* get **WORK DONE?**



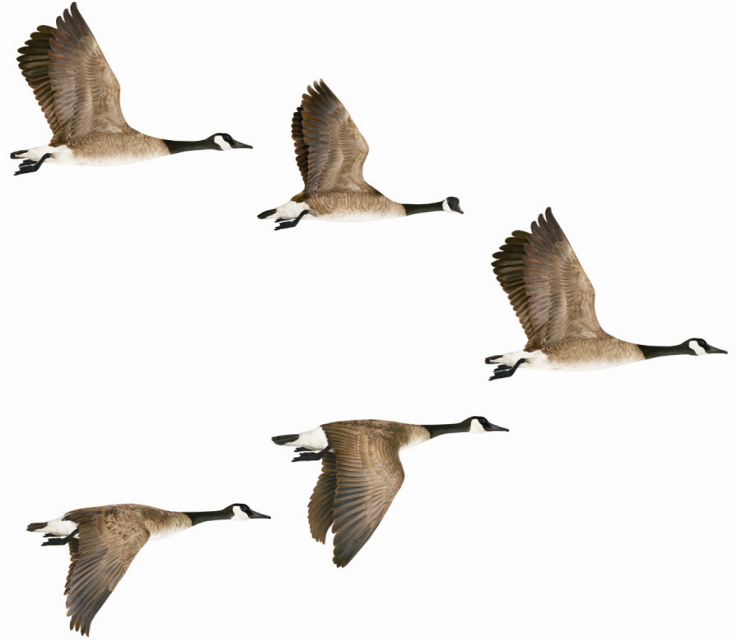
How *should* we get **WORK DONE?**







what really is **LEADERSHIP?**



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A wide-angle photograph of a two-lane asphalt road that stretches straight into the distance. The road is flanked by dry, grassy fields and some low-lying shrubs. The sky is filled with soft, white and grey clouds. The overall scene conveys a sense of openness and forward movement.

To be successful, promote ...

honesty

straight talk

through collaboration tools

the future is friendly®

Leadership & Games



Announcements

Congratulations to Amelia Pond for winning the first competition.

Wilhelm McMenno

Completed

Energy - 2 EXP

Strength +1.5 EXP

Stamina +1.5 EXP

Dominick Pina

Bridget Hines

Casey Pickett

Shannon Dunbar

Completed

Energy - 1.5 EXP

Speed - 1.5 EXP

Strength + 2 EXP

Stamina - 1.5 EXP

Stamina +1.5 EXP

Skill +1.5 EXP

Agility +1.5 EXP

Athlete Activity Impact

Shannon Dunbar

Energy

9 / 17

MISSING LANG:

Mood

34 %

Disillusioned

| | | |
|-------|----------|------------------------|
| 1 LV | Strength | 3 / 12 / NEXT 160 XP |
| 1 LV | Speed | 2 / 12 / NEXT 160 XP |
| 17 LV | Stamina | 84 / 181 / NEXT 160 XP |
| 1 LV | Skill | 4 / 25 / NEXT 160 XP |
| 2 LV | Agility | 5 / 14 / NEXT 160 XP |

