



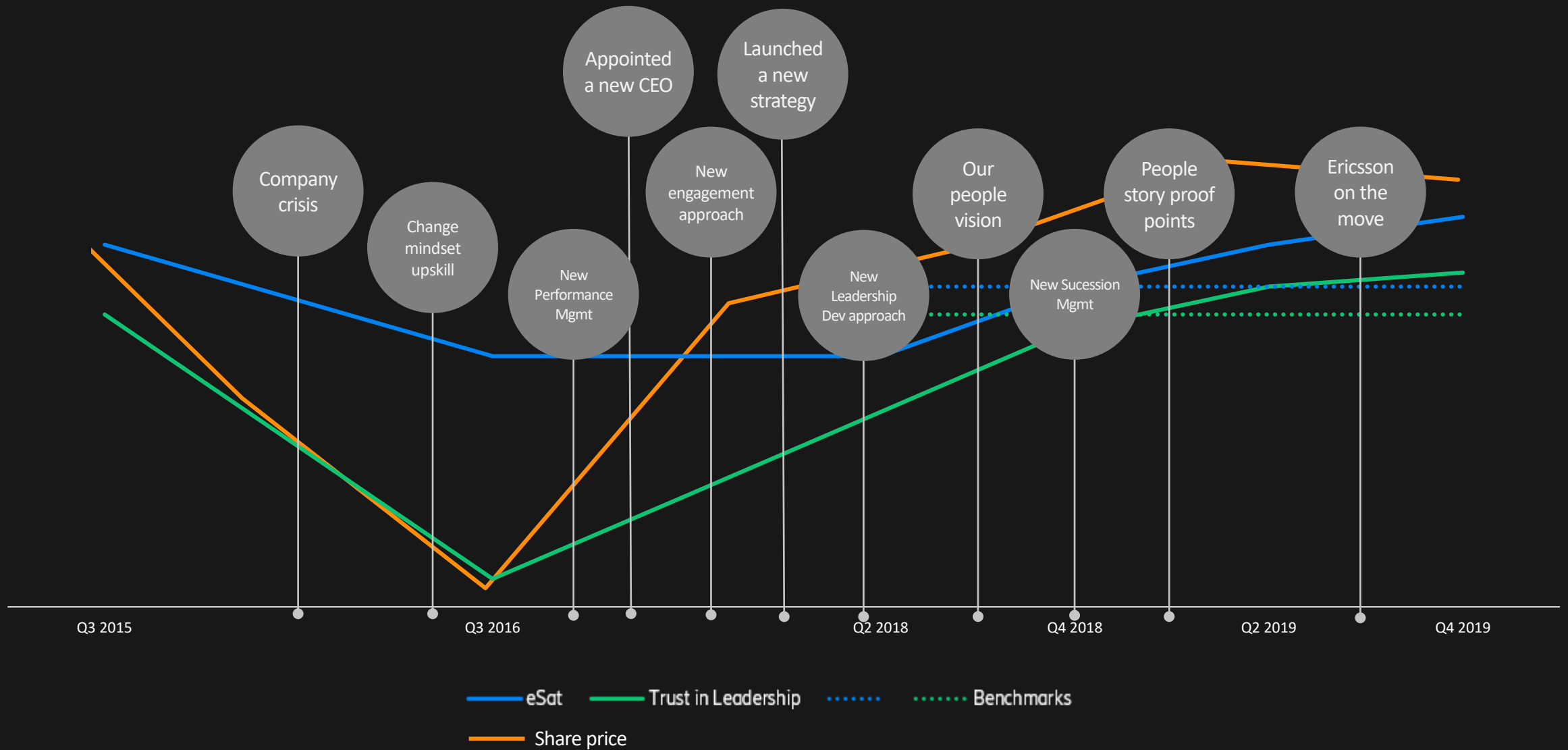
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CORPORATE RESEARCH FORUM

