

HOW WILL YOU
**CHANGE
WIRELESS**
TODAY?



REVOLUTIONIZING
HR FOR A
WIRELESS
REBEL

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T-Mobile US, Inc.

NASDAQ : TMUS



2011-2012

AMERICA'S
FASTEST
SHRINKING

WIRELESS
COMPANY

-2.2M CUSTOMERS

All results are pro forma combined.

AMERICA'S FASTEST GROWING WIRELESS COMPANY 2013-2015

OVER 1 MILLION NET ADDS 11 QUARTERS IN A ROW

SINCE
UN-CARRIER
+ **30M**
CUSTOMERS

Doubled
**Network
Footprint**
Network Expansion

14 %
REVENUE
GROWTH

34,000 TO
50,000
Employee Growth

Total Shareholder Return +250 %

A NEW COMPANY FOR A NEW MOBILE ERA

We're not like other wireless companies. And to be quite honest, why would we want to be? Unlike them, we're not in the phone company business...we're in the changing-the-phone-company business.

We are unapologetically the Un-carrier:

Unwilling to play by the ridiculous rules they so fiercely protect.

Unsatisfied with the status quo.

Unafraid to innovate.

We have started a wireless revolution. A revolution in which everything they do, we undo. One that is based on listening to consumers and having the guts to change—abolishing the arrogant and oppressive practices on which the other wireless companies rely. The restrictions, the runarounds, the overages and over-promises.

This is a consumer revolution, and it ruffles the feathers of the bloated wireless companies that fight for the status quo. We would love nothing more than for these companies to follow our change...but they don't. They would rather dig in their heels or pretend to copy our moves with inferior knockoffs.

This is real change. For the customers who've been with us, and those just joining.

IT'S THIS SIMPLE
WE FOCUS ON THE
CUSTOMER



CHANGING WIRELESS FOR GOOD



We're still a wireless company.

We're just not going to act like one
anymore.

A customer-focused revolution...

But now the T-Mobile workforce must
deliver the reality of that simple proposition.



The Quiet Big Bang

Yep, we HR leaders all see
the need to shift.



If T-Mobile, the Un-carrier and wireless industry transformer, had no HR function...

How would you build one from the ground up?

A NEW DIRECTION

- HR's customers are 50,000 employees & managers and all our job candidates
 - What are their desires, needs and pain points?
 - What should be their experience?
- As a function, you focus on what you see
 - Administrative processing
 - Risk, compliance, procedures...avoiding “negatives”
 - Engagement, performance, development
 - What ratio do you have? What ratio do you want?
- Is HR strategically aligned with the business?
- Equip managers to be a “force multiplier” as they engage our workforce



A black and white photograph of a middle-aged man with a beard and hair, wearing a dark suit jacket over a light-colored shirt. He is smiling broadly, showing his teeth, and holding several sheets of paper that are flying through the air around him. The background is a plain, light color. The image is overlaid with a semi-transparent grey rectangle containing text.

We're still an HR function.

We're just not going to act like it.

IGNITE

Plug-in, have fun, succeed and be yourself.

HR Purpose: Helping employees and managers get results for themselves and for the business.

HR Service Promise: Smooth systems, simple solutions and innovative approaches.

HR Transformative Principles:

Be Yourself and Rock It

We set the stage for every employee to succeed fearlessly and confidently at T-Mobile.

Simplicity

We simplify the employee experience by focusing on what matters.

Manager Mastery

We equip managers with the development and tools they need to make good people decisions.

Employee Focus

HR collaborates and performs as a whole to deliver on our service promise with every HR team member playing a critical role to make it happen.

Smooth systems, simple solutions, innovative approaches

1

AMP:

ACCELERATING
MY PERFORMANCE

Changing Performance and Rewards to support a dynamic organization; employees can reach their full potential.

2

EMPLOYEE VOICE

New ways to enrich real-time measurement of engagement via quick, simple pulse surveys, snapshots of employee impressions trending on Yammer, other social media.

3

RE-THINK “TALENT”

Innovative technology to mobilize and attract diverse talent, create transparent, no-BS experience for job seekers, employees.

