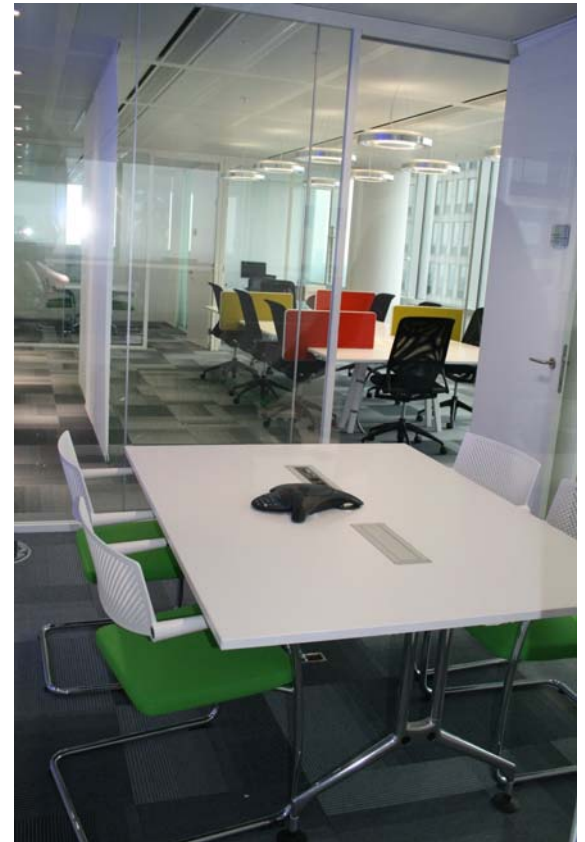


# PHILIPS

sense and simplicity

## Workplace Innovation

Peter Wiesenekker  
Corporate HRM  
Amsterdam, November 2008

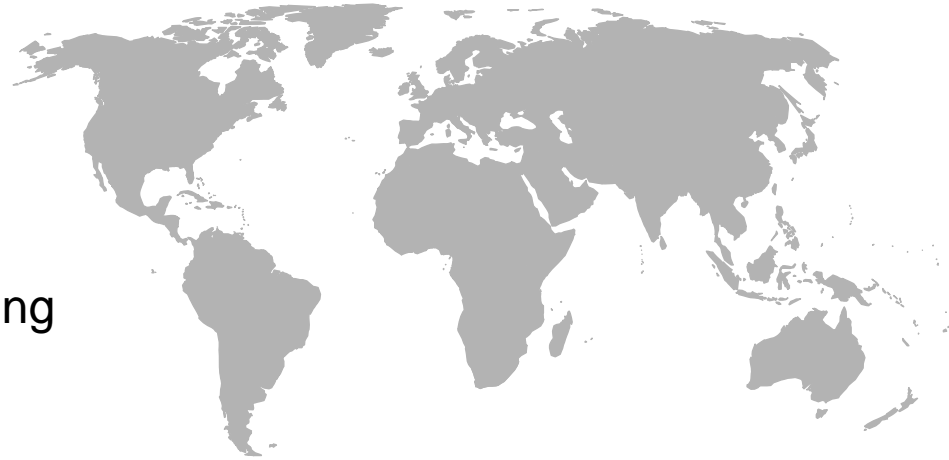


## Content

- Introduction Philips
- What ?
- Why?
- How?
- Challenges
- Stelling

## Royal Philips Electronics

- Founded in 1891
- Headquarters: Amsterdam, The Netherlands
- A global diversified Health and Well-being company with sales in 2007 of EUR 26,793 million
- Multinational workforce of 133,000 employees (July 2008) of which in Europe (EU) about 53,000
- Manufacturing sites in 28 countries, sales outlets in 150 countries
- R&D expenditures EUR 1,629 mln (2007)



