

HUMANISING TECHNOLOGY: A STRATEGIC APPROACH TO BUILDING YOUR DIGITAL IDENTITY

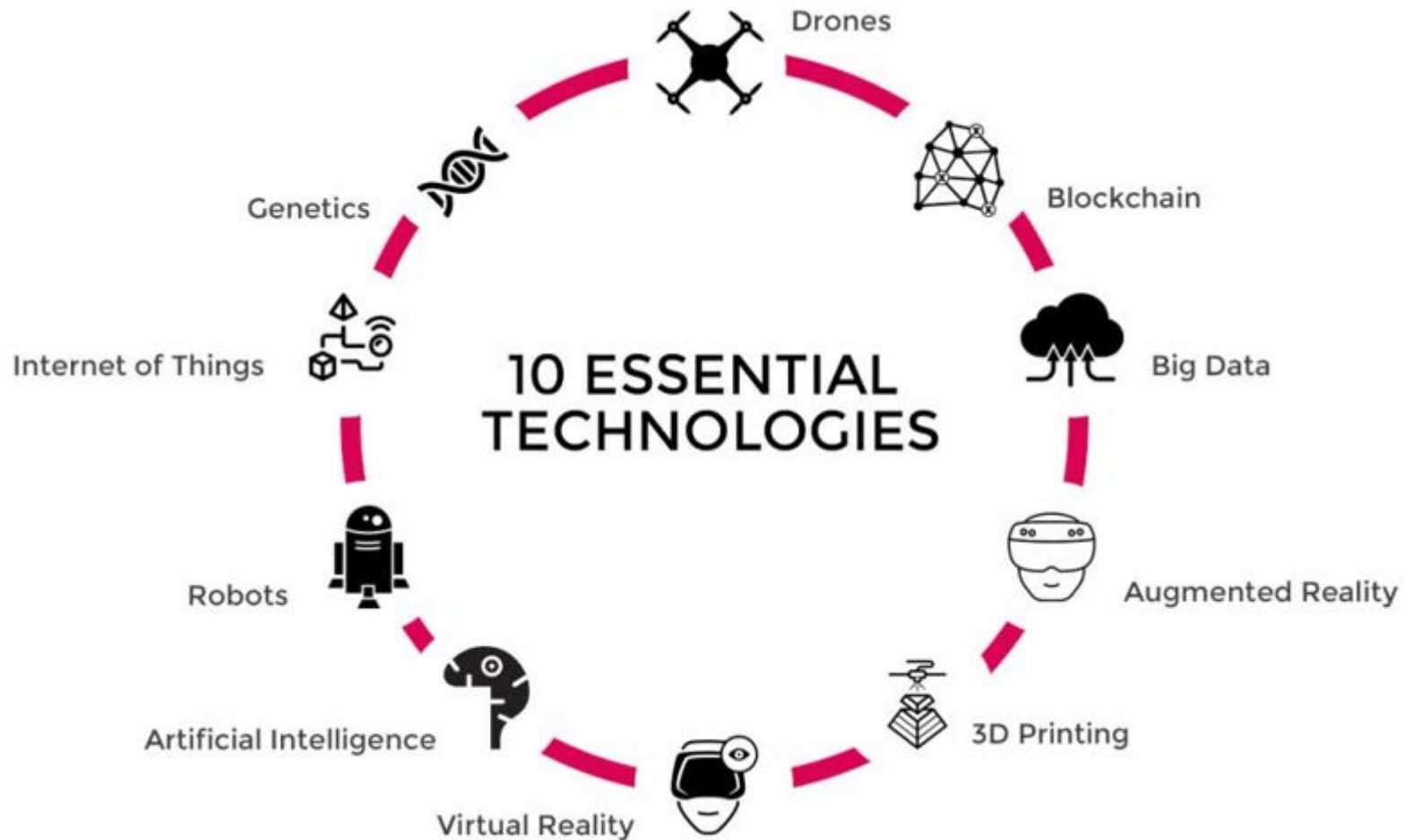
HRD SUMMIT

MAY 31ST 2017 | AMSTERDAM



LIFE IS FOR SHARING.

