

Competence Consulting

- move your company
with an intellectual edge

Name

Title

Customer Support & Education

Global Services

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Market Message Ericsson Education

BE EMPOWERED

Ericsson Education is your competence partner. Linking human performance to business outcomes will give you the power to succeed. Our solutions combine global strength with local expertise - increase your performance anytime, anywhere.

With us, you will be first choice!

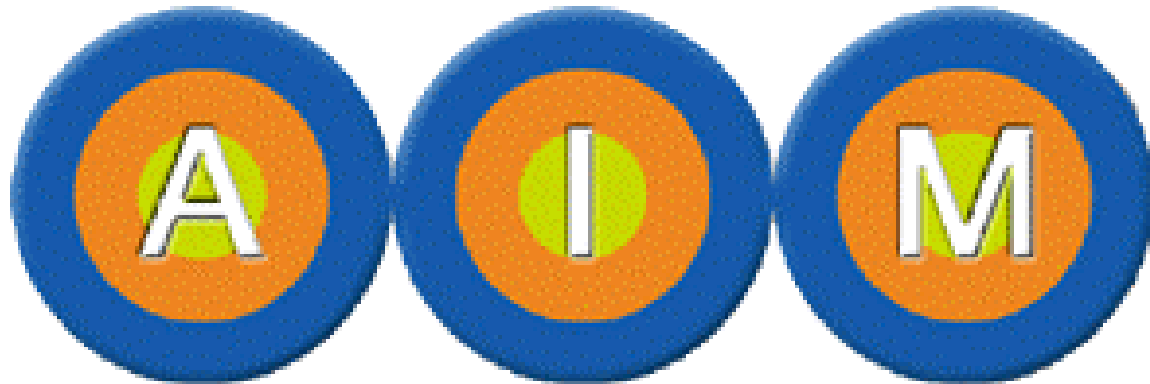
Ericsson Education Service Portfolio

Global Services

Advisory
Services

Integration
Services

Management
Services



*Ericsson Education
Service Products*

Competence
Consulting

Competence
Development

Competence
Management

Service Elements

*Technical Training
Business &
Leadership Training*

Knowledge Step

Competence Consulting

Provides an evaluation of the Customers competence and performance improvement needs and recommends optimised solutions to those needs with clear links to the business goals.



What we can do?

- Customization of training
- Competence development plan recommendation
- Best performance identification
- Design knowledge transfer program
- Development of performance assessment tools
- ...



Challenges

Your organization is...

- **implementing a new system or type of equipment**
- **facing new regulations**
- **downsizing**
- **going global or launching new business**
- **attracting the best people**

What do you need to know?

- **Which jobs will be affected and how?**
- **What new skills will people need?**
- **How can you guarantee people will have the skills to perform to expectations?**
- **How will you ensure cost-effective training?**

Challenges

Your employees...

- are not performing according to expectations
- lack the necessary skills
- have unclear roles and responsibilities
- are unaware of expectations
- are going to other companies

What do you need to know?

