



VF CZ approach to women

Vodafone external and internal activities 2017



CAPABILITY BUILDING

- SUCCESSION PLANNING
- CRITICAL PEOPLE & KNOWLEDGE RETENTION
- TALENT MAPPING
- **EMPLOYER BRAND AS MARKET DIFFERENTIATOR**



CXX

- EXCO & TOP OPINION LEADERS BUY IN
- CONTACT CENTER TRANSFORMATION
- LOCAL CUSTOMER EXPERIENCE ACADEMY
- GROUP ASK ONCE PILOT
- ALL EMPLOYEES & THIRD PARTIES
- KEEP MOMENTUM
- **COMMUNICATE, COMMUNICATE**



ENGAGEMENT

- SUSTAIN TOP PS RESULTS
- **BUILDING TALENT THROUGH DIVERSITY**
- RED FAMILY COVERING THIRD PARTIES
- CSR ACTIVITIES IN LINE W/VF FOUNDATION STRATEGY
- CUSTOMER ALLIGNMENT
- EXTERNAL RECOGNITION & COMMS



ORG EFFICIENCY

- SMART & LEAN ORGANIZATION
- RIGHT SIZE VS RIGHT CAPABILITY MIX
- SEGMENT MARKETING
- EXTERNAL BENCHMARKING
- INTERNAL ORG DESIGN STREAMLINE
- REWARD STRATEGY FOR POWER UP 18

ACHIEVEMENTS

1. TOP PS RESULTS
2. **100% INTERNAL SUCCESSION TO F&E BANDS VACANCIES**
3. **POWER UP F2F EXCO SESSIONS**
4. **EMPLOYEES AS VF AMBASSADORS**
5. **EXTERNAL RECOGNITION**

FOCUS AREAS

1. **SUCCESSION PLANNING**
2. **BUILDING TALENT THROUGH DIVERSITY**
3. **SMART & LEAN ORGANIZATION**



OUR STORY / WHY WE SUPPORT WOMAN AND MOTHERS



Vodafone has an ambition become the best Employer for woman by 2025

Vodafone is targeting to have 30% woman in leadership roles by 2020

Vodafone Czech has 1730 Employees, 845 out of it are Woman.

198 Woman are on a career break due to their Mother role

(46 are on Maternity leave , 2 have a 1 year, 45 a 2 year,

104 a 3year and 5 a 4 year Paternity leave)

Unemployment rate in Czech Republic is 5%, in Prague 2% (October 2016)

70% of woman, mothers of children under the age 3 years can not find a relevant job (despite the fact most of them have University or complete High School Education).

Our Belief:

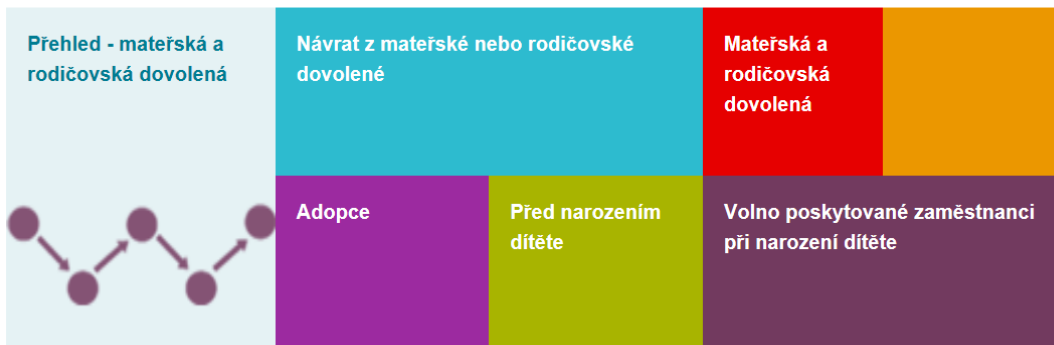
Women have great potential and demonstrate a wide pool of talented candidates



WHAT WE HAVE AND WHAT WE USE... CONTINUITY IS CRUCIAL FOR OUR SUCCESS AND EFFECTIVITY



Narození dítěte a adopce



- **Continuity with our Group company Maternity policy** – benefits, support of new parents etc.
- **ReConnect Program** – global program supporting woman after long career break – talented woman for high managerial positions
- **Unified Information for Employees** – Parents in our Company webpage
- **Unified simple information for our managers** – web page, leaflet,

What we miss and need to improve in our work with mothers:

