



Take the lead in light

Philips Lighting University

Learning @ Philips Lighting

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Dean Philips Lighting University / CLO

<http://pww.lighting.philips.com/university>

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Agenda

- Towards a new way of learning
- Why Philips lighting university
- Achievements
 - Content
 - Certification
 - Stats
- Next steps



Towards a new way of learning



Old way

Trainer driven
Just in case
Event based
Classroom
Input driven
Individual process
Training
Corporate curricula
Push
Efficiency

New way

Employee driven
Just in time
Continuous process
Multiple methods
Output driven
Team process
Knowledge
Personalized curricula
Pull and push
Effectiveness

Training, learning, certification and performance support – part of same continuum

New employment



Seasoned employee

Training: “*getting up to speed >*”

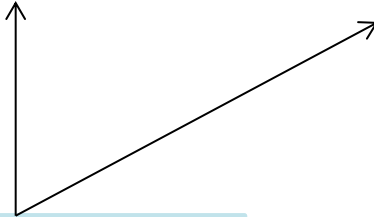
- + mainly formal
- + one-many
- + push
- + separate activity

certification: “*proof of knowledge >*”

performance support: “*staying current /
innovate>*”

- + Mainly informal
- + many-to-many
- + pull
- + part of daily work

Focus 2012-2013



learning

Learning should be like



fun



Just in Time



speed



<http://pww.lighting.philips.com/university>

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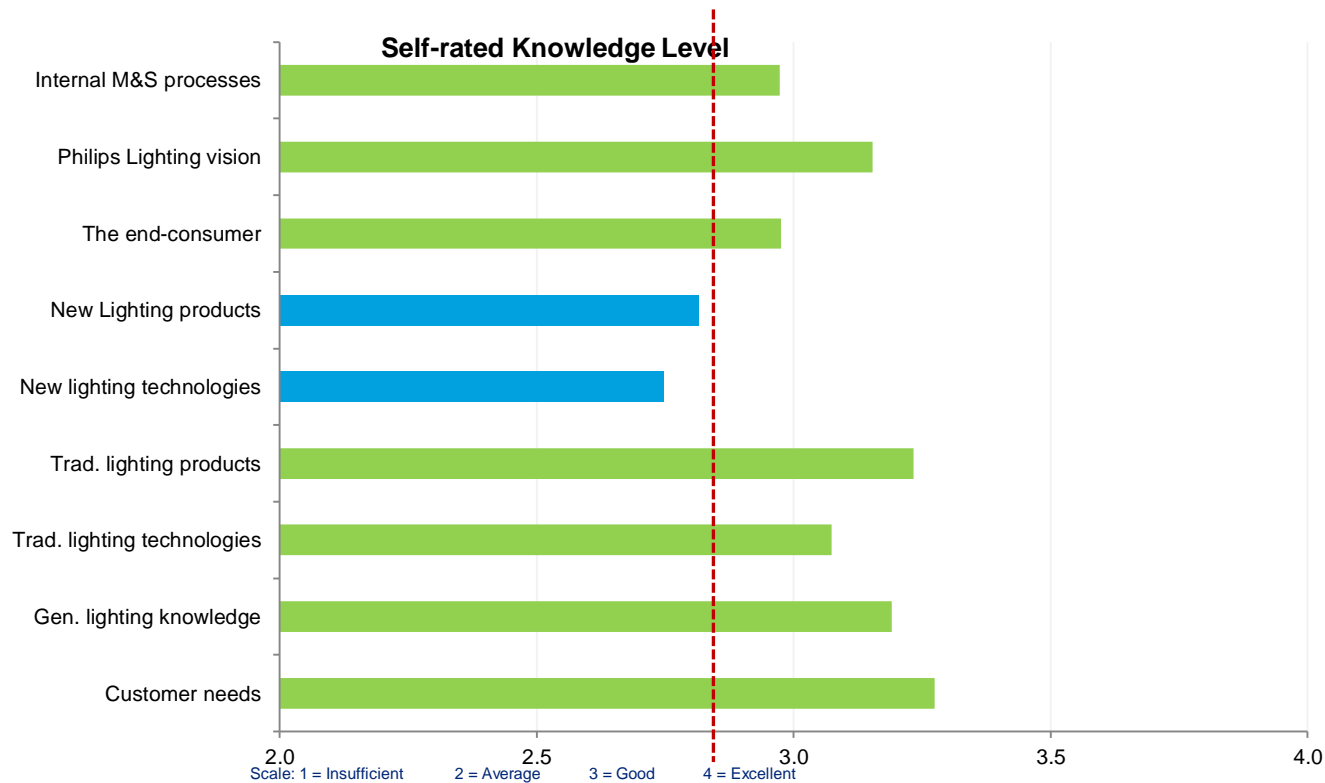
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Accelerator of “Speed to
Knowledge”