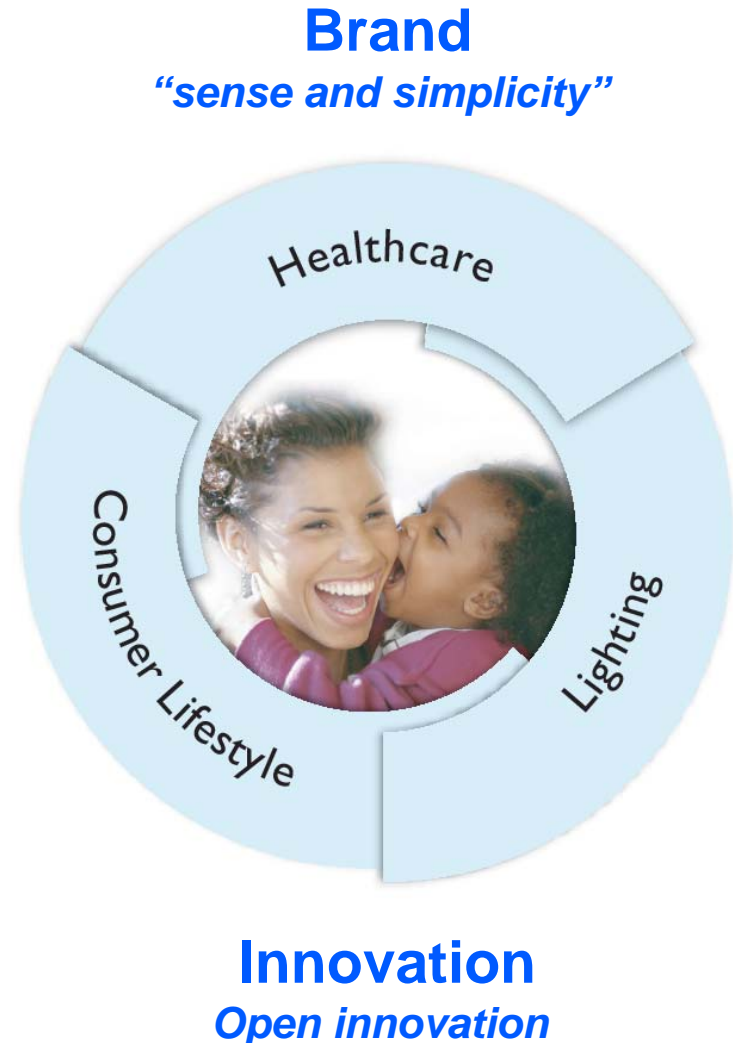
## An overall focus on Health and Well-being

Our businesses are centered around *people* and the *quality of their lives*

We address the needs of *people* in the four domains of lifestyle; *space, appearance, body and mind...*

...and the needs of *professionals* that improve people's quality of life in the domains of body (*healthcare*) and space (*lighting*)

Our competitive differentiation is in our *brand* and in our *innovation* capabilities



## What is Workplace Innovation (WPI)?

Philips cares about people.

As employees, **you create the future** of our company. Workplace Innovation will enable **new, more flexible ways of working**, to benefit both you and the future of Philips, which means we will create work environments that enable you **to be more productive, inspired and creative:** to live our brand.

## What is Workplace Innovation (WPI)? (Infrastructure)

- A flexible workspace to enable Philips employees to be mobile and work where they need work
- A selection of different work settings with a choice of enclosed or open and formal or informal spaces
- Advance technology including wireless data access and mobile telephony for all enabling a work anytime anywhere philosophy
- And an optimize use of office spaces

## Workplace Innovation Value Proposition

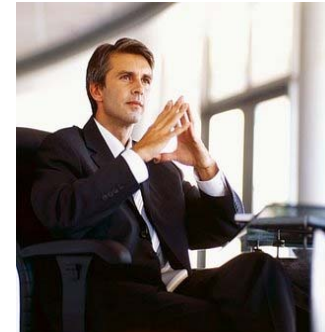


### Philips

- Attract & retain talent
- Break down traditional barriers
- Enable cross business integration
- More effective working & improve business results

### Business Manager

- Quickly respond to changing business requirements
- Business continuity by providing access at all times
- Savings to Real Estate (use of current office space which is under utilized 40% of the time)



### Employee

- Job satisfaction
- Choice of when and where to work
- Improved work/ life balance
- Increased co-operation, information & knowledge sharing