4

ReCharge

New technologies for core HR systems to simplify processes, tools for people managers, employees.



Why AMP?

Wow, my performance rating and review really inspired me to do my best work.

Said no one.

Ever.

T-Mobile®



What's different about AMP?

TRADITIONAL

AMP

**About ratings
and pay**

**Rich
conversations**

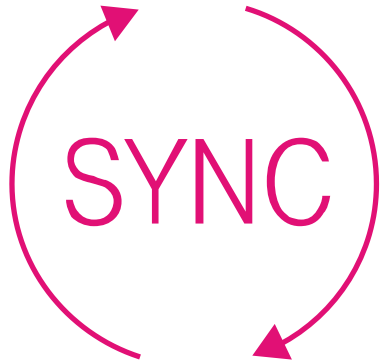
**Time-consuming and
“one size fits all”**

**Personalized
timing**

**Structured,
administrative process**

Flexibility

AMP is about meaningful conversations to maximize performance and invest in your talent.



Informal, ongoing check-ins between managers and employees.



Providing the right learning opportunities, recognition and compensation for each employee.

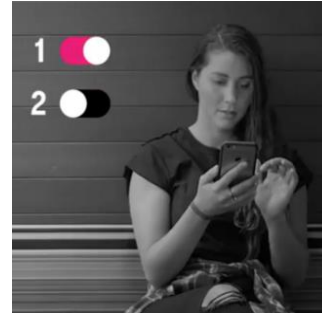


Employee Voice



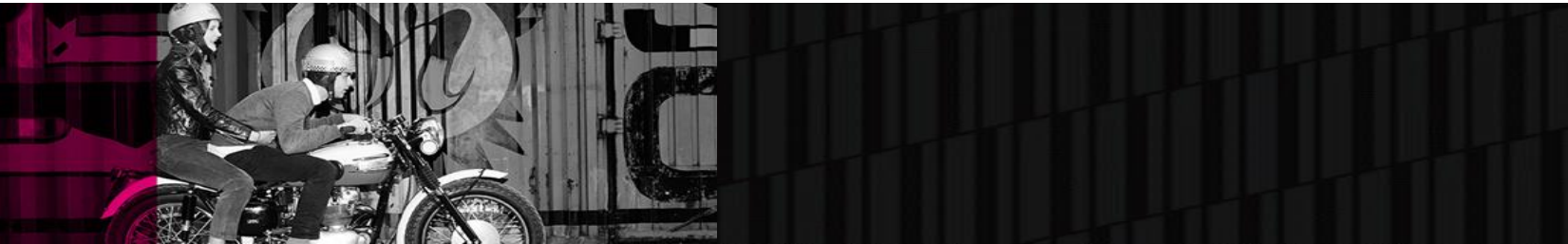
GOOD-BYE:

- BORING AND LENGTHY
- LONG WAIT FOR RESULTS
- MANDATORY ACTION-PLANNING



HELLO:

- MOBILE AND EASY
- TIMELY, RELEVANT RESULTS
- MORE FREQUENT INFORMATION



Surveys Un-bundled: Pulse

12



simple **QUESTIONS** that take about **THREE MINUTES** to answer

Provide leadership with an open channel to hear how employees are feeling about our company on a regular basis.



Mobile-enabled, 3-minute survey



Results available within a week



No formal action planning required



Monthly data, with 1500-2500 written comments

Re-Think Talent

Creating the Un-carrier experience demands that we **attract** people who can deliver that promise to our customerseveryday.