for extended enterprise

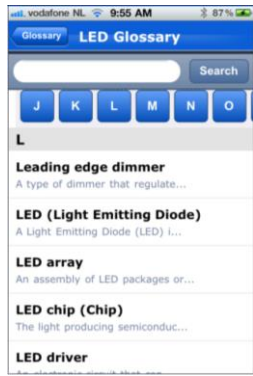
Knowledge management survey - Summary

- **Basic question: Does the Sales & Marketing population has the right knowledge to outsmart the competition**
- **The survey covered interviews in 12 countries among Sales & Marketing employees combined with a review of external best practices**



LED – blended approach

Mobile app



Edu-games



Product Wiki



certification



E-learning



Community



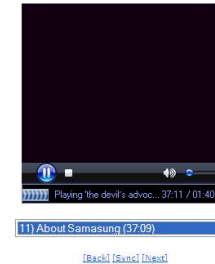
Webinars

Lighting University

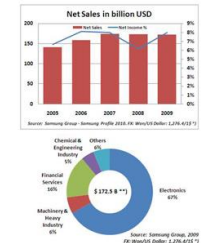
Competitive Intelligence Lecture Insights & Market Intelligence Lighting

The devil's advocate – Yong-In S. Shin

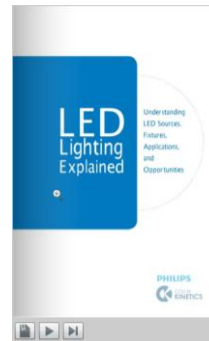
Samsung one of the World's largest conglomerates, SE 55th powerful on Forbes, No. 19 on Interbrand



- South Korea's largest chaebol with an annual revenue of US\$172.5 billion in 2009
- Samsung Group accounts for ~20% of S. Korea's exports; 2% of tax revenues
- Samsung Electronics: world's largest tech firm (\$121.8B in 2010). On its way to beat Sony in TV, and Nokia in Mobile phones as #2
- No. 19 of Interbrand ranking (2010) \$17B
- Samsung Engineering ranked 35th and Samsung Construction ranked 72nd globally



E-book



*Based on U.S. quality priority index. FY rate 2005-2009: 1,735.40/15 - Samsung (Profile 2010).
 **June 2011. Total of Samsung add up to USD 1980 (including intra-company trading). Stated total of USD 1725 is divided proportionally.

Certification process focus on output

Input

- workshops
- classroom
- e-learning
- books
- e-books
- webinars
- browsing
- articles

output
certification

Results

For employee

- Pride
- Confidence
- Motivation
- Proof of competence

For manager

- Set measurable standards
- Transparency on knowledge levels
- identify stars

For Customer

- Confidence in dealing with Philips



John Westermeyer
Marketing Manager
Philips Lighting Africa

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Philips Certified **LED**
Professional