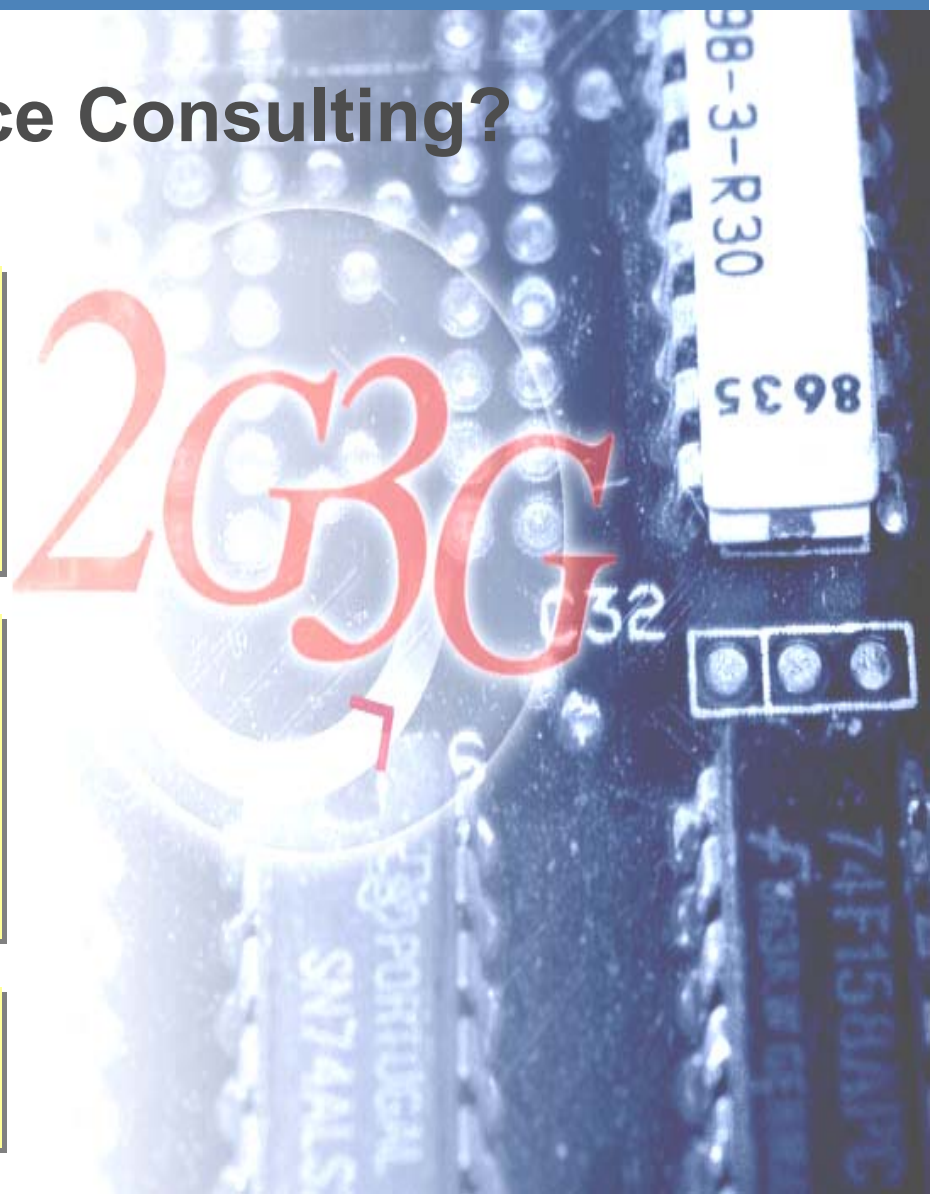
- What is the cost of bad performance?
- How to improve performance?
- Will training solve the problem?
- What effects will lack of training have?
- Is training aligned to your business goals?
- How can you determine when to use training and when not to?
- How can you solve non-training problems?

Why Ericsson Competence Consulting?

Constant technological changes demand a constant readiness to re-allocate and upgrade competence.

Having the right competence is a competitive advantage when the market requires fast delivery and high quality

Build a strategic business partnership



Why Invest in Ericsson Competence Consulting?

- **Leaders in technological change**
- **Extensive technical & business skills**
- **Proven case stories**



What value will it bring?

Competence Consulting provides an effective approach in assessing your competence and performance improvement needs, closely aligned to your business needs in the short and long term.

This will reduce the risk of poor training investments, ensuring the most cost-efficient use of your training budget, thus ensuring minimized time-to-revenue by ensuring the right training for the right person at the right time.

In addition, implementation of measurable assessments and performance-based activities ensure that technicians are competent in their assigned tasks, guaranteeing high-quality service to your end customers.



