

@signify



Content

- | | |
|--|--------|
| 1. Introduction and expectations | 5 min |
| 2. Signify & LCoE | 8 min |
| 3. Let's Get Systemized | 8 min |
| 1. the program (the “success”) | |
| 2. behind the scenes (the “pain”) | |
| 4. Why do we have these challenges – rootcause | 12 min |
| 1. What is the definition of skill or will | |
| 2. Example : “I don’t have time” - Roleplay | |
| 1. Scenario 1 Skill – questioning / decoding / rootcause | |
| 2. Scenario 2 Will - questioning / decoding / rootcause | |
| 3. Apply : other scenarios .. | |
| 1. I don’t have the knowledge – I am not the right person – someone else is better positioned to do it | |
| 2. I don’t think it is necessary – I don’t see the point – lack of purpose | |
| 5. Tips to overcome skill or will - have business take ownership of learning Share output back | 12 min |

Get to know each other

Menti 1+2

What will we discover today?

**Hop on – join our 45 minutes ride
with 5 interesting stops / topics**

- Stop 1 Sightseeing trip to know **Signify & LCoE**
- Stop 2 Discover one of our strategic learning interventions
Let's Get Systemized
- Stop 3 Get inspired and gain understanding on
the **L&D-challenges**
- Stop 4 Meet and greet with **“Skill” and “Will”**
- Stop 5 Get your Goody-bag : Tips how to create
business ownership of learning



Signify and Learning CoE

Quick history recap from Philips to Signify

1891



Philips founded and first to commercialize light bulbs on mass scale

2014



Philips decides to divest the Philips Lighting business

2016



Philips Lighting separates from Philips and lists on Amsterdam Stock Exchange

2018



Philips Lighting becomes **Signify** Interact IoT platform and LiFi launched



Signify - the world leader in lighting

We provide high-quality energy efficient lighting products, systems and services

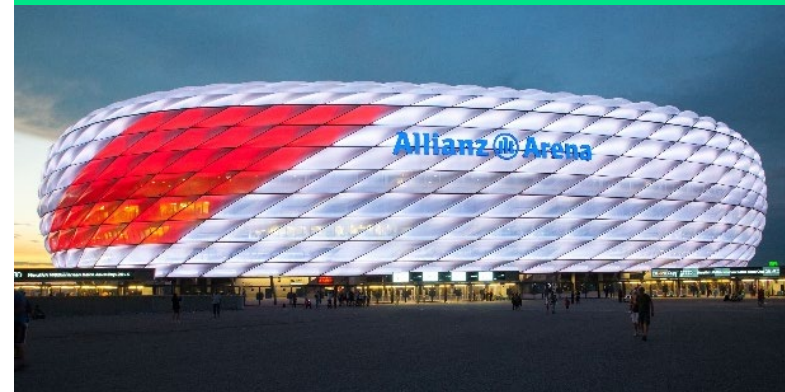
Light sources



Luminaires



Systems and Services



No. 1

Conventional,
LED, Connected

€6.4bn

sales in 2018,
~ 75% professional

28,000

people in 70 countries

No. 1

Industry leader
Dow Jones Sustainability
Index

How are we evolving in Learning....

The jump from one-time training event to learning as part of a flow

Philips University
'Philips'

2014 and before

- ✓ Classroom based training
- ✓ Large learning organization
- ✓ ADDIE Model
- ✓ Content push

Lighting University
'Philips Lighting'

2016

- ✓ Strategic learning
- ✓ Fit for Future
- ✓ University format
- ✓ Communities
- ✓ Push and search
- ✓ 70:20:10

Learning Centre of Expertise
'Signify'

