

Vodafone Mobile Working

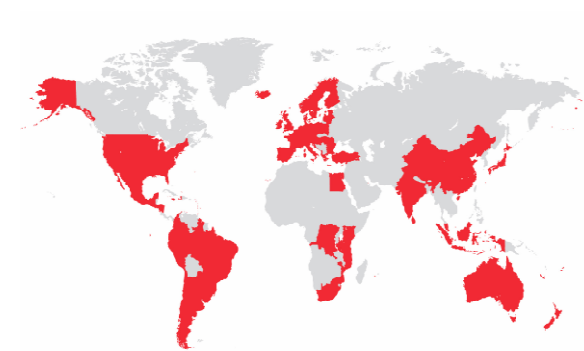
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Vodafone

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Vodafone aims to be communications leader in an increasingly connected world...



> Worldwide

- 31 countries, 5 continents
- 72,000 employees
- 333 million customers
- Partner networks in 40 countries
- Revenue of 41 billion*



> The Netherlands

- 2,800 employees
- 4,8 million customers
- 89 Vodafone Shops
- Offices in Maastricht, Amsterdam, Zaltbommel, Son



...with a strong vision, mission and brand



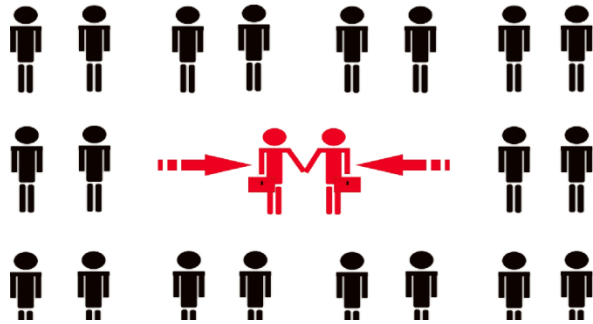
...and through our focus on people, planet and profit...



- > **People: social well being**
 - Boost people potential
- > **Planet: ecological quality**
 - Focus on sustainability
- > **Profit: economic prosperity**
 - Optimise office space



... by researching what is happening all around us...



- > Society trends and issues drive the demand for mobility
- > Business trends have a huge impact on the demand for mobility
- > An independent Life Rhythm Knowledge Center was founded (www.leefritme.nl)

