



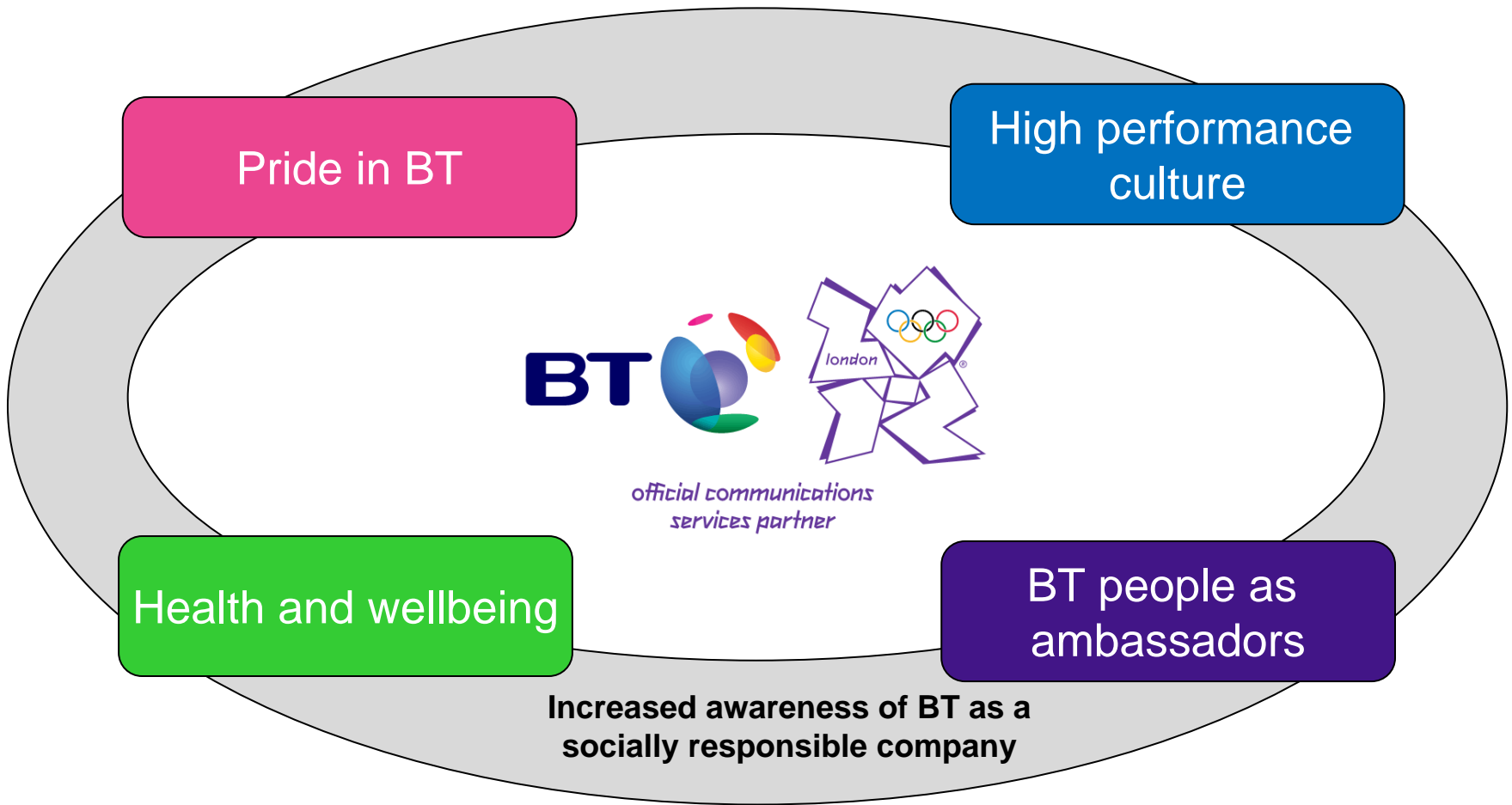
Gearing up for London 2012

– the business benefit of engaging your staff

Nigel Perks
Chief HR Officer, BT Global Services

Show '2 years to go' video

Motivating our people



The Team BT 2012 challenge

What is it?

- An internal programme which will exploit our London 2012 partnership
- It will focus BT people on the future and being part of a winning team
- It will accelerate the pace of change across the business
- It's about recognising success and sharing the excitement of the Olympic Games

What's involved?

- From 1 January 2010 to the opening ceremony of the Games, people across BT will work on 'sprint' targets, with different teams involved at different times
- Sprints will last for a three month period and contribute to BT's three priorities:



Who is it for?

