Connect!
A Global Learning Strategy that drives learning, collaboration and innovation

Anne-Katrin Bauß, NXP Semiconductors
Global HR Director, Talent Management & Engagement

December 2017

PUBLIC

NXP | SECURE CONNECTIONS FOR A SMARTER WORLD

Are you interested in..

...finding a a way to create successors for key roles faster?

...offering learning concepts that help integrate learning into day-to-day work-life?

...learning how to involve your internal superbrains more in developing the next generation of business/Tec „rockstars“?

...providing an easy and fun way for everyone in the organization that drives collaboration and learning?

If so, stay with us on the call...

NXP´s spirit: Growing people – growing business

- NXP Semiconductors is a global player in the semiconductor industry.
- NXP´s largest Business Unit Security & Connectivity (BU S&C) has been growing rapidly in the past years.
- **Our driver for innovation:**
  Highly specialized Tech and market knowledge, passion and endurance to innovate and drive growth further.
- Specific technical expertise is needed which is hardly available outside of NXP.
- We are 100% sure: We have the best technical faculty inside of NXP.
- **Our need:**
  Short product cycles and increasing amount of large projects demand for a technical talent program that grows Tech talent rapidly.
- To trigger cross-functional learning even more, initiatives are needed that help people to meet, connect and learn “on-the-fly”.

The target of our talent development and engagement programs is crystal clear:

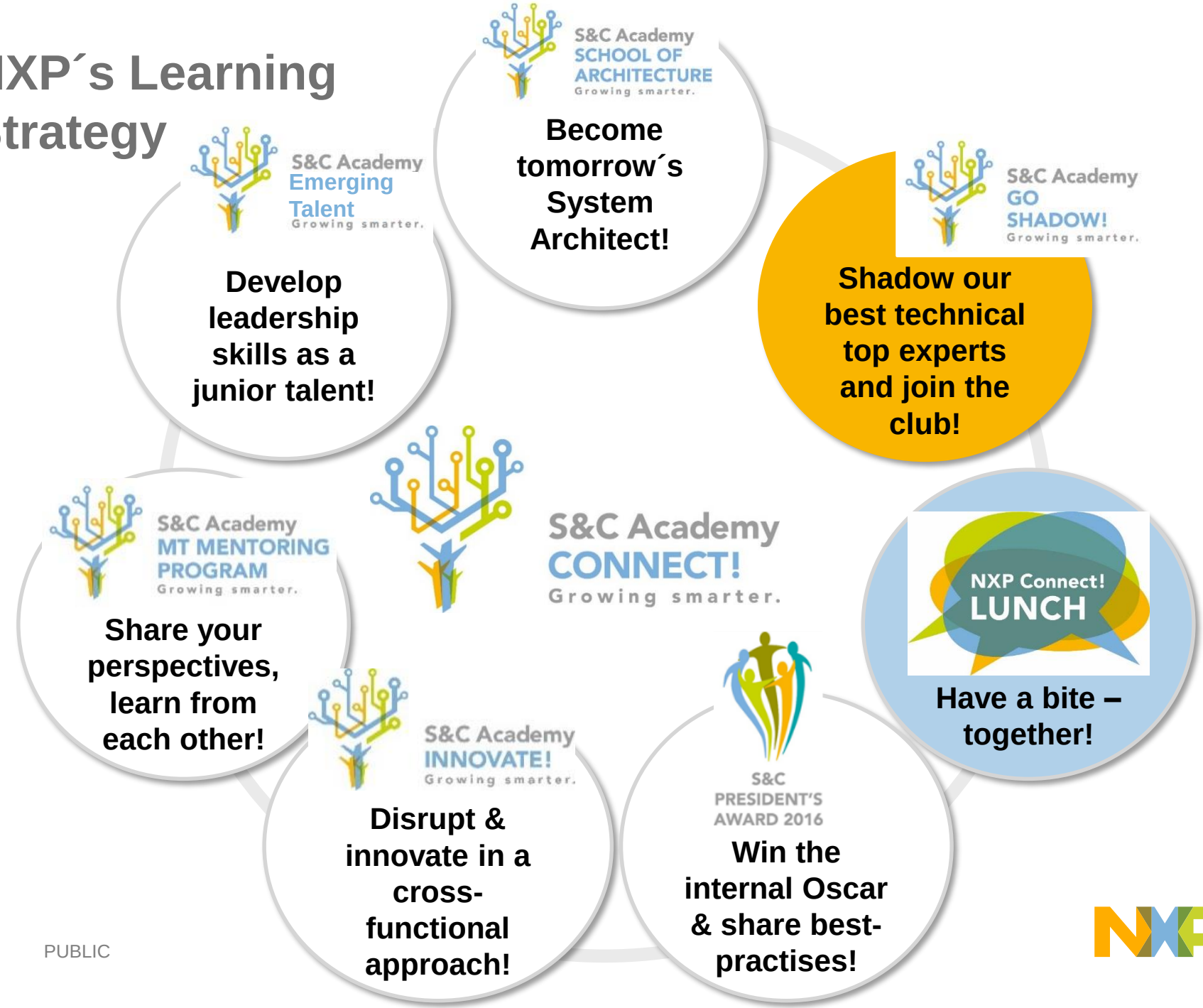
“We want to hire and develop the rockstars of the industry!”
Rüdiger Stroh, EVP & GM NXP BU S&C, Member of the NXP Board