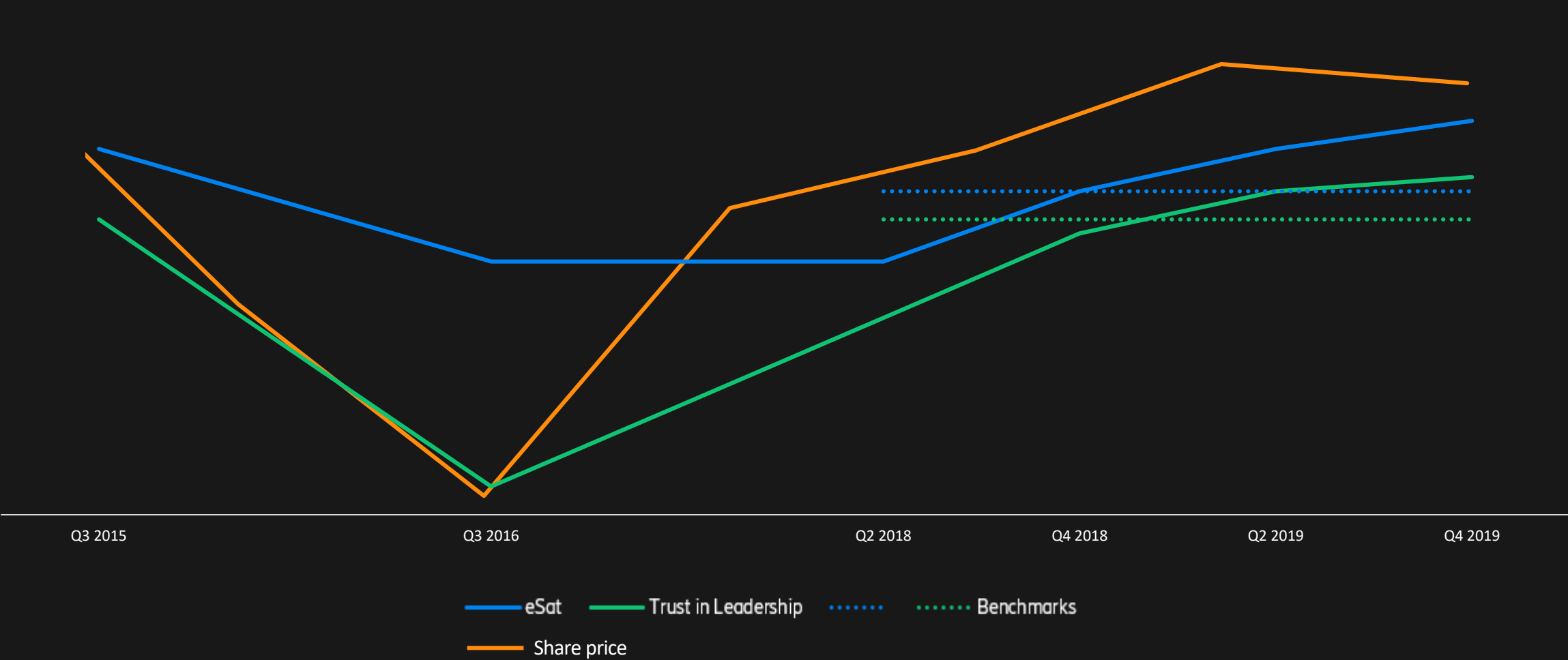
# Case study: Ericsson

**Lourdes Pantaleon & Sameer Khanna**

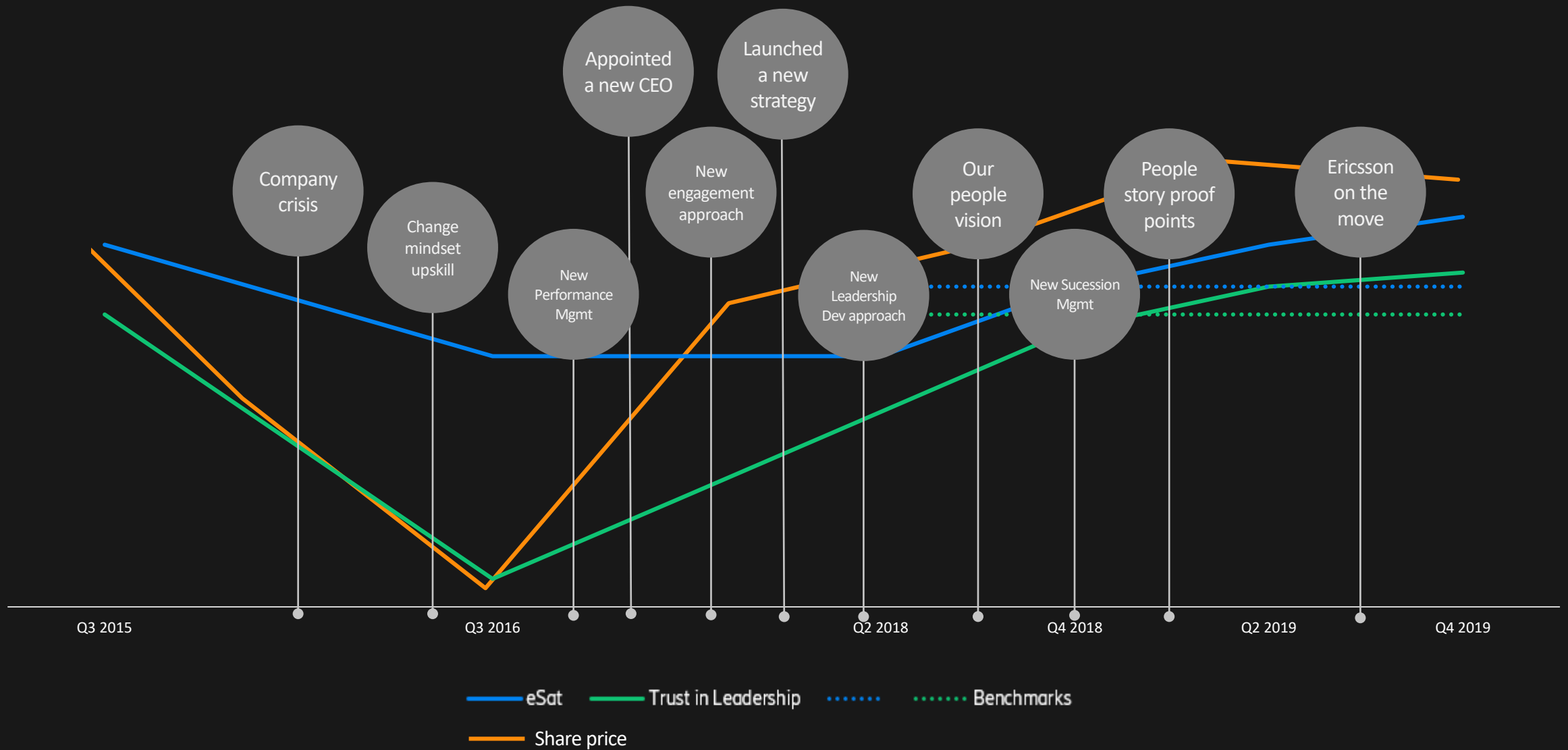
# Our Journey

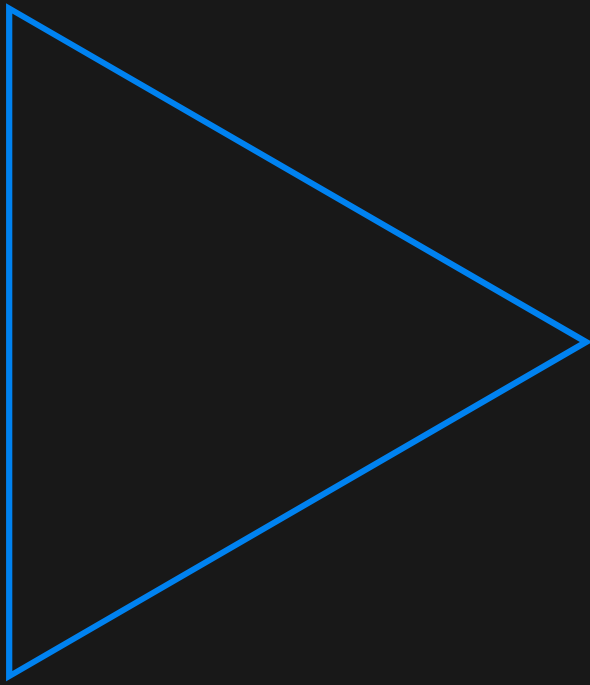


# Our Journey

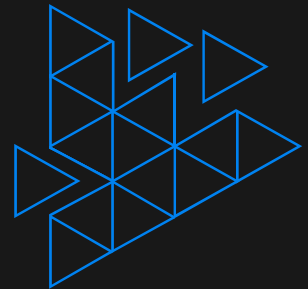


# Our Journey

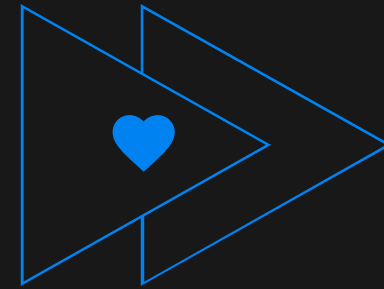




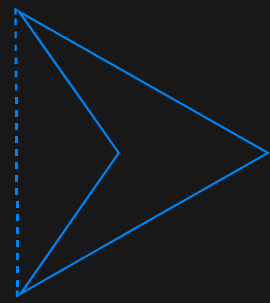
# Ericsson on the Move



Cooperation and  
collaboration



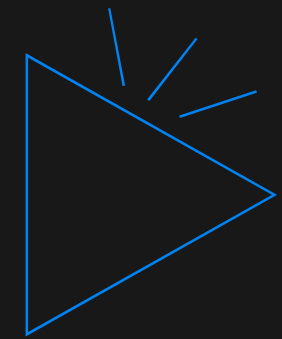
Empathy and  
humanness



Executing  
speedily



Courageous and  
fact-based decisions



A speak-up  
environment

# 10 ways YOU can “Get on the Move”



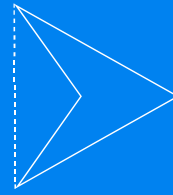
## Speaking Up

- 1 Send an email after each meeting (feedback, idea-sharing or other), with an articulation of at least one concrete action step that you will be responsible for taking forwards
