

# How Ericsson Leveraged a Blended Training Solution to Benefit the Bottom Line

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Question 1



WHO WANTS TO BE AN  
**ERICSSONAIRE**

What percentage of U.S. households have at least one mobile phone?

**A: 53%**

**C: 83%**

**B: 67%**

**D: 97%**

Question 3



WHO WANTS TO BE AN  
ERICSSONAIRE

In an Ericsson survey of consumers, 64% indicated they:

**A:** Would like all Internet communication be encrypted.

**C:** Stream movies on their phone while at work.

**B:** Use the Internet everywhere.

**D:** Would prefer to use their phone to pay for purchases.

# What if...

All of your people had an understanding of your strategy far more focused and meaningful than murky visions and missions?

Your organization went beyond the current rhetoric of customer service and deeply explored the hard realities of customer value?

Every person in your organization really understood the big picture, including the economic, technological, competitive, and market realities of your business?

They understood your organization's core competencies, knowing exactly what skills would be required to achieve your strategy for the future?

Your people discovered that all customers are not alike?

**EMPLOYEE**  
Engagement

---

**STRATEGIC**  
Engagement

Strategy without  
execution is **meaningless.**

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Execution without people  
is **impossible.**

# Creating a Company of Business People



- ✓ The Big Picture
- ✓ Strategic Direction
- ✓ Customer Value Proposition
- ✓ Business Processes
- ✓ Financial Literacy

# Cost of Disengagement

A disengaged employee costs an organization approximately **\$3,400** for every **\$10,000** in annual salary.

Disengaged employees cost the American economy up to **\$350 billion** per year due to lost productivity.



Source: *Engaging for Success: Enhancing Performance Through Employee Engagement.*  
David MacLeod and Nita Clarke





# Bob

- ✓ Feels a sense of belonging.
- ✓ Takes pride in his work as a project manager.
- ✓ Has good relationships with coworkers and customers.
- ✓ Knows where all the Pokémon hot spots are.





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# Hold the phone!

A customer just shortened the project end date by **two weeks** and wants delivery and installation sooner.





Well, that date is not on the original order. What's the rush?

Oh well!

I DO know where to find all the rare Pokémon!



Bob was engaged.

---

But he was not engaged  
in the **business**.

---

He was not strategically  
engaged.

This is Robert.

He is a project manager who knows the business levers to pull to optimize customer needs with any change request.

He is STRATEGICALLY engaged.