# Workplace Innovation

## FOKKE & SUKKE

MOETEN HET WEL SNEL HEBBEN

20 METER MAGAZIJNSTELLING,  
7 DOSSIERKASTEN, 10 STOELN,  
12 ROLBLOKKEN...

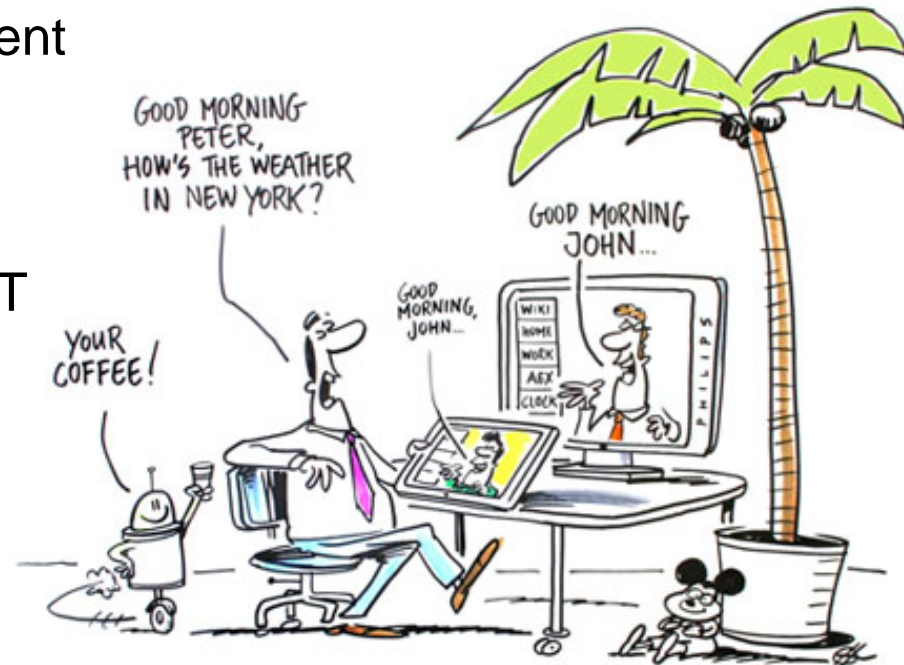
EN EEN  
CULTUUR-  
OMSLAG.