Internally - personal and addressed work with our talented mothers

Externally – be known and attractive on market, be between the first and most successful



SUPPORT OF MOTHERS – HOW HR CAN SUPPORT OUR MOTHERS



- Actualization and completing the data on our web page
- Workshop for mothers leaving company due to their maternity leave / Road back to work (social law background, acknowledgement, offers to future cooperation during maternity leave, refreshing of maternity policy)
- Internal workshop 1/Q, (HR realization – HR consultants)

Announcement – preparing for Maternity leave

Career break – Maternity leave and Paternity leave

- group initiatives,
- Group maternity policy
- Networking and engagement activities (Saint Nicolas day)
- Stay in touch – news letter Mamma Mia
- Facebook group [private]
- Mama Session once per half year / info about company, news etc.
- Involve mothers into the company life [tyden zdravi etc.]

- Key group to work with G, E, F/band, for specialists long term on position, career restart (WS)
- welcome letter - generated automatically
- AskHR – be in touch with mothers returning back to work
- meeting 1x Q (verification – where you are, how successful is your return, internal networking, sharing best practices)
- using our internal sources: Harvard mentoring tool, HR academy, template

Return and adaptation

Preparing for return

- Preselected Soft Skills training – support of return back to work - on-line,
- Identification of future role with line manager, team members
- Contact on HR consultant – return planning and finding the role
- following training by needs/ presentation skills, negotiation, self confidence and time management

ACHIEVEMENTS

1. **Key 4 activities – free of charge, doing internally with using our current materials – we join our way**
2. **Process analyze and Preparing – November and December 2016**
3. **Start / January 2017**
4. **Question Air / first touch St. Nicolas day – Praha, Chrudim**

FOCUS AREAS

1. **Availability of all mentioned activates in Stodulky and Chrudim**
2. **Process requirements and Administration**
3. **Stay in Vodafone Group way**
4. **Respect low costs level**





SUPPORT OF MOTHERS – MANAGERIAL SUPPORT



- Crucial motivation for return
- Useful instruction before the leaving / TOP 10 / speak about hiring new person, speak with the mother, our policy – link, buy a gift (policy), organize farewell party in your team etc .
- Close cooperation with HRBP or HR Consultant,
- Arrival Evidence

Instruction before your mother leave the Team

During the Maternity/Parental leave

- Stay in touch successfully
- Inform your mothers about invitation to Power Up and All hands, or others team activities
- Power up
- All hands
- Coffee after all hands

Back to work

Before return of your mother back to work (if place doesnt exist) HR to explore opportunities in other units

- Successful onboarding
- Body,
- Close Cooperation with HR

- Successful return
- Information about open positions, part-time jobs opportunities
- Return back planning

ACHIEVEMENTS

1. **TOP 10 on our pages / steps important to do if any of your team leave the tam due to maternity leave**
2. **Evidence and Statistics / regular monthly reports about our mothers / relevant information about trends**
3. **Active cooperation with HR Consultants / rule**

FOCUS AREAS

1. **Active work with reports / long term cooperation with our managers and mothers / preparing talented and mothers from key people for their return**
2. **Reducing of mothers attrition**





**Conference Mothers
welcome**

**Vodafone as a general
partner**

CONFERENCE APPROACH



VODAFONE HAS AN AMBITION BECOME THE BEST EMPLOYER FOR WOMAN BY 2025.



VODAFONE IS TARGETING TO HAVE 30% WOMAN IN LEADERSHIP ROLES BY 2020.



WE ARE THE COMPANY THAT CONNECTS WOMEN

MARKET SITUATION



- 70% of woman, mothers of children under the age 3 years can not find a relevant job. (despite the fact most of them have University or complete High School Education).
- Difference between man and woman salaries is 30%.

Conference Mothers welcome: Mothers as a new potential for Employers
10 of March 2017



matky vítány

- **80 HR MANAGERS AND SENIOR SPECIALISTS**
ŠKODA Auto, CSOB Bank, SANOFI, ČEZ, KPMG, Moneta Money Bank, TESCO, etc.,
Personal Agencies (Ranstad)
- **2 REPRESENTATIVES OF CZECH PARLIAMENT**
- **REPRESENTATIVES OF MINISTRY OF SOCIAL AFFAIRS, OFFICE OF OMBUDSMAN,
CONFEDERATION OF INDUSTRY AND TRANSPORT**