Video clip with /// overview

# Business Savvy for Project Engagements



# Constraints



**600+  
EMPLOYEES**

**TRAINED IN 6 MONTHS**

**SHOW IMPACT  
IN 6-12 MONTHS**

**NO  
EXISTING  
SOLUTION**

**FINANCIAL  
& BUSINESS  
SAVVY**

**L&D  
RESOURCES**

**BUSINESS  
TRANSFORMATION  
NOT CLEARLY  
UNDERSTOOD**

# A Partnering Solution



# Top Six Tips for Success

1

Personalized communication

2

Stay up to date on financials and strategy

3

Focus on the relationship

4

Collaborate to impact results

5

Embrace active listening and learning

6

Recognize how your world is changing

# Key Takeaways

**Competitive  
Landscape**

**Speed of  
Change**

**Real-Time  
Learning**

**Learner  
Needs**

**Business  
Needs**

**Learner  
Behavior**

**Agility &  
Relevance**

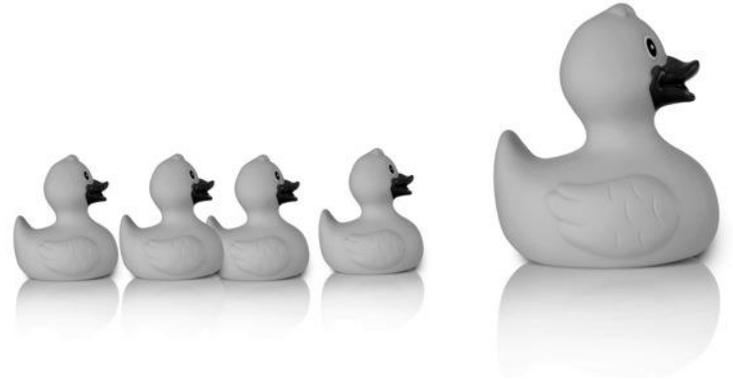
**Skill Mastery  
& Results**



ROI 807%

# Two ways to accelerate strategic engagement

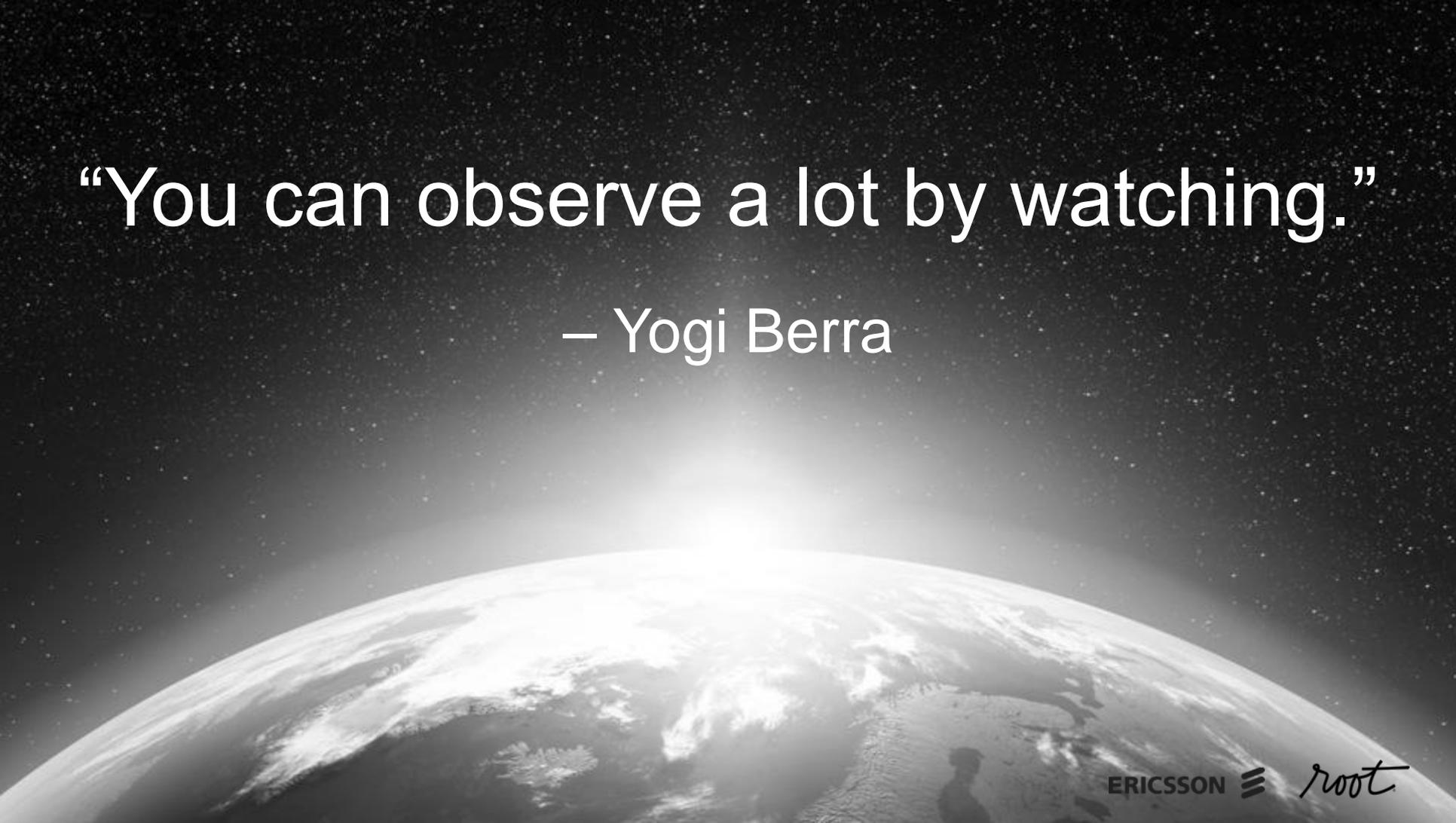
# 1. Alignment



# What is happening in the picture?



Identify  
three  
things  
you see  
in this  
picture.



“You can observe a lot by watching.”

– Yogi Berra

What do  
you think of  
when I say  
the word...



# 2. Visualization and dialogue





 pepsi



# Joe

- ✓ He has the materials and equipment he needs to do his work right.
- ✓ He goes on meaningful journeys.
- ✓ In the last six months, someone at work has talked to him about his progress.



This stinks. We sell  
Pepsi. Why am I  
lugging around all  
this other stuff?

I don't have the  
time, and I keep  
making mistakes.





Joe was engaged.

---

But he was not engaged  
with the **customers'**  
**experience** or the **business**.

---

He was not strategically  
engaged.

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# ERICSSON ACADEMY

LEARNING & DEVELOPMENT NORTH AMERICA

LEARN, SHARE, GROW