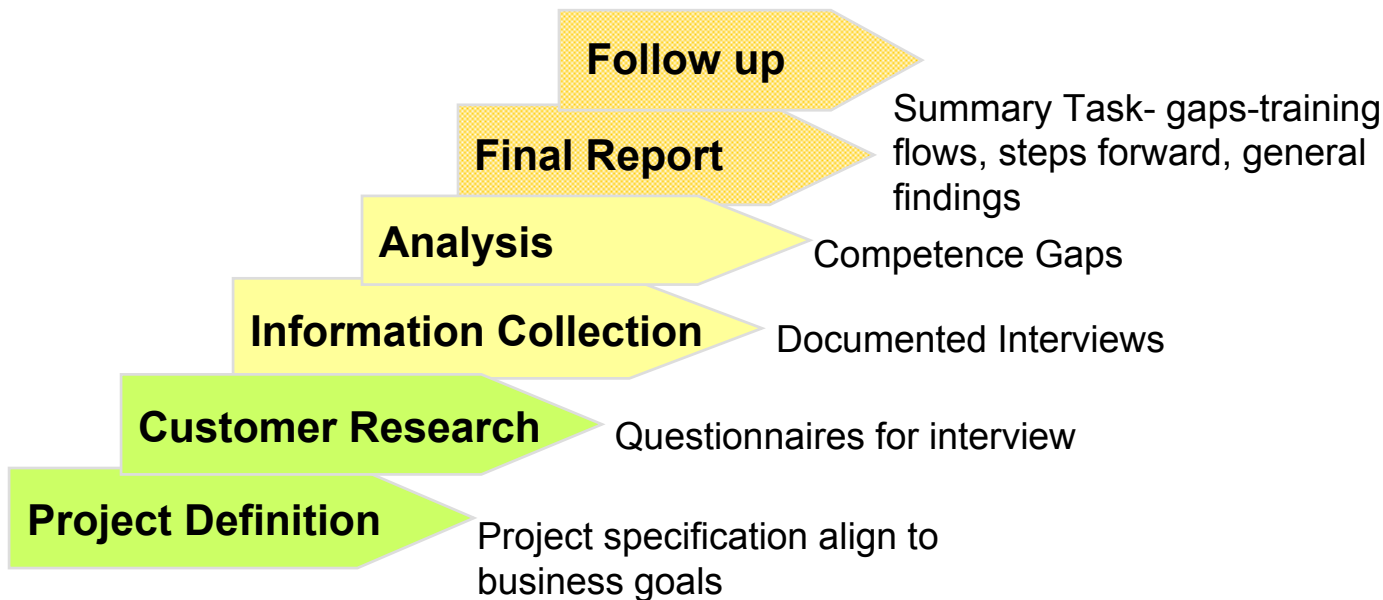
What value will it bring?

Together, we'll analyze the knowledge & skills you need, and what exists today, and what you need to further develop. We'll then provide the tools and plans to put these skills in place, enabling your organization to compete successfully.

This will also ease recruitment and retention by enabling you to communicate clear job-growth, and career-enhancement opportunities.



Training Need Analysis



Training Needs Analysis - Benefits

- **Improved efficiency in network operation**
- **Deploy new technology and revenue generating services ahead of the competition**
- **Align technical and commercial competencies with business and performance objectives**
- **Facilitate a smooth transition from current to future technologies**
- **Facilitate a planned competence development across the functional areas maximizing training efficiency within the organization**
- **Retain motivated employees within the company with planned, visible career paths and on-going competence development**

Employee Performance Improvement EPI



Employee Performance Improvement – Benefits

- **Align your competence profiles to meet your business objectives**
- **Competence development planning & career planning**
- **Structured - on the job training**
- **Clearly defined & documented competence development program**
- **Down-size an organization**

AT&T Wireless Services – key issues and challenges

- **Customer need: a more efficient framework for skills enhancement**
- **Task analysis**
- **Competence Development plans**
- **Skills & Training needs assessment**
- **Customer Certification program**
- **Structured on-the-job training**



Doing the right things better - result

- **Staff up to desired performance levels more quickly**
- **More motivated employees**
- **Higher performance levels**
- **Right training and tools in place for every staff category**



**See web video
(attached to zip file)**

www://.ericsson.com/education/

Ericsson: Global Services: Competence Development - Microsoft Internet Explorer

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Competence Development

Winning the battle for key competence

Ericsson Certification Program

Knowledge Step

Product Training

Ericsson Education Online

Competence Consulting

Product Training

Whatever technical and business challenges you face, our Product Training solutions will give you the required competence.

Ericsson Certification Program

It's vital to know exactly what competencies your people have - so ideally training needs to come with recognized certification. Your staff also wants to study for recognized qualifications, and providing such benefits increases loyalty and aids recruitment. The Ericsson Certification Program is the new benchmark in mobile Internet qualifications. The exams have been developed by leading technical and psychometric experts. Global test center coverage is available, and the certificates are recognized worldwide.

Regional Training Centers

- Kista, Sweden
- Dublin, Ireland
- Mexico City, Mexico
- San Jose dos Campos, Brazil
- Melbourne, Australia
- Kuala Lumpur, Malaysia
- Beijing, China
- Richardson, USA

Knowledge Step

The Ericsson Knowledge Step is a radical new approach to learning that gets proven results. The Ericsson Knowledge Step is a learning campaign to increase knowledge for a large number of people in an effective way, in a short time frame, with high quality and at a low cost.