**VODAFONE AS A GENERAL PARTNER OF
CONFERENCE**

**KEY NOTE SPEAKER KARINA GOVINDJI
PANEL EXPERIENCE OF PARENTS JANA
SKALKOVÁ
PANEL JOIN THE EXPERTS ADRIANA
DERGAM**

MEDIA AVE SINCE 20.3.2017

TOTAL AVE **849 613,00 Kč**

MEDIA	AVE
Newton	
Metro	43613
denik.cz	30000
blesk.cz	40000
Pardubický deník + 44	450000
Frýdecko-míšecký a třinecký deník + 25	250000
businessinfo.cz	18000
businessinfo.cz	18000



Podpešli jsme Pride Business Forum Memorandum 2017+

Konference Matky vítány

Podpůrné prostředí je pro LGBT zaměstnance nezbytností

Cesta k modernímu HR

Conference Mothers welcome: Mothers as a new potential for Employers 10 of March 2017



POST ABOUT CONFERENCE ON LinkedIn – NUMBER OF VISITORS UNTIL 20.3.17

2 998 zobrazení



29 lidí ze společnosti innogy Česká republika si přečetlo váš příspěvek

Spolu s lidmi ze společnosti Vodafone a MONETA Money Bank



146 lidí, kteří mají titul Obchodník, si zobrazilo váš článek

Spolu s lidmi s tituly Specialista na lidské zdroje a CEO / Výkonný ředitel



Největší část vašich čtenářů je z oblasti Hlavní město Praha, Česká republika

Spolu s lidmi z oblasti Okres Brno-město, Česká republika a Okres Ostrava-město, Česká republika



**HeForShe
Campaign**

VF CZ



Impact 10x10x10 Champion

Vodafone

Vodafone supports HeForShe because we believe that both women and men are critical to achieving gender equality and promoting women's empowerment.

I am one of billions of men who believe equality for women is a basic human right that benefits us all. And I commit to taking action against gender discrimination and violence in order to build a more just and equal world.





VF CZ HeForShe campaign



01



Internal Communication

- Global VC, ExCo + leadership team present
- Newsletters to all employees + 3rd parties
- TV campaign
- WIT as promoters
- ExCo support at All hands meetings
- CEO newsletter
- ExCo members as face of our campaign
- NGO Out of Home meeting VF employees
- Outlook signature

02



External Communication

- Press release
- Communication to vendors
- VF CZ Twitter
- VF CZ Foundation Facebook
- Organic seeding – “seeding” the message to various social networks who shared it further
- Media coverage
- Promo at various conferences
- Promo at VF Enterprise events
- Employees invite family & friends to join
- Tools (roll up, bookmarks)

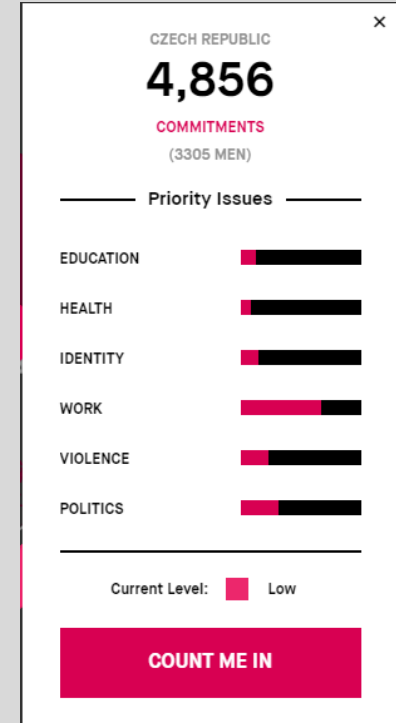
03



CSR

- Partnering with NGO Out of Home
- Expertise volunteering

ACHIEVEMENTS



A complex campaign lead to 4,782 commitments





VF CZ HeForShe campaign – internal communication



Podpořte #HeForShe / Join #HeForShe
by Jane Viktorová

Věříme, že rovnoprávnost mužů a žen není otázkou feminizmu, ale součástí základních lidských práv. Proto jsme podpořili iniciativu UN Women s názvem HeForShe.

We believe that equality between men and women isn't just a just feminist issue – it's a basic human right. So that's why we're backing the HeForShe initiative of UN Women.

» Read more

Join HeForShe and support women everywhere

Sign up at heforshe.org/vodafone to support the He4She Initiative that encourages men and boys to stand up for gender equality.