- Everyone will get involved before 2012
- The best performers will get the chance to win top Olympic prizes

The Sprints

- There will be **eight sprints** from January 2010 to December 2011
- The sprints will **help deliver our three priorities more quickly** by picking out areas that need extra focus and energy

For example, targets could be around

- The number of consumers migrated to WBC
- Number of new orders for ethernet
- Number of new WLR connections each week

- There will be between **2 - 5 targets per unit per sprint**
- Most of the sprints will be **unit specific**
- Some sprints will be dedicated to areas which **cross unit boundaries** (e.g. delivery of a new product)



The Squad - Recruitment

The Squad

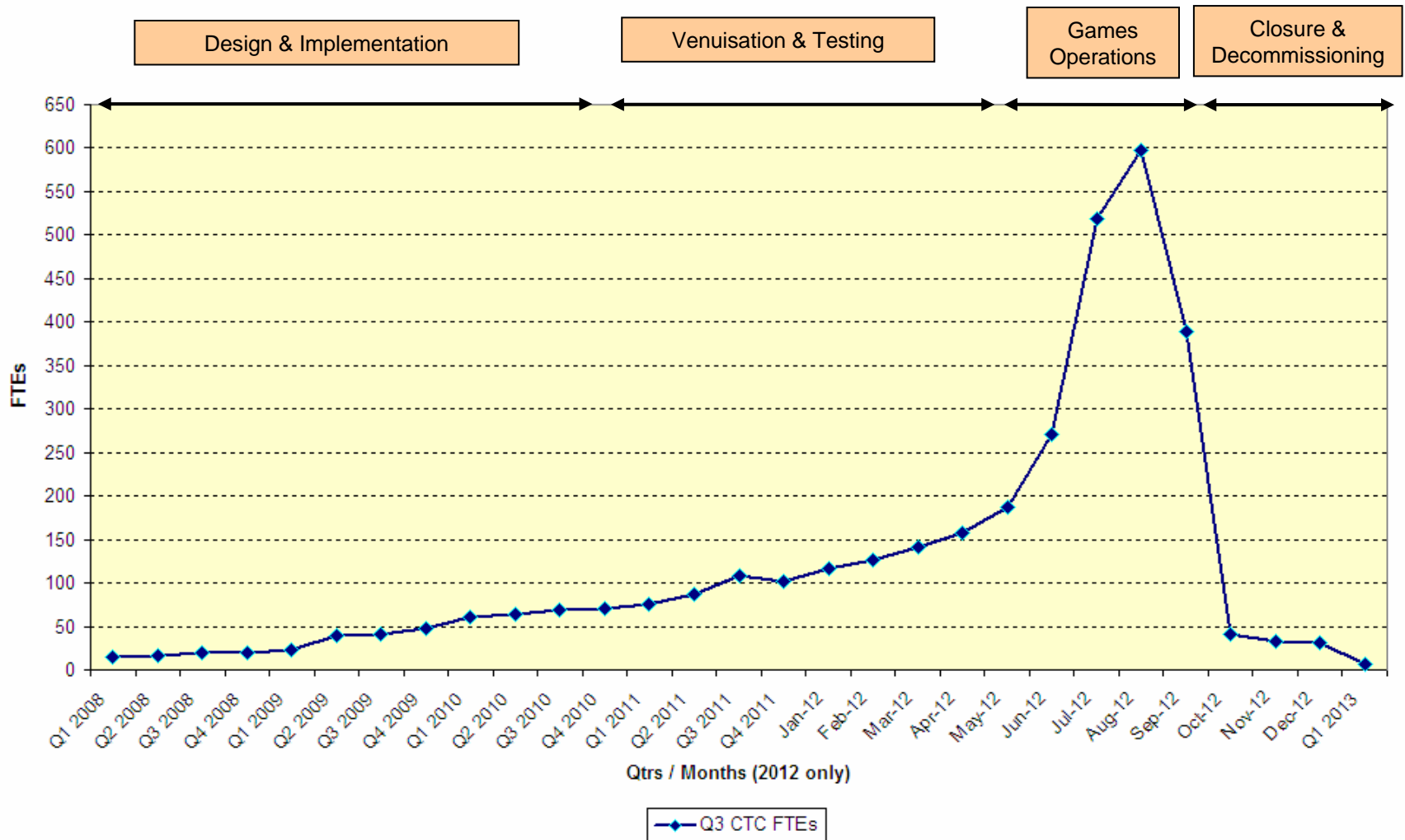
- To deliver our commitment, right first time, we will need **c.700 people** to work across the **94 venues** during the summer of 2012.