GAME CHANGING TECHNOLOGY TRENDS

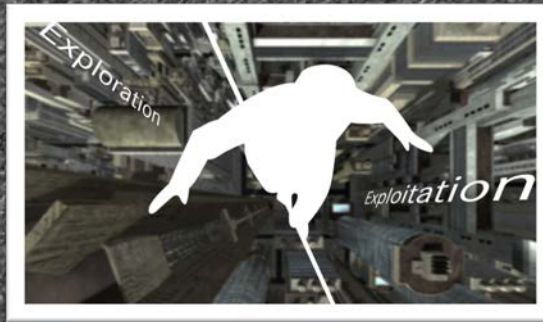


CHALLENGING WORK TRENDS

Mobile working



Ambidexterity



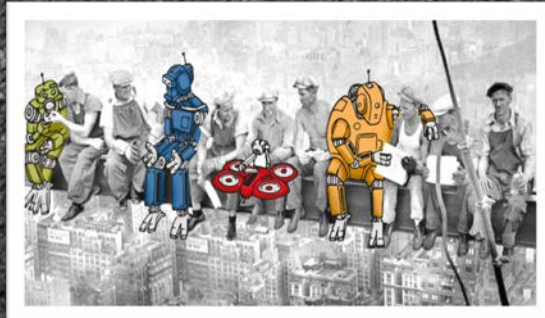
Non-linear thinking
as a human domain



From hierarchies to
wirearchies



Colleague robot



Analytics & data security



Source: Work 4.0: Megatrends digital work of the future – 25 Theses, Shareground, Univ. St. Gallen. (2015)

HR in the digital age

TELEKOM TREND MOVIE



LIFE IS FOR SHARING.

HR in the digital age

OUR HR PURPOSE

We are guiding our people
through
Deutsche Telekom's
transformation
to become the
Leading European Telco

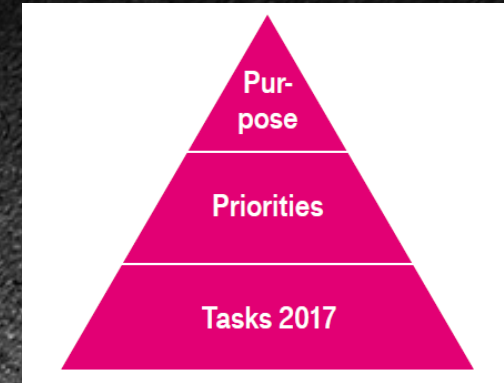


HR - PEOPLE
BUSINESS



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OUR HR PRIORITIES



TALENT MANAGEMENT

Identify, attract & bring the right people at the right place at the right time

PERFORMANCE MANAGEMENT & LEADERSHIP

Develop the next level of performance and leadership culture

WORKING IN THE DIGITAL AGE

Enable (virtual) collaboration to foster a new way of working

FUTURE WORKFORCE

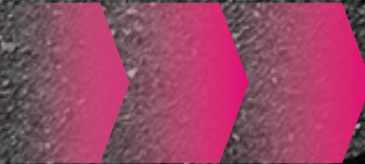
Shape workforce transformation according to business needs

“NEW DEAL” & SOCIAL PARTNER MANAGEMENT

Harmonize frameworks to increase agility

HR FUTURE OPERATIONS

Create a customer-centric, lean and collaboratively performing HR



NEW TEAM: HR DIGITAL & INNOVATION

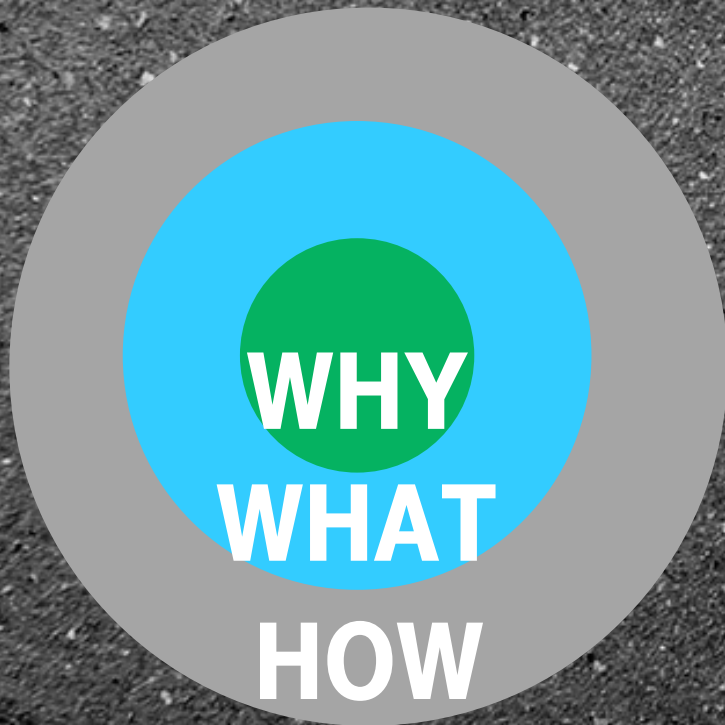
HR D&I

- Double task:
 - driving digitization of HR
 - driving collaboration in DT
- Real pool organization
- Highly diverse team
- Applied digital leadership
- Full digital mindset
- Intensely using design thinking
- Close link to CHRO