ELIMINATE CANDIDATE PAIN

POINTS

Simplify candidate experience

Provide increased
transparency

Realistic idea of life and T-
Mobile

JOB SEARCH

https://tmobile.jobs/

- Responsive job search portal optimized for mobile, tablet and desktop experience
- New job descriptions with updated tone and messaging
- Super simple, no-BS ways to help people select in or out themselves

STUFF WE'LL TRUST YOU WITH

YOUR RESPONSIBILITIES

- Customers pay a visit to your retail store location—some may be browsing, and some may be ready to buy

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• Eve
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• We
T-Mot
As you
what i

YOUR QUALIFICATIONS

- Customer service or sales experience will make a huge difference in your ability to take on this challenge
- When it comes to communication skills, you're off the charts, with the ability to carefully listen and make every customer feel valued and welcomed
- Tech savvy people wanted—and that includes the ability to smoothly find your way around a computer
- If you're a born problem-solver, even better
- A high school degree or GED is essential

If you've read this far and feel like this is the challenge you were meant to take on, then it's time to talk rewards for all your outstanding work. We offer:

- Competitive base pay plus outstanding commission potential
- Benefits for part-time and full-time associates
- Medical, dental and vision benefits
- Matching 401(k)
- Generous paid time-off programs
- Phone service discounts
- Education reimbursement
- Serious growth potential for your career

This is the opportunity to do something special, and be part of a company revolutionizing the wireless industry. And we couldn't do it without someone like you. So what do you say? Isn't it time you explored what could become the career move of a lifetime? We invite you to apply today!

STUFF YOU TELL PEOPLE AT PARTIES

Realistic Job Previews



GET THE PERKS



HEALTH BENEFITS

Medical, dental, and vision are just the start. We also offer health pro consultants, flexible spending accounts, and more.



REST & RELAXATION

Kick back with paid time off. We want you to have flexibility, convenience, and control over how you recharge.



LEARNING & DEVELOPMENT



MOBILE SERVICE DISCOUNT

Naturally, we offer steep discounts on our consumer rate plans and all the fantastic accessories we carry.



FAMILY ASSISTANCE

Kids rule. But child care, adoption, and surrogacy aren't cheap. We're happy to help reduce those burdens.

Company Reviews

"Great company that genuinely cares about their employees."

★★★★☆ Former T-Mobile Retail Sales Associate in Mesa, AZ – Reviewed Mar 20, 2015

Pros: Opportunity to make really great money even when only working part time. The managers I have worked with were really good about accommodating schedules for school or other jobs. – Full Review [More T-Mobile Ratings & Reviews \(2,787\)](#)