Gym Activities

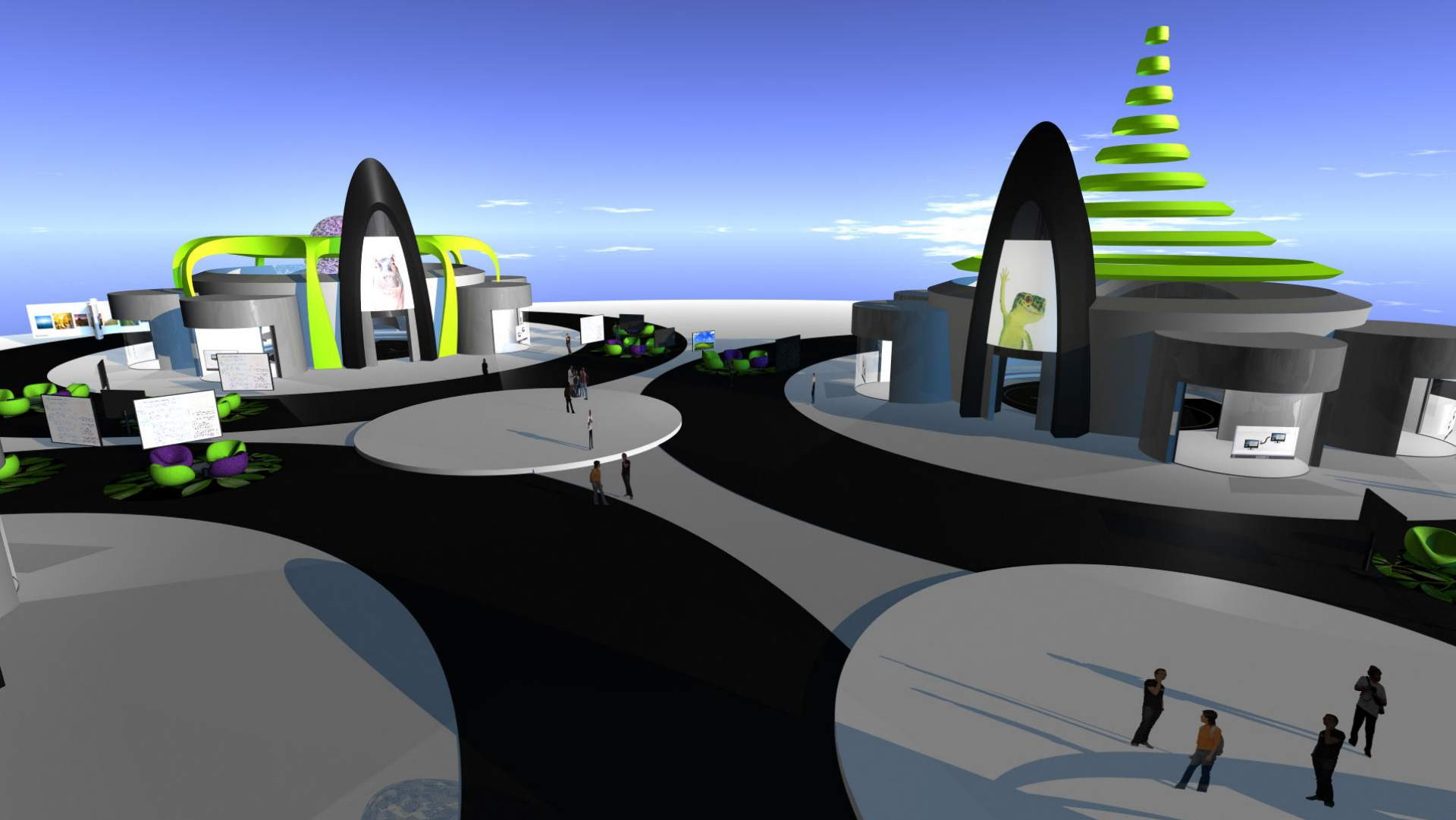
Select the desired activity

- Bicycle
- Crunches
- Cube Jumps
- Dumbbell Jumps
- Dumbbell Lifts
- Slideboard
- Squats
- Stair Stepper
- Weight Bench

Telus

TELUS // TELUS Customer First







Shannon Lawder (mute)
Joan Noel (idle)

William (mute)
Kiran (mute)
Joan (mute)
Tom (mute)

Mike Desjardin (mute)

Dan Pontefract

Sandi

Margot Cook (mute)

Frank (mute)

michele patry (idle)

Jack Stepler (mute)

Joanne Munroe (mute)

Sandi



Not Authenticated



Paul Bleier (mute)



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To Conclude ... we're not afraid to innovate with our culture



SAP Jam



To Do ▾

Sort by Date | [Type](#)

▾ Due Now (2)

MAY
10

Add Information about yourself on your Public Profile

MAY
10

Populate portlets on your Detailed Profile

▸ Recently Completed (1)

Quick Links

[Directory](#)
[Resources](#)
[myHR](#)

Tile Browser



Add/remove tiles

My Info

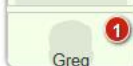
Dan English Pontefract
Dir-Training

Recent Badges

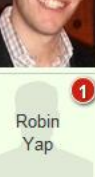


Leader

My Team

Joanne
MunroeFrank
Nuis

Greg



Welcome

Welcome to the HR Talent Management Suite. Please use the menu drop down at the top left corner of your screen to navigate through the currently available modules.

Additional Links:

[Habitat](#)[TELUS Corporate Information](#)

Jam

[↔ 2](#) [✉ 1](#) [🔔 2](#)[Learning & Collaboration Internal Group](#)[Jam Enterprise Footprint](#)[View All Groups](#)



Company

Alumni (3)

Blog Posts (1)

Chat Rooms (2)

Company Wiki Page

Dashboard

Directory (1300)

Documents (1)

Feed

Groups (2)

Links (0)

Locations (1)

Photos (20)

Polls (2)

Tags (3)

Top Conversations

Videos (1)

Company News Feed

This page includes all the public feed items from your company. It does not include any activity from private groups.

**Benny Ramos** set a new profile photoabout 7 hours ago · [Reply](#) · [Like](#) · [More ▾](#)**Benny Ramos** added the photo [Screenshare](#)

Admin training

about 7 hours ago · [Reply](#) · [Like](#) · [More ▾](#)**Paul Bleier** set a new profile photoabout 8 hours ago · [Reply](#) · [Like](#) · [More ▾](#)**Bryan Acker**

the future is friendly®

**Because
we believe
in this**



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