Competence Consulting

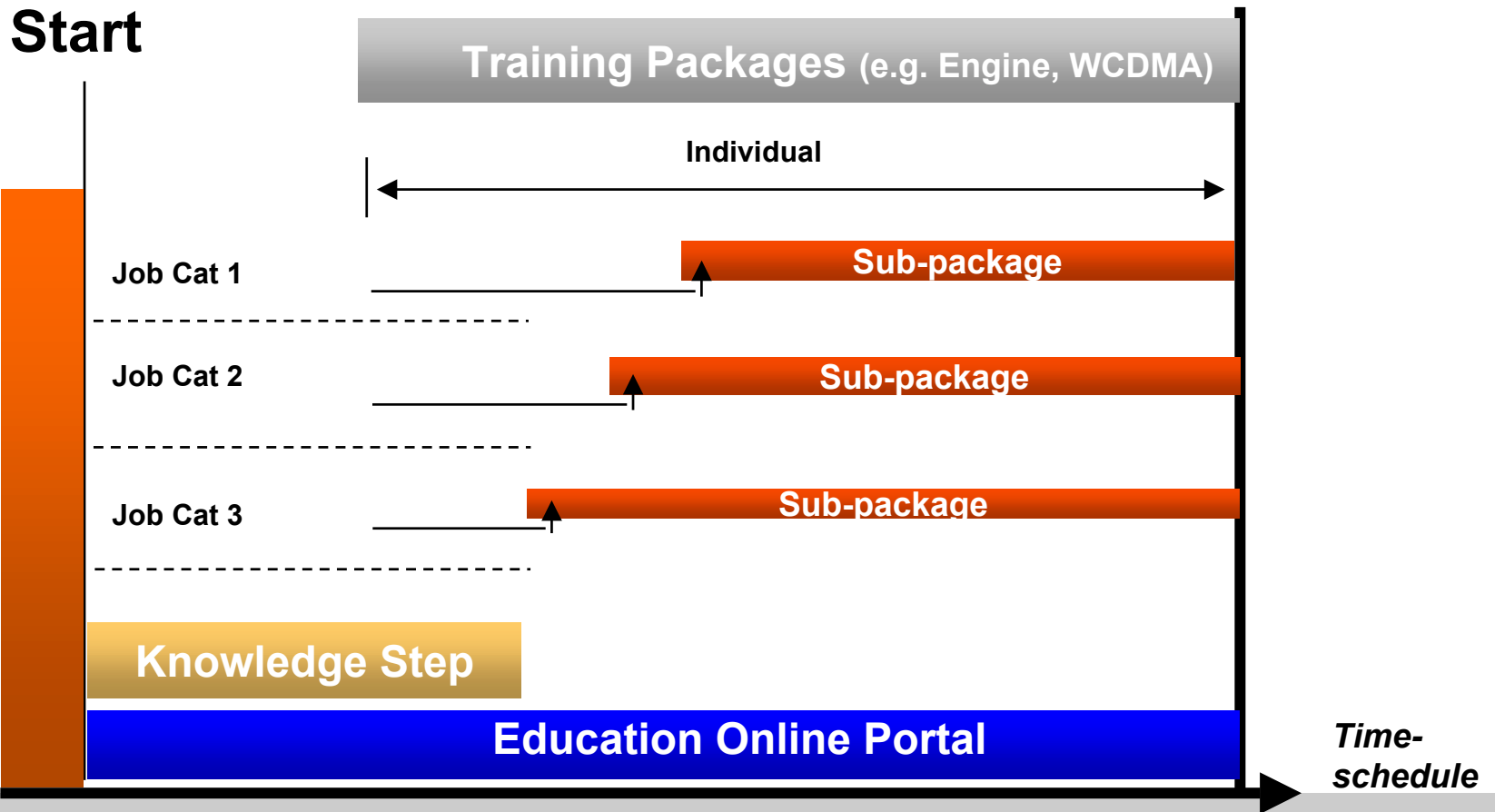
Ericsson Competence Consulting assesses the competencies you have in your organization, identifies knowledge gaps and performance

Ericsson Education Online

Ericsson Education Online provides courses on a wide variety of tele-

Competence build-up to secure your business/technology shift in time.

Commercial launch



Why Ericsson Education?

- **Global strength local expertise**
 - One of the worlds largest compete solutions suppliers
- **Broad Global Service Product Port**
- **Blended learning solutions**
 - Instructor Led Training (ILT)
 - Virtual Classroom/ Remote Connection
 - Web based training (WBT)
 - Multi-media based training (MBT)
 - Streaming Videos (SV)
 - Seminars
 - Articles
 - On the Job Training
 - Workshop



Cover all competence areas

- Technical/Professional, Business and Human skills