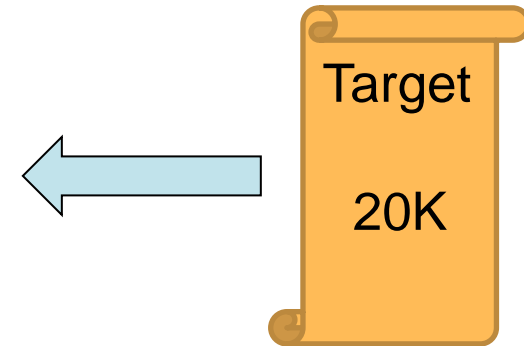
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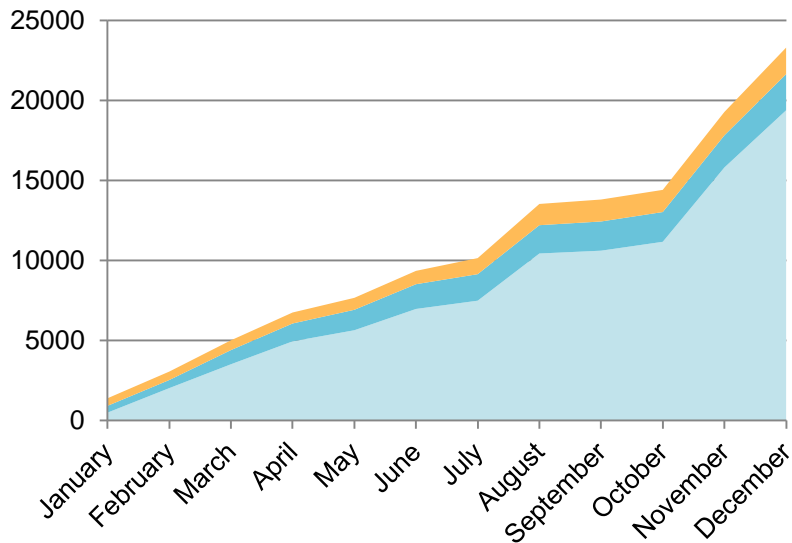
PHILIPS
sense and simplicity

Certification stats January to December 2012

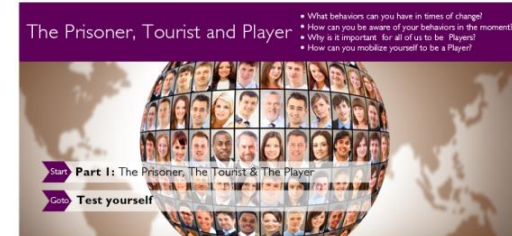
	Passport	Fundamental	Professional	Total
LED	19398	2258	1659	23315



LED certification monthly progression 2012



- Certification Professional
- Certification Fundamental
- Certification passport

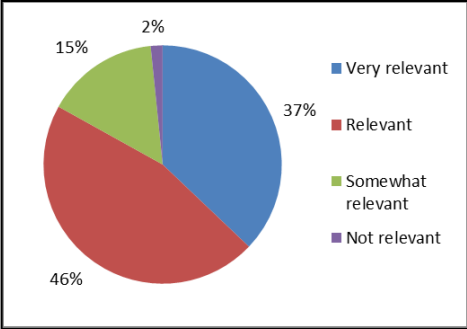


Biweekly certification progress tracking (e.g. EMEA)

Cluster	Lighting University Manager	Plan 2012		Achieved: 2011 - end June 2012				Remaining target 2012		
		Professional & Fundamentals Combined	Passport Others	Professional & Fundamentals Split		Passport Others	Professional & Fundamentals Combined	Passport Others		
Iberia		12	57	115	41	😊	49	😐	0	8
Middle East & Turkey		46	40	36	35	😊	106	😊	0	0
Italy & Greece		17	47	41	35	😊	56	😊	0	0
UK & Ireland		85	173	36	32	😊	196	😊	17	0
DACH		155	1104	13	4	😞	290	😐	138	814
France		167	964	106	4	😊	70	😞	57	894
Benelux		280	2566	24	389	😊	994	😐	0	1572
Central Europe		22	63	90	65	😊	257	😊	0	0
Africa		12	40	14	18	😊	60	😊	0	0
Nordic		74	49	21	33	😐	244	😊	20	0
Russia		36	12	9	24	😊	26	😊	3	0
Totals		906	5115	505	680		2348		235	3288

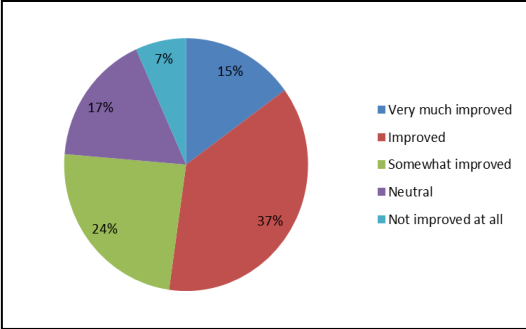
ROI of certification (ROE is better yet)