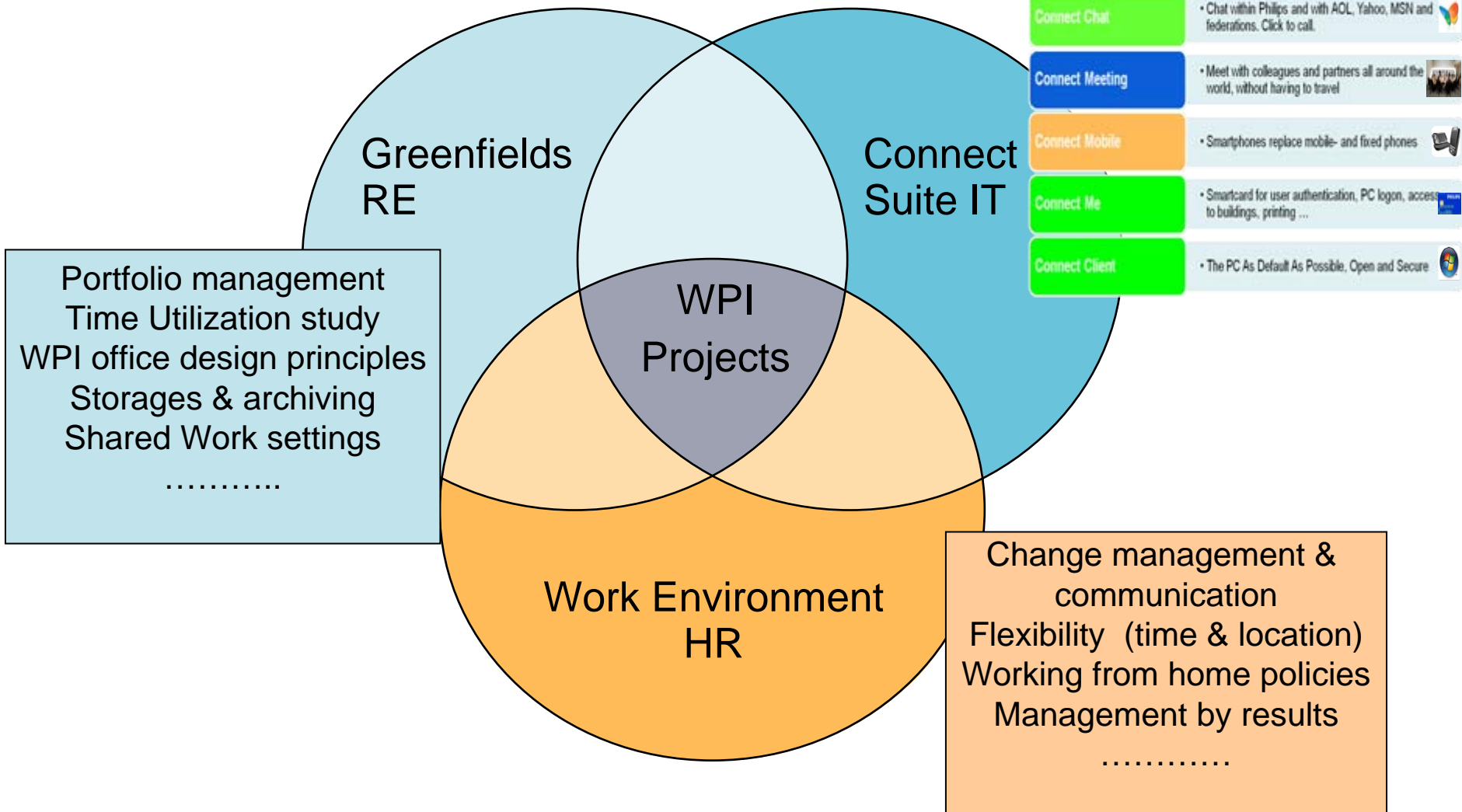
## Success factors WPI

Most important success factors:

- Attitude & skills employees
- Objectives & expectations management
- Implementation strategy
- Sophistication & professionalization IT



## 3 way implementation



## HR involvement various levels

### Site WPI – project

- Proper execution project
- Cultural changes WPI > new WoW
- Keeping balance cost-drive ↔ engagement level
- Sustaining new WoW

### Business/Sector

- Cultural change workplace-issues
- Keeping balance cost-drive ↔ engagement level
- Management by output
- Realistic business case
- Sustaining new WoW

### Global

- Awareness changing work patterns, -force, trends, cultural change
- Alignment People Vision 2010: achieve a healthy work/life balance
- Management by output, alignment PPM-process
- Monitoring, maintaining & improvement engagement levels
- Guidance countries on workspace strategy
- Alignment other running HR-programs (e.g. Leading to win)

### Country

- Translate trends on flexibility/ changing workforce in policies
- Adjustment labour conditions & arrangements

## Challenges

In the preparation and roll out of WPI projects we are facing a number of challenges:

- Gap between supply & demand
- Bottom up change
- Involvement stakeholders > works council/ employee representatives
- Relation employment conditions
- Attitude management
- Business case
- Cultural differences
- Heterogeneous company

## HR deliverables WPI

- Determine up-to-date set of personas, multi-regional
- Develop employee driven approach
- Support (re-) design office work environment
- Support Work style evaluation
  - Mobile, Internal mobile or assigned work profile
- Support Change management (incl. communication & training)
- Support introduction new way of working shared office environment
- Support in sustaining the new way of working

## Work Environment

### Work-definition Work Environment:

We strive to create a Work Environment which offers our employees the best possible conditions for efficient and high performance work.

- Supporting our aim to achieve a healthy work/life balance
- Supporting our aim to achieve and retain an engaging culture

## New work & Performance dimensions

### New work dimensions:

- Empowerment
- Collaboration within teams
- Mobility
- Work-life balance
- New Technology
- Trust
- Transparency

### Employee Performance dimensions:

- Employee satisfaction/  
engagement
- Productivity
- Flexibility
- Innovativeness

**Key objective of WPI is to increase productivity and engagement and lower costs at the same time**

# Stelling

De implementatie van de nieuwe wijze van werken komt alleen tot zijn recht als de behoefte bottom up ontstaat, is ingebed in de organisatie en top down door management wordt uitgedragen