- 2 Encourage constructive debate by calling on people to challenge your views and by inviting every team member to share their perspectives in turn during meetings



## Fact-based and courageous decisions

- 3 Visibly reward small acts of courage by celebrating people’s innovative ideas in one-to-one meetings and thanking them for their effort
- 4 Practice purposeful engagement by reviewing all people copied into emails and invited to meetings to ensure there is a specific purpose for their inclusion



## Executing Speedily

- 5 Ensure that the collective aims and objectives of the project are restated at the start of all meetings and communications to remain customer-centric
- 6 Allow work that is not finalized to be presented at meetings and discussed with clients (where appropriate), experts and other stakeholders to establish a more iterative and streamlined approach to delivery



## Empathy and Humanness

- 7 Practice “active listening” – defined as listening to understand, rather than to reply – to have more meaningful conversations
- 8 Spend time with team members in more informal, social settings to get to know people as individuals and understand their motivations, vulnerabilities and challenges to cultivate trust. For instance, schedule team lunches or after work drinks to encourage non-work-related bonding



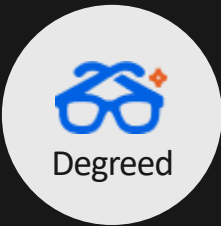
## Cooperation and Collaboration

- 9 Leverage technology every day to bridge geographies. Use video conferencing tools to increase face-to-face communication, and use tools and platforms to communicate instantaneously
- 10 — Articulate how your team’s work contributes to Ericsson’s global strategy at the start of each project to ensure that everyone has a concrete understanding of their purpose at work, and how they are adding value to the ‘One Ericsson’ vision

# Some proof points



## People Experience





Speak up