Relevance



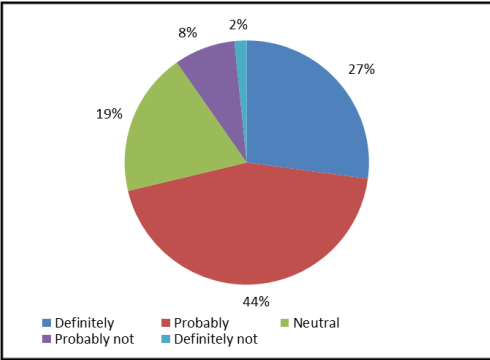
83 % see the program as (very) relevant to their work

Performance



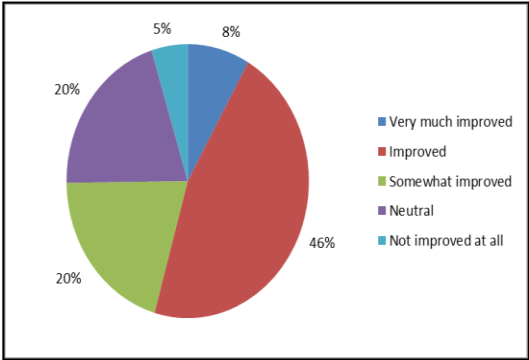
76% identified a positive impact on performance

Productivity



71% identifies improvement

Impact



74% sees an impact on the bottom line

Expanding on Certification tracks (2013)

Market	CONTROLS		LED			Light and Lighting Theory			Sustainability	Strategy	Total
	Fund	Passport	Prof	Fund	Passport	Prof	Fund	Passport			
Africa	4	64	31	48	119	2	6	60	0	39	373
APR	6	209	42	161	727	5	1	46	2	439	1638
Benelux	4	404	92	523	1518	2	21	58	25	660	3307
CEE	25	238	140	134	1650	18	19	105	0	190	2519
DACH	0	273	14	54	532	0	0	6	3	115	997
France	0	21	173	9	169	1	0	2	0	130	505
Greater China	208	474	558	709	1556	711	93	33	7	765	5114
Iberia	67	20	128	94	94	152	10	9	1	167	742
India	58	699	169	223	908	164	164	628	12	119	3144
Italy & Greece & Israel	38	37	58	47	80	49	12	29	0	147	497
Japan	0	15	0	1	52	0	1	1	0	19	89
LatAm	0	77	9	35	610	5	7	41	0	199	983
Middle East & Turkey	0	13	42	41	122	4	3	25	0	24	274
NAM	9	651	292	235	2099	37	27	87	4	1214	4655
Nordic	8	133	28	103	273	3	8	74	0	79	709
RCA	2	35	68	110	169	2	1	6	0	43	436
UK & Ireland	10	88	84	99	300	7	3	24	1	233	849
TOTAL	439	3451	1928	2626	20324	1162	376	1234	55	4582	36177