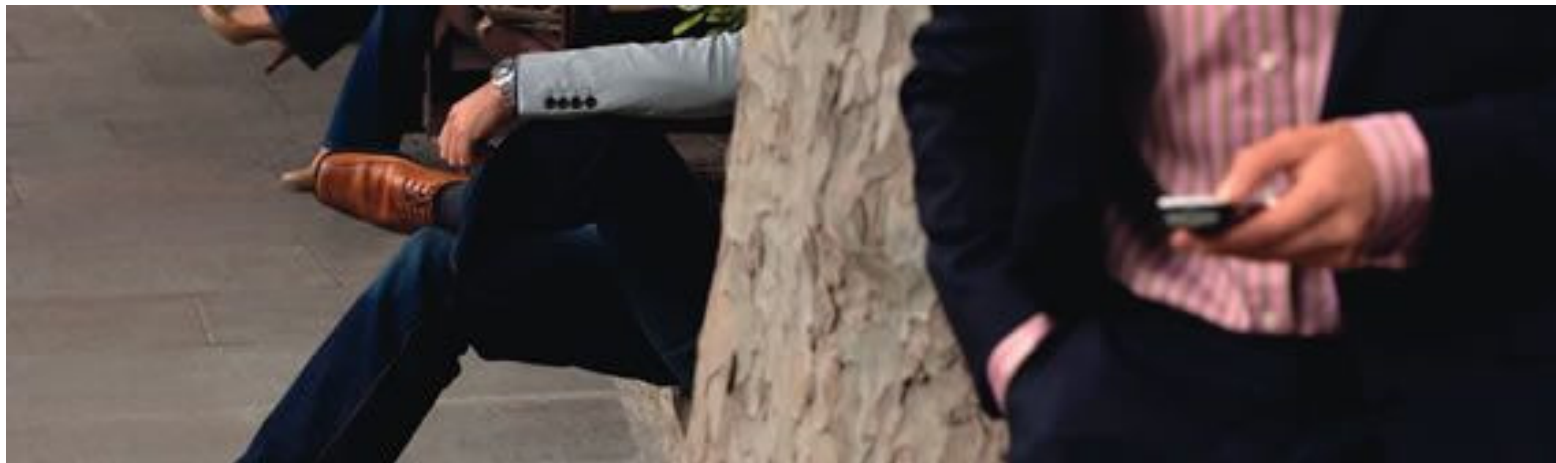


... by empowering people to an innovative mobile Life Rhythm

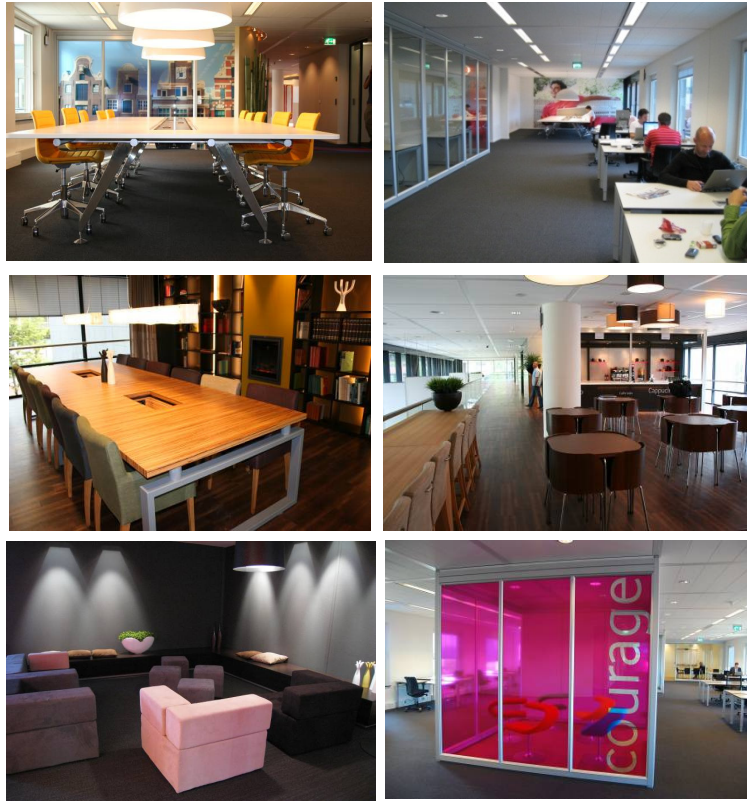


Which means...

- > Work is a positive and integral part of life
- > A balanced life – not work life balance
- > Work wherever and whenever you are most productive, creative and efficient



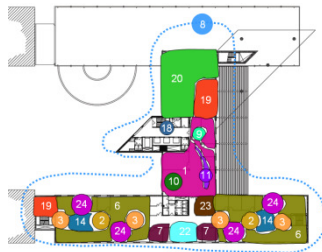
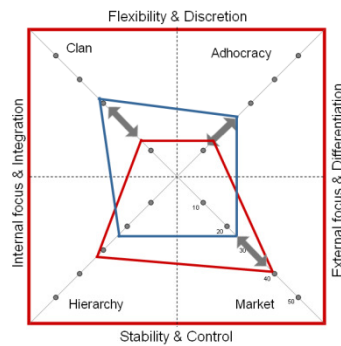
... through enablers like Mobile Working...



- > a way of thinking, working and behaving
- > culture: Speed, Simplicity & Trust
- > making it easy to access information, work and collaborate, regardless of location and time
- > agreeing the physical minimum and virtual optimum with manager and team
- > managing people on output
- > helping people make their best contributions and simultaneously manage their personal lives
- > office, technology and all other means facilitate this



...via an in depth change process in which we are still continuously learning...



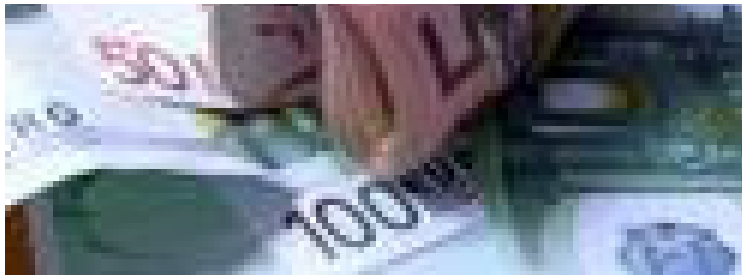
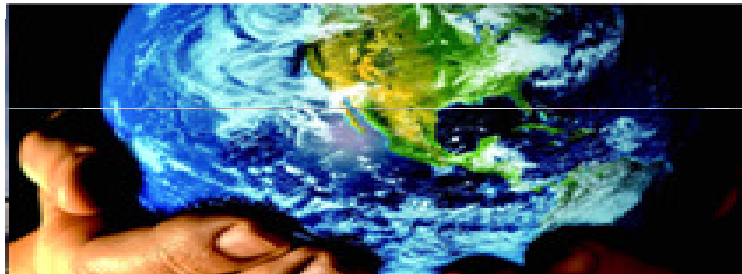
- > Top down and bottom up involvement
- > In depth cultural analysis of management & employees
- > Employee co-design model building
- > Implementation
- > Celebration
- > Communication
- > Education
- > Evaluation and using learning in new buildings



... and so, we practice what we preach...



... and reap the benefits.



- > Increase people performance
- > Motivate, attract and retain talents
- > Brand and company pride
- > Paperless office saved 85 trees (6mo)
- > Videoconferencing saving 650K flight km (6mo)
- > Public transport push and fewer lease cars saving 22% on petrol use (100k liters) and CO2 reduction (6mo)
- > Workstation utilisation of 130%
- > Work space reduction of 40% (16m² - >10m²)
- > Operational facility cost reduction of 60%



power to you