Approach

- Recruitment for The Squad will be done in a **phased approach**, starting with the recruitment of the Venue Telecoms Manager (VTCM) role
- A **targeted approach** where each BT Line of Business has identified and invited those individuals with the potential skills and relevant experience to apply for the role
- A **unique, one-off** recruitment campaign
- Team in place **2 years** before Games-time



Resourcing London 2012 - Resource Profile over Contract Life



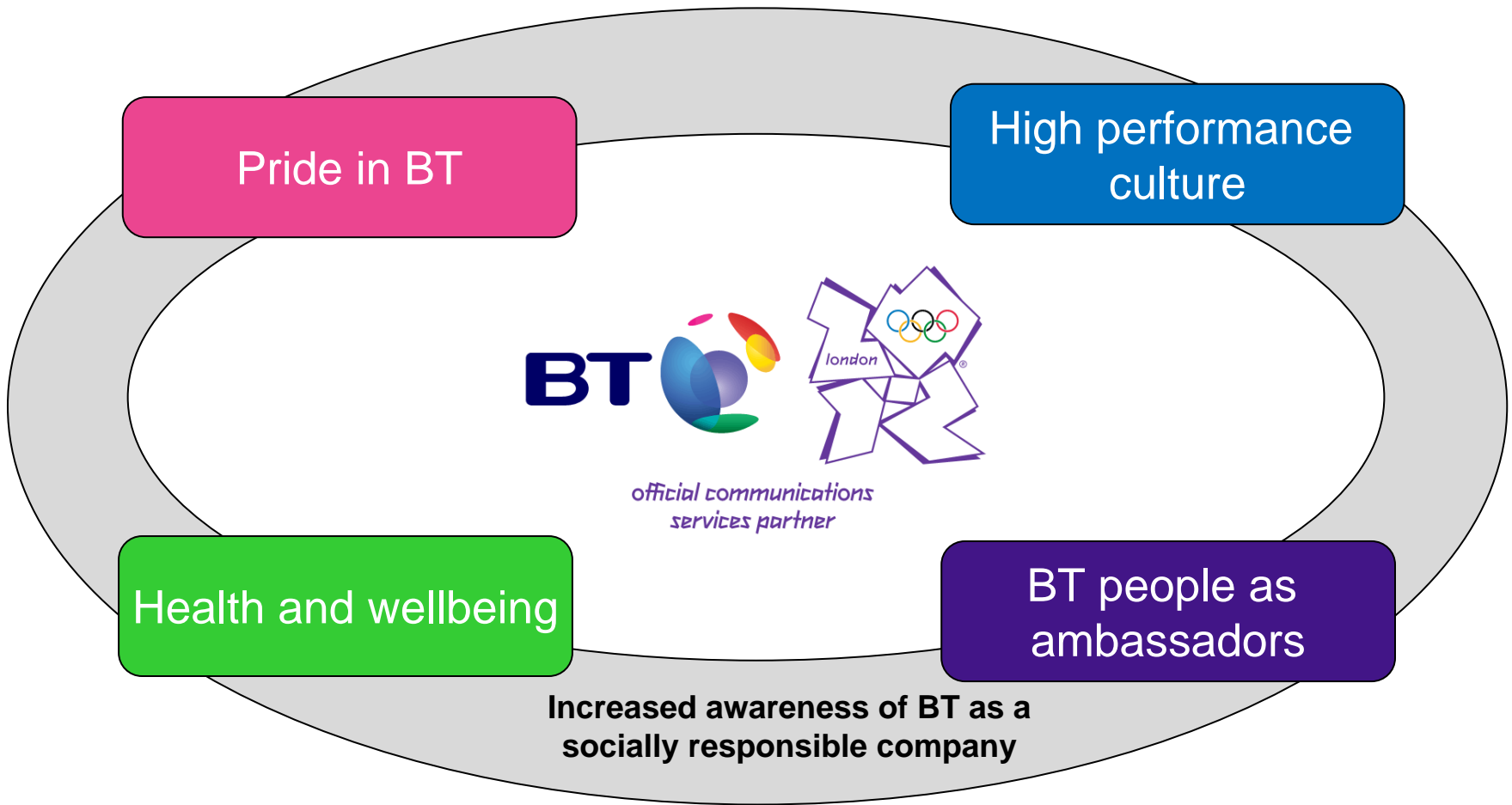
Leader led engagement to involve people in delivering our strategy

- **Story telling**, pictures, dialogue
- **Leader-led** workshops with follow up
- ‘The difference is you’ engagement theme **linked to our values**
- Olympic athletes inspiring people with **positive thinking and performance tips**
- **Connecting people to strategy** and emphasising achievement
- **Engaging people managers**

the difference is
YOU



In Summary



Questions & Answers