2018 onwards

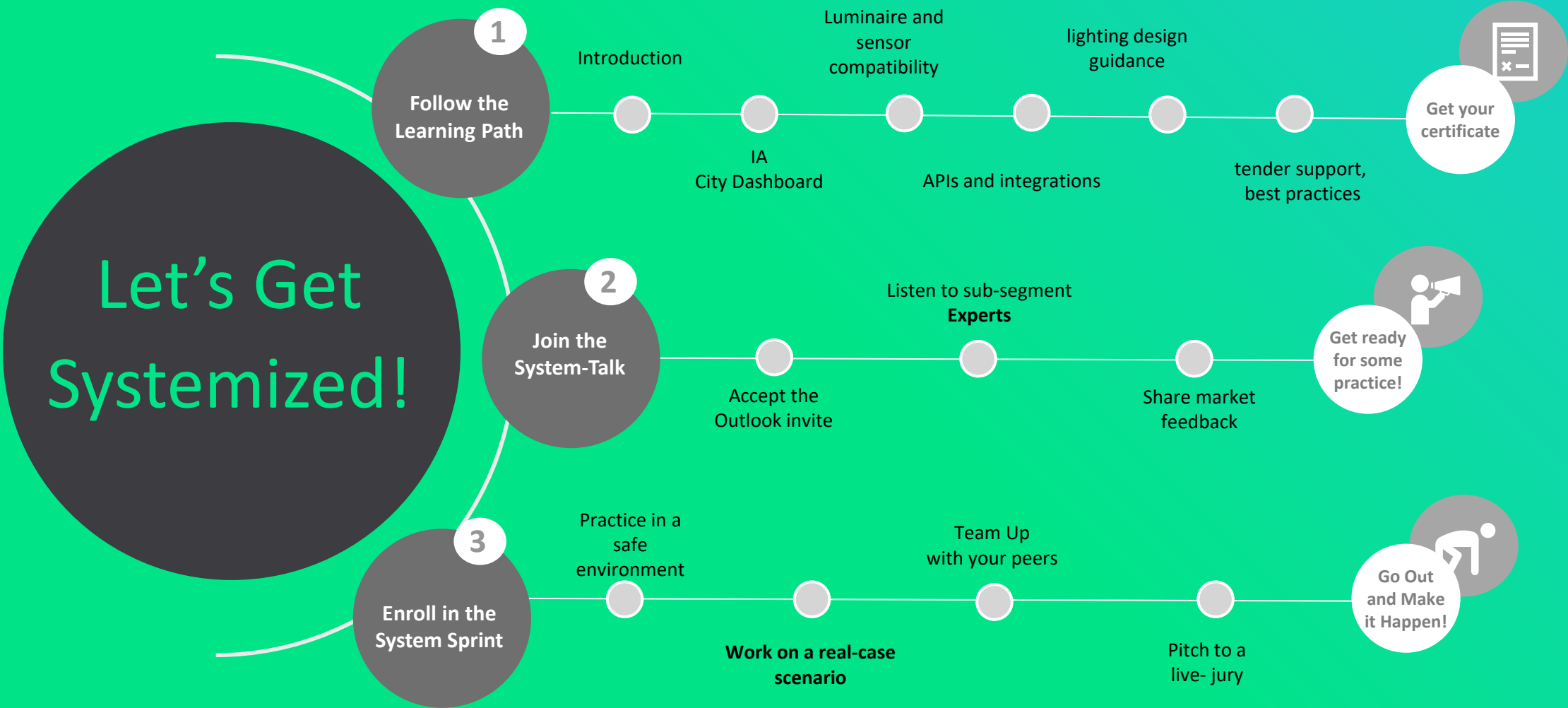
- ✓ Blended learning
- ✓ Social learning platform
- ✓ Bite-sized
- ✓ Co-creation
- ✓ Anyone is teacher

Menti 3

Let's Get Systemized

learning program

Blended learning approach – different systems – similar learning approach



Let's Get Systemized (LGS)

The success story

- ✓ Total **33** Learning Paths and assessments are available under the LGS umbrella.
- ✓ Total curriculum learning high quality system learning est. **160** hours.
- ✓ Available on **2** different platforms : L@S and customer LMS
- ✓ **100%** developed in-house by **28** SME's both technical and commercial co-created via global system experts
- ✓ **10K** certifications delivered in **18** months 1470 people with min 1 cert
Avg 6 certification/pp.
42% people < 5 certificates

The screenshot displays the LGS platform interface, organized into three main categories: Office & Industry, Public, and Retail and Hospitality. Each category contains several learning path cards, each featuring a title, a brief description, and a 'Follow' button.

Office & Industry

- Interact Office**: New insight gained via data collected from the connected lighting system is at the heart of Interact Office. Transform any office into a smart and sustainable workplace. Make buildings more efficient, and improve employee performance. Energy and employee concentration, and facilitate collaboration with apps for personalizing lighting and spacing free meeting rooms and workspaces.
- Interact Industry**: Interested in creating a smart warehouse or manufacturing facility? Our suite of lighting management and value-added applications extends the value of connected lighting through insights and data, while centralized lighting management lets you reduce operational expenses. Track compliance and plan maintenance. No more guesswork. Just real-time, data-based decisions.

