



CASE STUDY #1903

T-Mobile



We really wanted to say, this isn't about changing where you fit in the organization. This is about your development and how can we help you grow and be the best you can be here in the company. //

SR. MANAGER, GLOBAL TALENT MANAGEMENT



CASE STUDY #1903

T-Mobile

54,000
NO. OF
EMPLOYEES

Telecommunications

INDUSTRY
VERTICAL

USA
REGION

Explore Opportunities

SOLUTION
BASIS

T-Mobile USA is a national provider of wireless voice, messaging, and data services and are redefining the way consumers and businesses buy wireless services through leading product and service innovation.

The company's advanced nationwide 4G LTE network delivers outstanding wireless experiences for customers who are unwilling to compromise on quality and value.

T-Mobile **believe in the potential of their staff** and aim to turn their employees job into a career.

BUSINESS CHALLENGE

Engagement and exit surveys showed employees were unsure of their next career opportunities. With more than 4,000 job titles, dozens of job families and 17 different functional groups, there was a lack of awareness into what types of roles exist across the organization.

The primary business driver was to better understand these hurdles preventing a positive perception of career advancement opportunities, and to improve access to the numerous career path options that could be in an employee's future.

"We want our people to know **we are invested in their career success.**"





INITIATIVE

CareerFest 2017 was an initiative dedicated to careers and focused on improving employees' ability to explore opportunities across the organization.

SOLUTION

CareerFest was a virtual 5-day event providing energetic focus on career guidance, growth, development, and ways to find opportunities and engage with colleagues.

THE EVENT INCLUDING ACTIVITIES FOCUSED ON:

- Career guidance and job exploration
- Career growth and development
- Chances to meet new career advocates
- Opportunities to audition for a future career
- Exciting, fun ways to engage with employees across the organization

COMMUNICATION CHANNELS

An intensive, multi-month **'Mainstage Careers'** creative campaign highlighting that,

"a career at T-Mobile isn't just a job, **it's an opportunity to stand in the spotlight** as we revolutionize the wireless industry."

CareerFest was brought to employees from both a top-down and a bottom-up approach through formal and informal channels. These included everything from meetings, email and intranet articles, to social media and word of mouth.



Through the virtual platform, CareerFest offered an innovative look into different roles by featuring **employee-generated videos**. These videos featured over 70 different employees sharing their role-overviews. There were an additional 21 hours of video content featuring insight into roles, departments, and career advice from leaders and executives across the organization.



Led by leaders, recruiters and career development team members, **interactive chat rooms** were available to answer any career-related questions an employee may have.



A **company-wide contest** was hosted to encourage employees to explore the many opportunities across the enterprise. Employees were required to choose a role that piqued their interest, and record a video of themselves "auditioning" for their dream career. Ten winners were offered the opportunity to travel to shadow their dream career and network with employees and leaders from that function.

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Exploring the different career opportunities is what I am most enjoying. I didn't know how many are available. It's amazing how big our T-Mobile family is! //

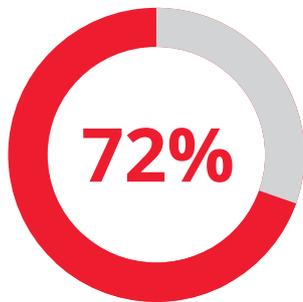




RESULTS

Results include increased social media views, improved brand perceptions and improved employee perceptions related to career growth and opportunities. Decreased attrition and increased productivity followed; as well as better talent conversations, improving talent agility to meet business demands.

Feedback received from attendees was extremely positive:



of participants would strongly recommend future CareerFest events to co-workers

Over 9k employees joined in the CareerFest 2017 experience, **exceeding the employee participation goal by 20%**.

It was also interesting to note that following the event CareerFest attendees applied for other internal roles at a significantly higher rate than non-attendees.

STATISTICS

22.3k career resources downloaded throughout the event

13.6k video views throughout the event

2/3 of participants learned about CareerFest directly from their leader

66% of attendees participated to learn about careers in another department

WHAT NEXT?

Expand the career path process and visibility into cross-functional opportunities.