Vodafone
Power to you

Zprávy z firmy 13. listopadu
Vaš přenos o dění ve Vodafone

[» Back to cover page](#)

Podpořte #HeForShe / Join #HeForShe
by Jane Viktorová

Věříme, že rovnoprávnost mužů a žen není otázkou feminizmu, ale součástí základních lidských práv. Proto jsme podpořili iniciativu UN Women s názvem HeForShe.

Přidejte se ke stále rostoucímu počtu mužů, kteří se zaslouží o rovnoprávnost žen, a připojte svůj podpis pod iniciativu HeForShe, o které jsme psali už minulý týden. Ve Vodafone jsme si odeli za cíl, na světě získat podporu alespoň 100.000 mužů.

Zatím je nás ovšem jen oca 68 tisíc, tak dejte vědět i známým na sociálních sítích – tlačíte pro solení nejde přímo na heforshe.org. A ke svému emailovému podpisu zase můžete připojit tuto větu: „Vodafone podporuje #HeForShe, iniciativu UN Women za rovnoprávnost mužů a žen. Přidejte se na <http://www.heforshe.org/vodafone>“

A Movement is Building

All over the world, men are taking a stand for gender equality. One has many more in your country than you think. Join them and show your equality on the road.

5,363

Podpořte se na [přesném webu](#) HeForShe a [složte video](#) videa.

Ženám ale samozřejmě pomáháme i praktičtějšími kroky. V Indii například Vodafone vyvíjí služby pro křehké tlačkové telefony, aby pomohly farmářkám [udržet čas](#) na logistice a vyřít zisk [\(video\)](#).

Podpořte iniciativu HeForShe / Join HeForShe and support women everywhere
by Ekta Sharma, Veronika Ivanovic

Ve Vodafone věříme, že skutečné rovnoprávnosti mužů a žen lze docílit pouze tehdy, když o ni budou usilovat zástupci obou pohlaví. Proto jsme hrdí, že se Vittorio v červnu připojil k iniciativě HeForShe, která vyzývá muže, aby se zasloužili o rovnoprávnost žen. Ve funkci ambasadorky OSN ji zastřešuje Emma Watson.

At Vodafone we believe that both women and men are critical to achieving gender equality and promoting women's empowerment. We are glad that in June Vittorio signed up to be an Impact Champion of HeForShe – a solidarity drive spearheaded by UN Women Goodwill Ambassador Emma Watson that encourages men and boys to stand up for gender equality.

» Read more

Pomozte dívkám z dětských domovů

Za každých 500 podpisů do iniciativy HeForShe zaplatíme jedné dívce intenzivní kurz, který jí usnadní start do života mimo dětský domov.

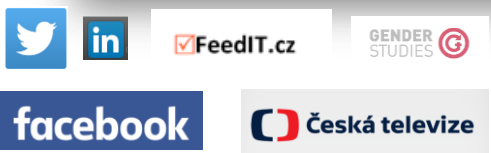
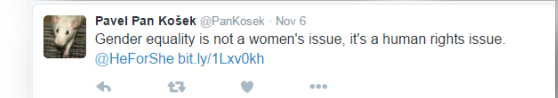
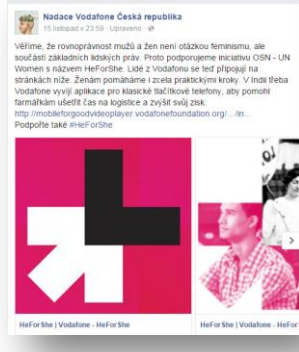
heforshe.org/vodafone