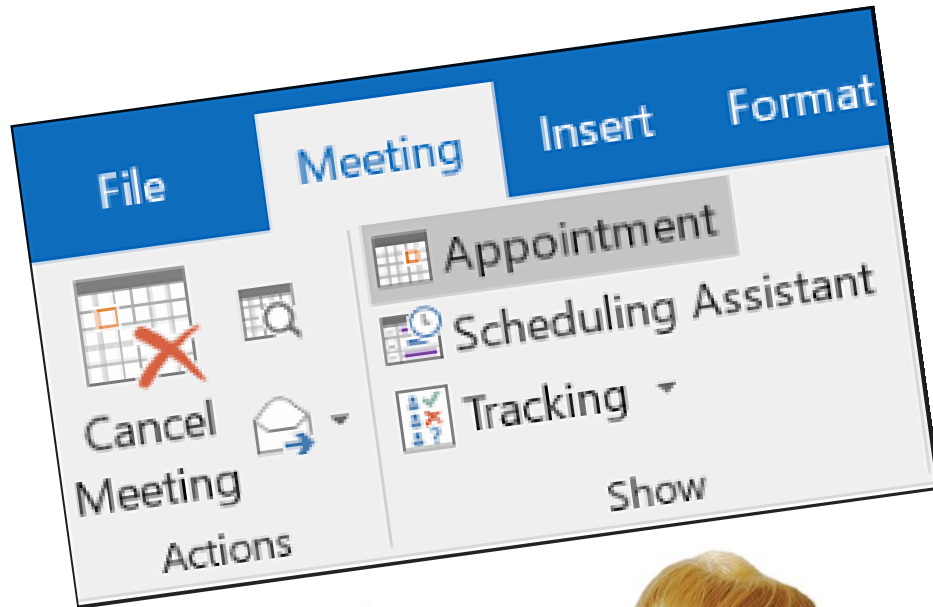
Public

- Interact City**: How do you make a city smarter and more sustainable? Interact City connected LED lighting system and management software provides you with a robust infrastructure to improve city services, increase citizen safety, beautify public spaces, engage with citizens and encourage civic pride. Interact City also reduces energy costs and increases efficiency by being 100% green and sustainable smart city projects.
- Interact Landmark**: Take the next steps in landmark illumination. Interact Landmark offers new possibilities in terms of landmark illumination, city marketing and control and monitoring of lighting installations. Take the possibilities with architectural lighting to the next level and control it with a centralized lighting management system but also with the app. You can offer a unique and memorable experience for your guests and also create a sustainable and efficient system.
- Tunnel**: Tunnels are not only becoming safer but also integral to city branding by avoiding monotonous environments with lighting as a result increasing city brand image. By using light we can reduce the mental strain on drivers by allowing refreshing views during their drive that break the routine.

Retail and Hospitality

- Interact Sports**: Smart stadiums and great fan experiences start with Interact Sports. Manage all your lighting—including pitch and entertainment lighting, the stadium facade, hospitality areas, and parking. Interact Sports is designed to improve operations and safety. Interact Sports enables flexible, multi-zone scenes that can generate new revenue streams and business opportunities.
- Color Kinetics**: The advanced Color Kinetics lighting solutions help our customers create memorable experiences, create beauty, attract visitors, build brands, and get results. Our research focus on quality and innovation has kept us on the forefront of the lighting industry for more than two decades.
- Philips Dynalite**: When the market chooses Philips Dynalite, they select one of the world's finest lighting control systems. Leading the market for over 25 years in more than 35,000 projects, Philips Dynalite has implemented the most advanced and reliable lighting control networks around the globe. The same robust technology can be used in any application, for any scale.
- Interact Retail**: What if you could use your store's lighting to support enhanced experiences, reduce new operational efficiencies, and generate data for in-depth analytics? Interact Retail (Fashion and Food) can create stunning and flexible retail scenes, trigger specific shopper behaviors through zoning and light layering, and deliver location-based offers to shoppers via customized smart scene apps.
- Interact Hospitality**: Interact Hospitality delivers real-time operational transparency across your property enabling you to deliver enhanced guest experience while improving staff efficiency and saving energy. Connected LED lighting delivers energy efficient, mood-enhancing lighting scenes from the lobby, restaurants and barroom to the guest rooms. Interact Hospitality software integrates with other systems such as PMS and POS, giving real-time visibility in one intuitive Interact dashboard to streamline operations and improve guest experience.

View All < >



Let's Get Systemized

The challenges / learnings

1. **Knowledge test only** : test kits developed for on the job practice
2. **Change fatigue** : platforms and migrations from the past, skepticism for the future
3. **Time-Management** : learning as low priority setting
4. **Diffuse Ownership** : system-knowledge scattered across BG/Markets
5. More.....