NXP´s Learning Strategy Connect! Supporting an innovation culture by…

- **Initiating dialogue** and knowledge transfer across hierarchies and functions - structured & randomly
- **Engaging** all employees in the networking and learning journey
- **Growing talent at fast pace** by connecting them with decision makers and top experts
- **Sharing** and **recognizing best practice examples** of individuals and teams

„If only companies knew what they know...“ (Davenport & Prusak, 1998)

NXP´s Learning Strategy



GO SHADOW!
In Motion….make sure to watch it!

S&C Academy
GO
SHADOW!
Growing smarter.

https://www.youtube.com/watch?v=bb5z33qHMu8

GO SHADOW!
A new approach to develop Tec Talent

S&C Academy
GO
SHADOW!
Growing smarter.

- The majority of common graduate programs focus on future leaders and top managers.
  “GO SHADOW!” is different!

GO SHADOW! …

- …. is a global 18-month talent development program exclusively for **technical talent**
- … addresses both **internal and external** technical talent
- … focuses on **quality not quantity**
- … triggers “Learning from the best” through the unique feature **“Job Shadowing**”:

  Each talent will work closely together with a top expert on any topic for 18 months and be their “shadow” at work.

GO SHADOW!
Program Content

S&C Academy
GO
SHADOW!
Growing smarter.

- **Job Shadowing** being THE central element:
  18 months – 1 Shadow - 1 Top Expert – One room – Participating in everything
- Further initiatives to support networking & broadening of Business Understanding, Technical & Personal Skills

Individual starting point per shadow

SHADOWING:
18 months program –
1 Shadow – 1 Top-Expert

Talent (Shadow) directly working with Top-Expert for 18 months, joining all meetings, business travels, projects, presentations, customer meetings etc. (Pre-requisite: Shadow and Top-Expert share office)

SPECIFIC ASSIGNMENT FOR EACH SHADOW:

To be defined by Top-Expert, Topic has to be key to S&C and demand interlinkage to customers, external partners etc.
Can also include a 4–8 month assignment at other NXP site.

TECHNICAL SKILLS:

- Individual onboarding plan
- Monthly virtual webinar sessions on relevant technology
- Individual technical training

PERSONAL SKILLS:

- Insights Discovery Coaching
- Cultural Awareness Training
- Communication with Stakeholders & Customers Training
- Sustainable High Performance Training: Sink, Float or Swim

BUSINESS UNDERSTANDING:

- Finance for Non-Finance People webinar
- Strategy webinar
- BU S&C Products & Ecosystems webinar

MENTORING by one Management Team Member

QUARTERLY CHECK-POINTS with S&C HR Business Partner per site

Presenting the assignment

GO SHADOW!
Key Learnings

S&C Academy
GO
SHADOW!
Growing smarter.

- **Job shadowing pays off:** Top experts can offload and focus on emerging topics, knowledge transfer is accelerated by a factor of 3
- Program is a **talent magnet** for internal & external Tech talent
- **On-the-job-learning** as key driver for development
- **Top experts in driver´s seat** of growing talent: High business acceptance
- **“Connect!” as strategy to drive an innovation culture**:
  Connecting the right people in learning partnerships like in GO SHADOW! now integral part of other development and engagement initiatives at NXP

One more example of Connect!
NXP Connect! Lunch
Take a bite – together!

What?
Connect! Lunches allow people from different functions to team up for lunch on-site.

How?
- NXP employees register on an online platform provided by a start-up („Mystery Lunch“).
- A smart algorithm teams up 2 people from different functions by hazard.

It´s powerful & fun!
- Cross-functional networks are increased.
- Sometimes innovative ideas are created.
- No tracking, no agenda, volunteers only ☺

Top Executives, Managers,
Employees, Working students participating.

NXP Connect! Lunch
Take a bite – together!

S&C Academy
CONNECT!
Growing smarter.

1 Registration

NXP Employees register on NXP Connect! Lunch platform.