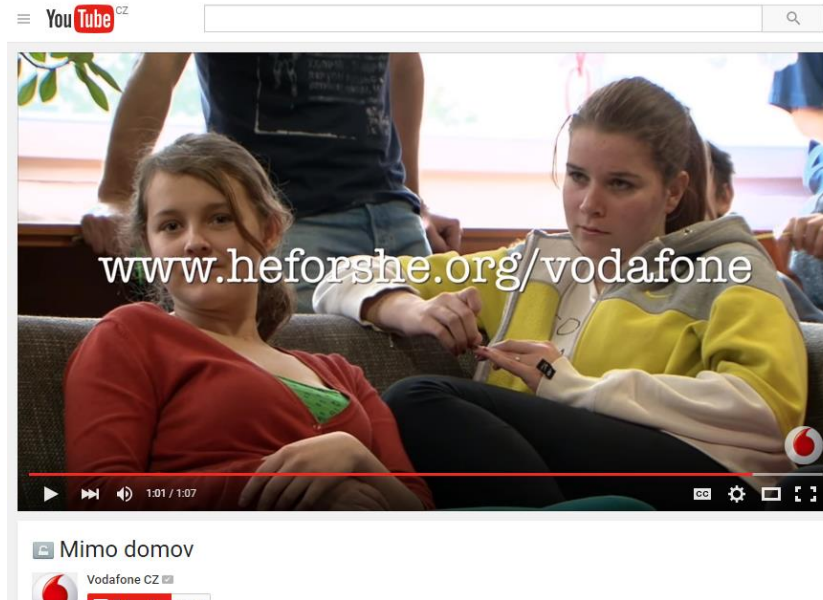
Vodafone
Power to you





VF CZ HeForShe campaign – external communication





Vodafone podpoří dívky z dětských domovů

Vodafone spouští spolu s českou neziskovou organizací Mimo domov projekt na podporu dívek z dětských domovů. Za 500 podpisů pod iniciativou HeForShe zaplatí Vodafone ČR jedné dívce víkendový kurz, který jí připravuje na důležité situace samostatného života. Projekt je součástí lokální kampaně celosvětové iniciativy HeForShe, ke které se Vodafone připojil loni v červnu.

Každý rok opouští dětské domovy v České republice asi 1000 dětí, téměř tři čtvrtiny z nich ale skončí na ulici nebo v záchranných institucích jako jsou úřady poskytující dávky, azylové domy či neziskové organizace. Děti v domovech jsou systematicky znevýhodňovány zejména v oblasti vzdělávání, což omezuje jejich uplatnění na trhu práce. Tým z občanského sdružení **Mimo domov** pro ně proto připravuje intenzivní kurzy, kde se učí klíčovými dovednostem, které budou po odchodu z dětských domovů potřebovat. Podpořit účast dívek na těchto kurzech se rozhodl i Vodafone.



http://vodafonetube.vodafone.com/viewerportal/tube/video.vp?programId=esc_program:61204





Diversity Week

March 2017

Diversity Week 2017

Monday 6. 3.

When: 17.30-18.30
Who: **Eliška Hašková Coolidge.**
Where: UK meeting room

After graduating from the Georgetown University School of Foreign Service, Eliška Hašková Coolidge began a career that would lead her to being a special **assistant to five United States Presidents.** She founded and managed an office that oversaw the President's non-news related communication with the public. Later, she became the Assistant Chief of Protocol of the United States and Alternate Delegate to the Organization of American States (OAS).



Tuesday 7. 3.

When: 9.00-10.30
What: Globální video konference
Where: UK meeting room

Wednesday 8. 3.

When: 10.00-11.30
Who: **Petra Procházková**
Where: UK meeting room

Czech journalist and humanitarian worker. She is best known as a **war correspondent from conflict areas** of the former Soviet Union.



When: 8.30-15.30
What: **International conference "22 % TOWARDS EQUALITY" on the occasion of the International Women's day**
Where: Ministry of Foreign Affairs, Prague



Thursday 9. 3.

When: 9.30-10.30
Kdo: **Alena Zárbybnická**
Where: UK meeting room

A famous Czech TV commentator and meteorologist.



Friday 10. 3.

When: 9.00 – 15.00
What: **Mothers are welcomed**
Where: ČSOB Inspirace, Praha 1

Together with Byznys for Society we organize an external conference **"Mothers are welcomed"**, addressing issues relating to employing women after maternity leave. We will introduce our best practices.



OTHER ACTIVITIES

- HeForShe internal & external communication
- VF presenting best practice at British Chamber, February 23rd
- VFCZ senior women meeting Life Style journalists, February 23rd
- Refreshing Women in Leadership wall
- New video launch – managers talking about benefits of enabling women working part time
- TV Interview with HRD Veronika Ivanovic about Reconnect Program

Vodafone Women in Red



Divky z dětských domovů se často potýkají s časným nebo neplánovaným rodičovstvím, finanční nejistotou a dostávají se do existenční tísně. Svým podpisem můžete pomoci těmto dívkám úspěšně vykročit do dospělého života. Za každých 500 podpisů zaplatíme jedné dívce intenzivní kurz, který jí pomůže s úspěšným startem v novém životě, práci i společnosti. Dejte vědět i ostatním a sdílejte tento příspěvek dále. Děkujeme.
#HeForShe

HeForShe
Připojte svůj podpis!

Připojte se k iniciativě za rovnoprávnost žen
Pomozte dívkám z dětských domovů vykročit do života správnou nohou. #HeForShe

HEFORSHE.ORG/VODAFONE [Další informace](#)