JOB LOCATION

3720 D 128th SE
Bellevue, WA 98006

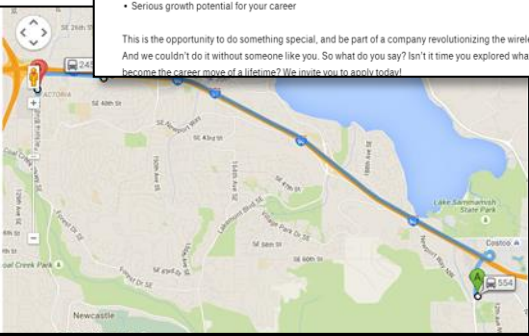
CHECK YOUR COMMUTE

Driving Bicycling
 Walking Public Transit

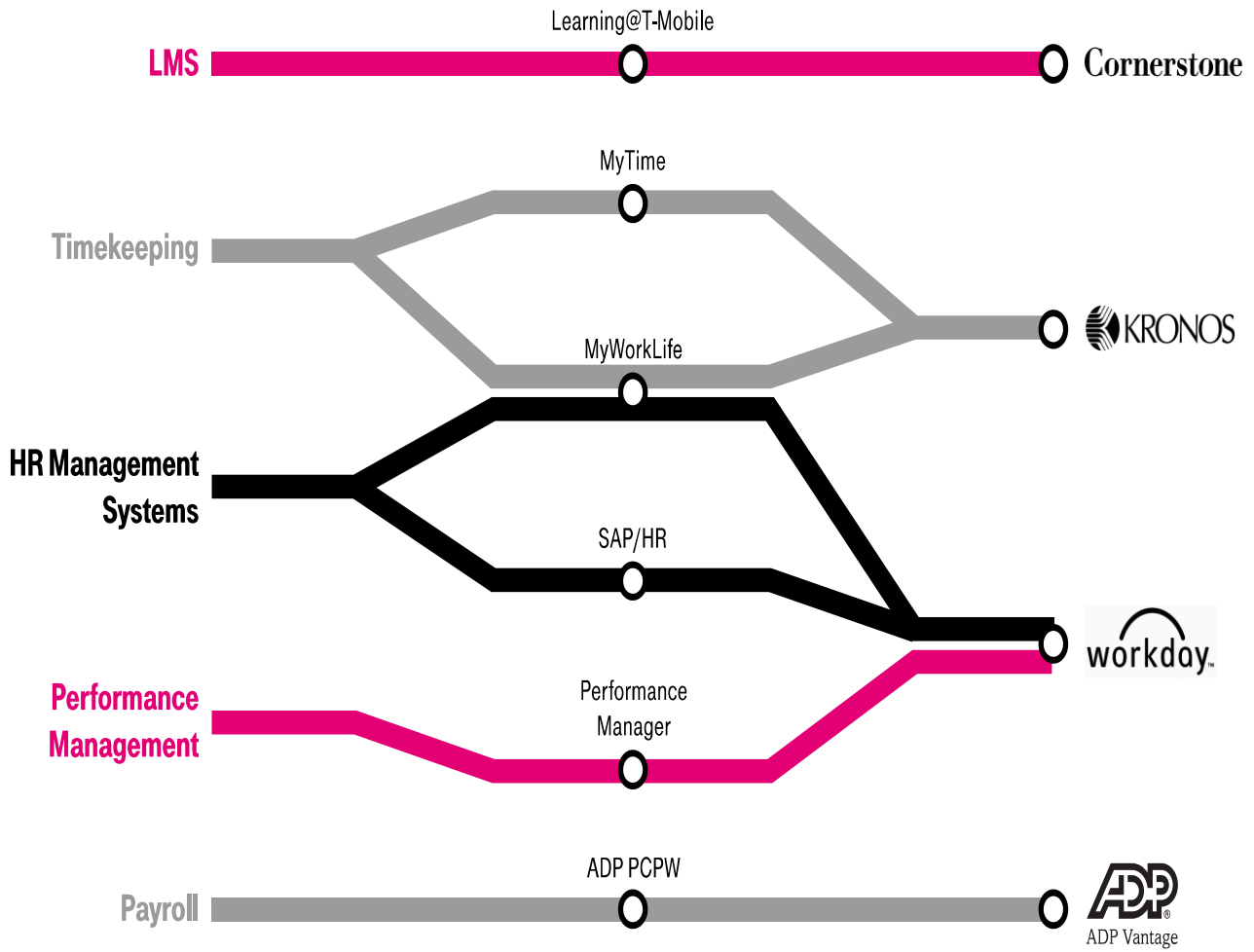
Estimated travel time:

23 mins / 6.8 mi

ETA to Work



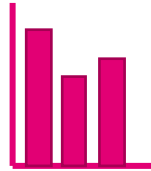
Recharge



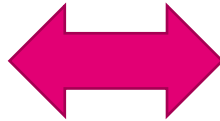
The Offering



Designed and implemented in 12 months



High standards, but not perfection



Change Management vs Marketing



What we discovered...

The WHAT

- ➔ Our situation...our solution
- ➔ “Next” (rather than “Best”) practices
- ➔ Stimulating principles...with organic, pragmatic solutions
- ➔ Tap into empathy for our customers

The HOW

- ➔ Total team ownership
- ➔ Commit to the journey, but move fast
- ➔ Question everything, including concepts like “program” and “process”
- ➔ Use powerful symbols of transformation

Lather, Rinse, Repeat

5

Un-carrier Welcome

Create a new hire experience that embraces the Un-carrier spirit, quickly grounds employees in our culture and increases their speed to productivity.

6

Well Being

Connect employees in a simple and efficient way to expert resources to help them be their best self and rock it every day!

7

Moneti\$e the Million

Turn our recruiting interactions into opportunities to grow our customer base and revenue.

8

Talent with a Twist

Improve business performance by ensuring that T-Mobile has access to the right internal talent, at the right time, to deliver on our business objectives.

9

simple, inclusive...

HR Vo⚡tage

New technologies for core HR systems to simplify processes and tools for people managers and employees.



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