WELCOME
TO THE
**DIGITAL
FUTURE**



OUR STRATEGIC APPROACH



HR in the digital age requires to challenge the status quo – and by this build your digital identity

Four areas

- HR UX
- HR Tech
- Innovation culture
- Digital enabling

Four roles:

- Explorer
- Challenger
- Accelerator
- Evangelist

FOUR ROLES TO HUMANISE TECHNOLOGY

EVANGELIST

to promote new ways
and technologies of
working

EXPLORER

to dig into new
technologies

ACCELERATOR

for digital
transformation

CHALLENGER

of status quo by
thought leadership



HR in the digital age

HR USER EXPERIENCE

UNDER-
STAND THE
REAL
PROBLEM

SIMPLIFY
STATUS
QUO

PROTO-
TYPE &
FAIL FAST

LAUNCH &
LEARN

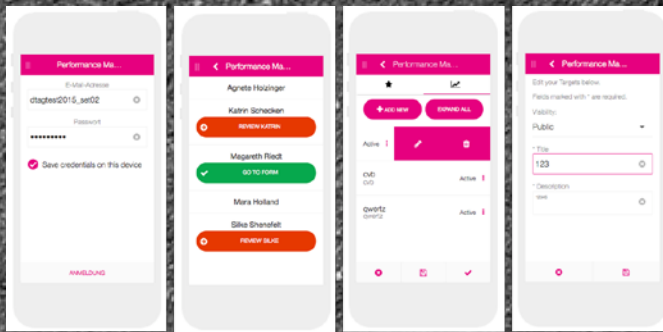


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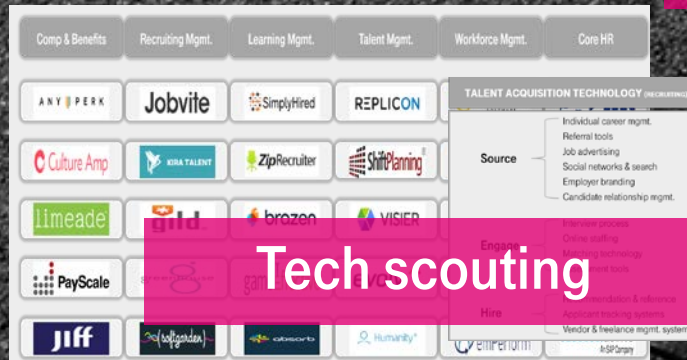
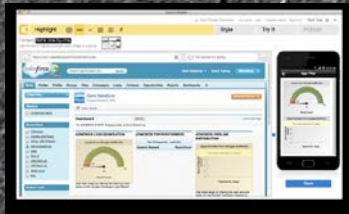
HR in the digital age

HR TECH

HR usability



New tools



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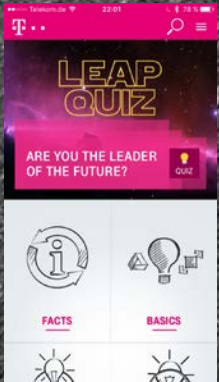
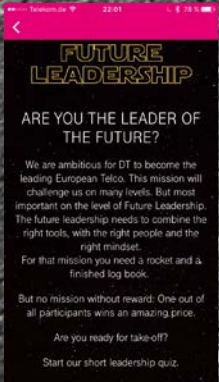
INNOVATION CULTURE



Leadership in the digital age



Digital learning



Future workspace



Innovation skilling



ON GROUP LEVEL: DIGITAL @WORK

AGILE ORGA & LEADERSHIP

Enable **digital-minded** leadership to develop a hybrid (digital/non-digital) as well as **ambidextrous** (blue/green) organization



FUTURE WORK SPACE

Enable an agile and innovative performance culture by an **efficient and flexible working environment**



DIGITAL LEARNING

Foster **self-managed & digital-based learning** of mission-critical skills in digitization



DIGITAL TOOL WORLD

Provide **effective and efficient tools** to enable digital collaboration



DIGITAL@ WORK



SHARING CULTURE

Drive cultural **change towards a digital mindset & execution**, foster **knowledge sharing & dialogue-oriented communication**



IDEAS TO BUILD YOUR DIGITAL IDENTITY

- Start small but start !
- Build on the coalition of the willing !
- Embrace technology !
- Test out real disruption !
- Lead by example !



... and have fun