Input from participant required:

- E-Mail Adress
- Site/Location
- Organizational function (Business Line or support function)
- Frequency participant wants to attend Connect! Lunches
- Prefered days for NXP Connect! Lunches

2 Shuffle

Assigning lunch teams:

- Lunch tandems of 2 are created by smart algorithm.
- Defined tandem receives e-mail
- Tandem defines lunch location and time individually

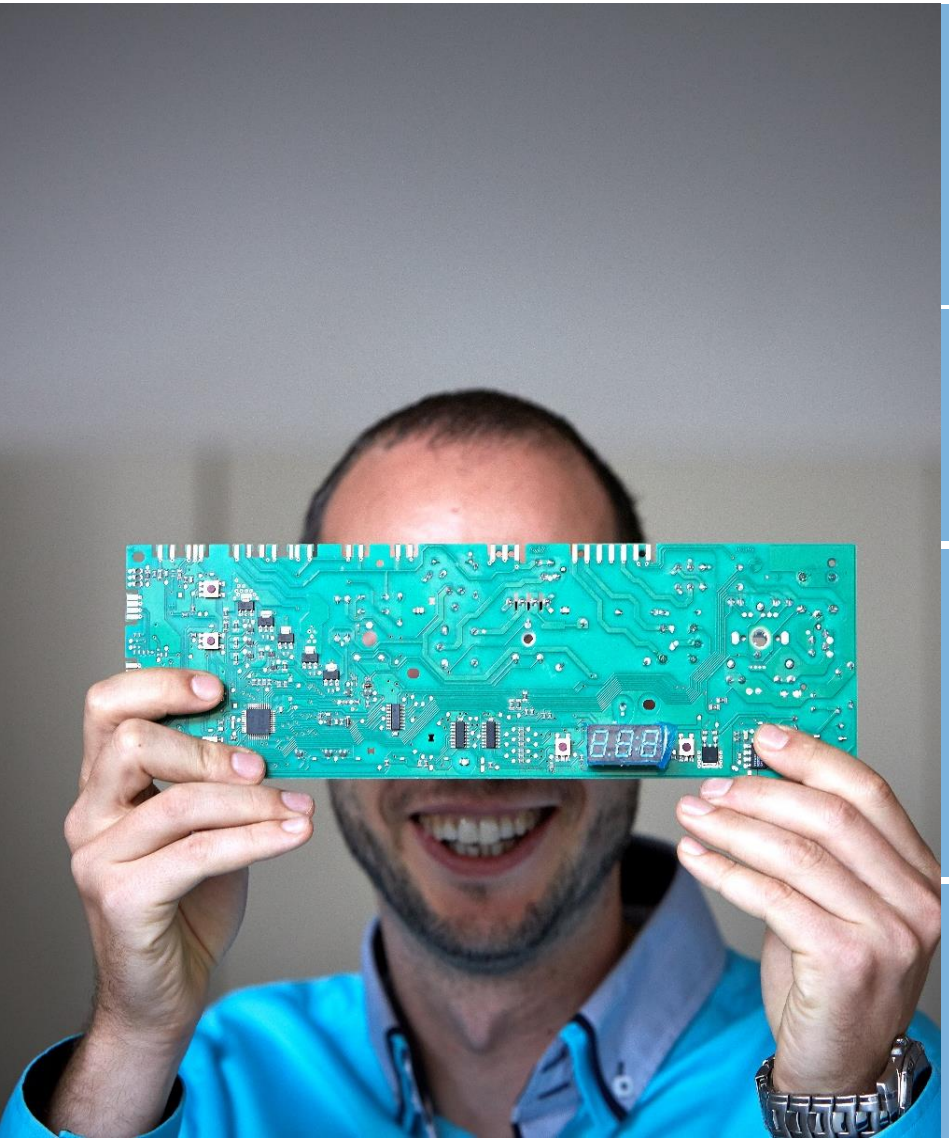
3 Mystery Lunch

Individuals show up at defined location and enjoy lunch!

- It´s like a regular lunch: Same location, costs for food are paid by individuals
- No agenda – stay curious – have fun!!!
- No tracking on participants – it is just an offer for NXP employees to connect with others

NXP works with external provider: Mystery Lunch:
https://mysterylunch.com

Connect! Works – some results...



GO SHADOW! is highly recognized internally and externally: Tec Top Experts are queuing to be shadowed. Program was winner of HR Excellence Award twice (2014 & 2015: Best Talent Mgtm. Program & Best Recruitment Campaign)

Everyone takes ownership in developing people: Top Management, Senior Leaders, Top Experts,Talent & all employees. Job Shadowing is becoming part of every talent program.

Job Shadowing helps to accelerate succession: Learning curve of shadows is 3 times higher than in usual entry positions. Majority of ex-shadows are transitioning into broader engineering leadership responsibilities already after 18 months.

Connect! Lunch helps break down silos: 1000 people registered, 5000 Lunches have taken place in 2017. Informal character (no additional call/videomeeting/agenda) is highly appreciated. Even innovative ideas have been created**.**

Q&A

1. Are you already initiating „GO-SHADOW!“-like approaches in your company?

2. What concrete approaches have you started in your company connect people more and foster learning from each other?

CONNECT WITH ME ON LINKEDIN.COM: ANNE-KATRIN BAUß

SECURE CONNECTIONS
FOR A SMARTER WORLD