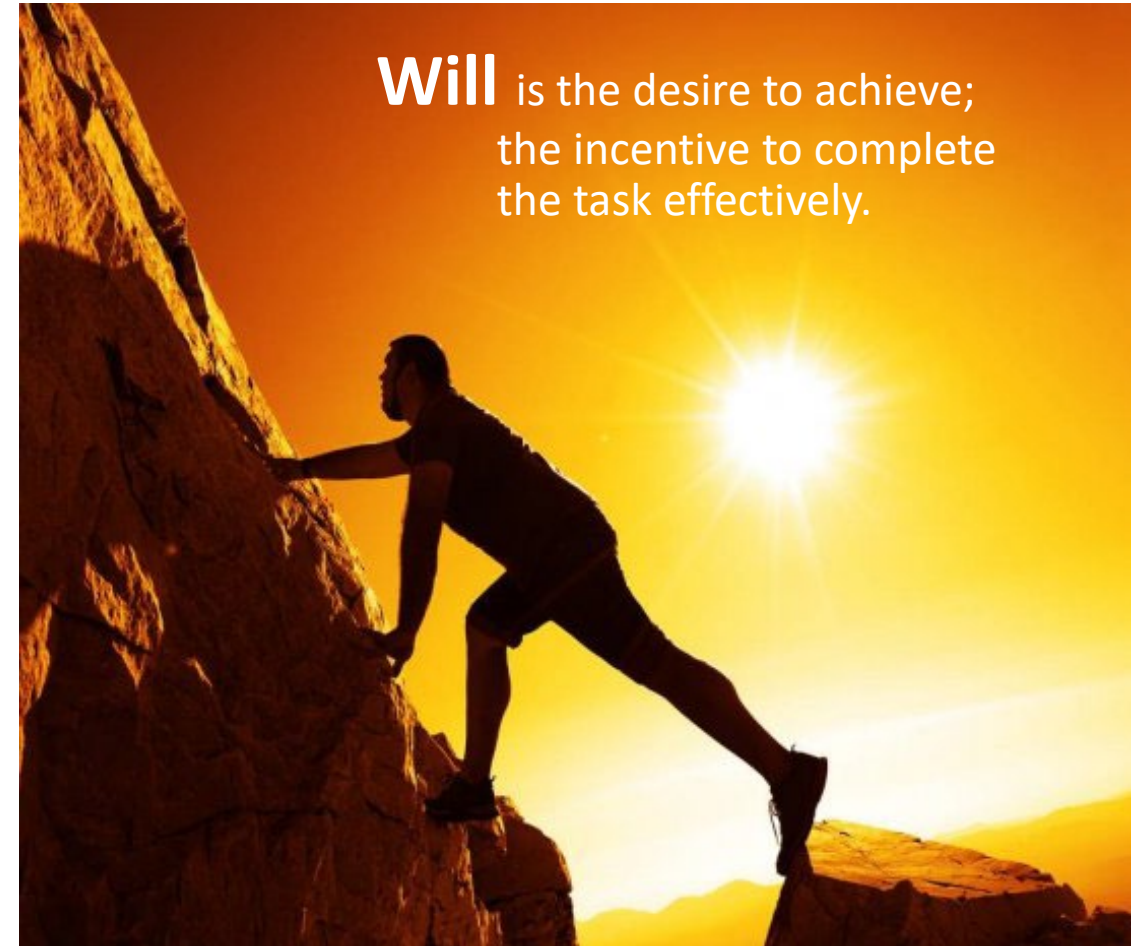
Make training
and sales pitches
more powerful
and memorable
by using a demo
and training toolkit



Menti 4

Meet and Greet "Skill" and "Will"

Skill vs Will



Scenario 1: I don't have time

Scenario 1: I don't have time

I don't know how to make a video recording by myself.

..... I have done similar learning content creation before and it costs a lot of time and effort.

..... I am overloaded with many projects at the moment and can't focus on this one.

.. In order to create such content, I need to upgrade and learn about the system.



I don't know how to make a video recording by myself, it will take too much time for me to learn

Scenario 2 : It is not my job

Scenario 2 : It is not my job

*I think others are better
qualified than me for this.*

*It is not my job to do this,
Can't we use an agency?*

*I will see if I can find
An intern or assistant
Do this for me,*

*I am too much of
An expert to do this*

*Do you see me in front
Of a camera to teach others?
How will that make me look ?*

*I am not sure what is the point
of me doing that.*



How to overcome “skill” or “will”





*Create a safe environment
to understand the gaps*

*Provide best-practices from other SME's
that people can relate to*

*Create tests and dummies provide
positive feedback and encourage
experiments*

*Work on "good enough" mindset rather
than "perfect product"*



*Take time to understand why
motivation seems to be low.*

*Connect on "the why" of your
project, not the what.*

*Focus on the purpose for the
learners and the outcome of the
effort.*

*Make sure people get recognition
for their work.*

Signify



Presentation title goes here
Raisonné 40pt if long or 60pt
if short, in one or two colors

Presenter information & Date go here Relative Book 24pt