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I LIKE  Our Strategy

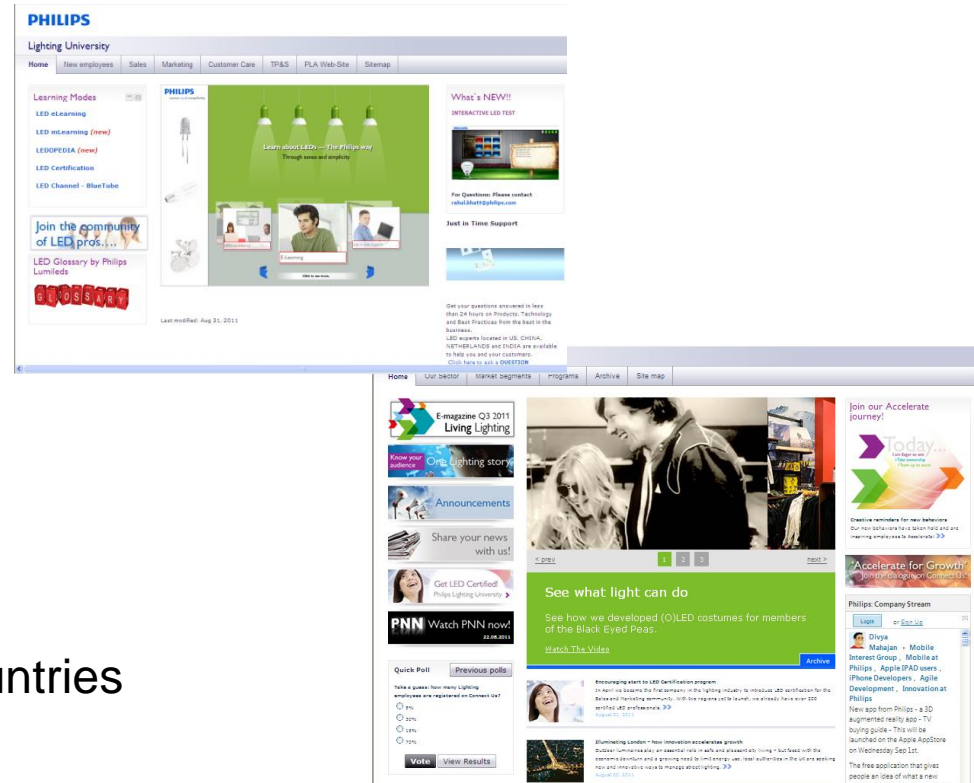


'Who Wants to be a Millionaire?' Philips Lighting Game

START

Communication / change management

- KPI setting and monitoring
- Banners on global intranet
- Userfriendly website / portal
- Physical launch events
- SME's as ambassadors
- Teasers: games / clips
- Promotional videos
- Rewards (e.g. Ipad)
- Active support to regions and countries
- Wow-feeling
- Celebrate successes widely



Some statistics: employees

Lighting University

Homepage | Markets | Business | Learning Areas | Target Audience | Learning Library | About Us | Learning Innovations | Site map

MyAccelerate
Philips Lighting University

Lighting Theory and Application | LED | Controls

Learning Content > Certification > Learning Content > Certification > Learning Content > Certification >

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LED Passport

Learn
What's on the package

Current Affairs Quiz
Philips Lighting University

LIGHT & WELLBEING
Click here to join our webinar

Business | Function

> Consumer Lighting	> Sales Excellence
> OLED	> KAM Sales
> CSS	> Marketing
> BG Automotive	> Sustainability
> Lumileds	> New Hires
> LED Lamps	> Quality
	> IT

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Latest News

THE ALCHEMIST OF BRAZENBURG
A GAME ON MANAGING KEY ACCOUNTS

1 2 3 4

The Alchemist of Brazenburg – A game on managing key accounts

Read full story

Learn more

- (pt) Online Product Training
- BG Automotive
- BG Automotive - Accelerate your development
- BG Automotive - Automotive Lighting Fundamentals
- BG Automotive - Automotive Lighting Fundamentals-new
- BG Automotive - Brand strategy page
- BG Automotive - Digital Marketing Module

+ 7th most successful site
 + 40K + visits per month
 + 5 pages in top 20
 + 30131 unique visitors
 + average of 14 minutes per visit
 + access via

- Focus areas
- Business
- Functions

Training, learning, certification and performance support – part of same continuum

New employment



Seasoned employee

Training: “*getting up to speed >*”

- + mainly formal
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certification: “*proof of knowledge >*”

Focus 2014

performance support: “*staying current /
innovate>*”

- + Mainly informal
- + many-to-many
- + pull
- + part of daily work

learning

CoP: Learning, Collaboration & Knowledge Mgt

Empower employees (& customers) for better communication, close engagements, collaborations and knowledge sharing in a close-knit community



Organizational design

New learning technologies
(formal and informal)
methods and processes

Learning and certification
Content creation
& quality control

Communication

Market
University heads
- Dotted line -

Assistant

Stefaan van
Hooydonk

Summary – some ideas

- Focus on what really matters & use learning as transformational vehicle
- Speak the same language as your senior management
- Business is all about speed and execution – Learning should do the same
- Learning group is driver for speed and change – not specialist / perfectionist / instructional design gatekeeper / training admins
- Prove your impact / measure
- Marketing and communication
- Think out of the box and think 21st century

Thanks
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