

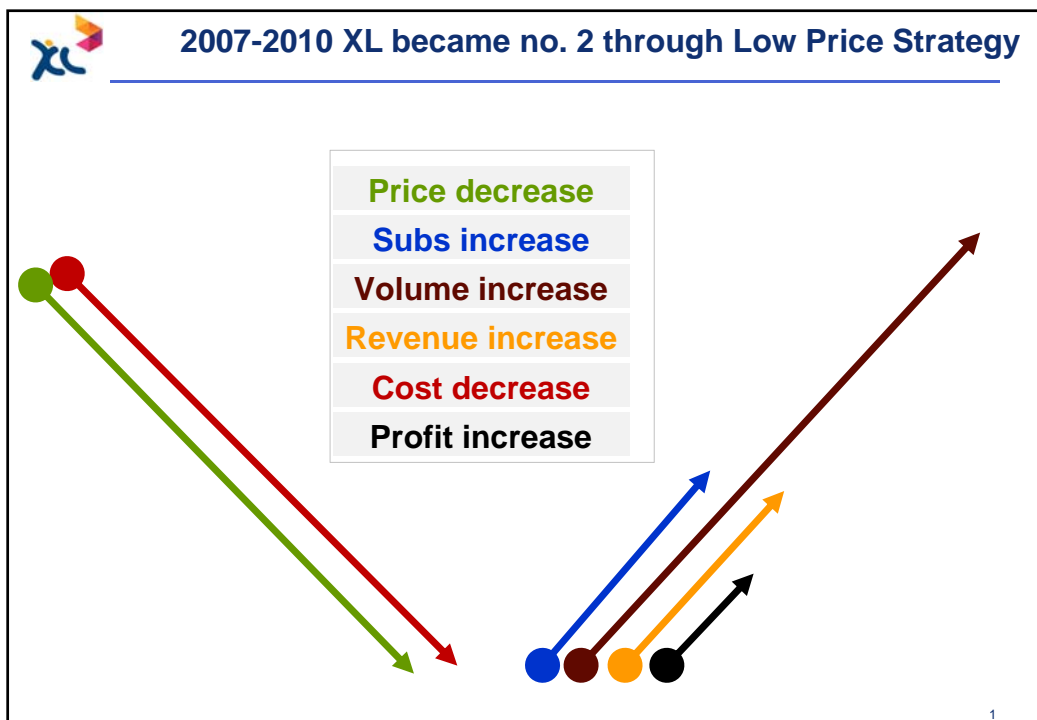


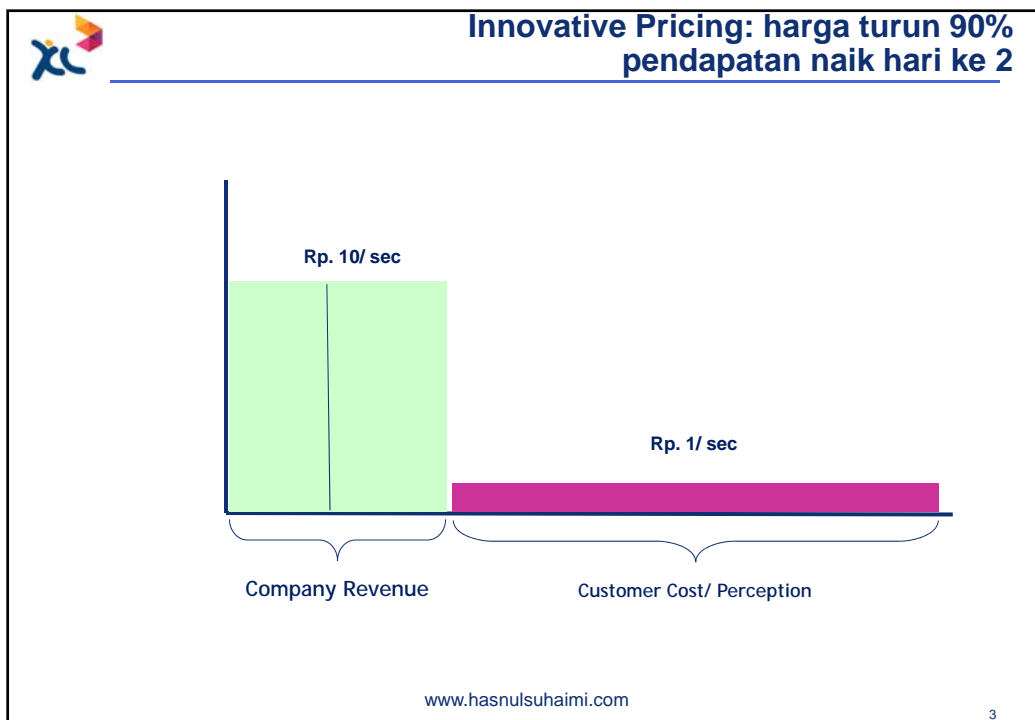
Talent Management & Coaching: XL Experience


Hasnul Suhaimi
CEO, XL Axiata Tbk.

Jakarta, 6 December 2012


an axiata company











Innovative Promo















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XL became operator No.2 in 4 Years

✓ Tariff per minute	1/10 (~Rp.100/min)
✓ Subscribers	4x (~40Mn. subs)
✓ Revenue	3x (~17.6Tn.)
✓ Traffic	30 x (~700Mn.minutes/day)
✓ Employees	1 x (~4,000)
✓ EBITDA margin	14% increase (~39% to 53%)
✓ Revenue Share	9% increase (10.5% to 19%)

Optr no 3

➔

Optr no 2

5



But, it was the past

6



What is consistent = CHANGE

Traditional: Voice and SMS

Future: Data, Content, Application

Customer Behavior



Phone Call



SMS



Communication



Payments



Entertainment



Information

the business CHANGES

business methods, processes, tools,
technology, approach **changes**



How to sustain our
business?

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Tantangan SDM ICT Indonesia



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SUCCESSION
PLAN

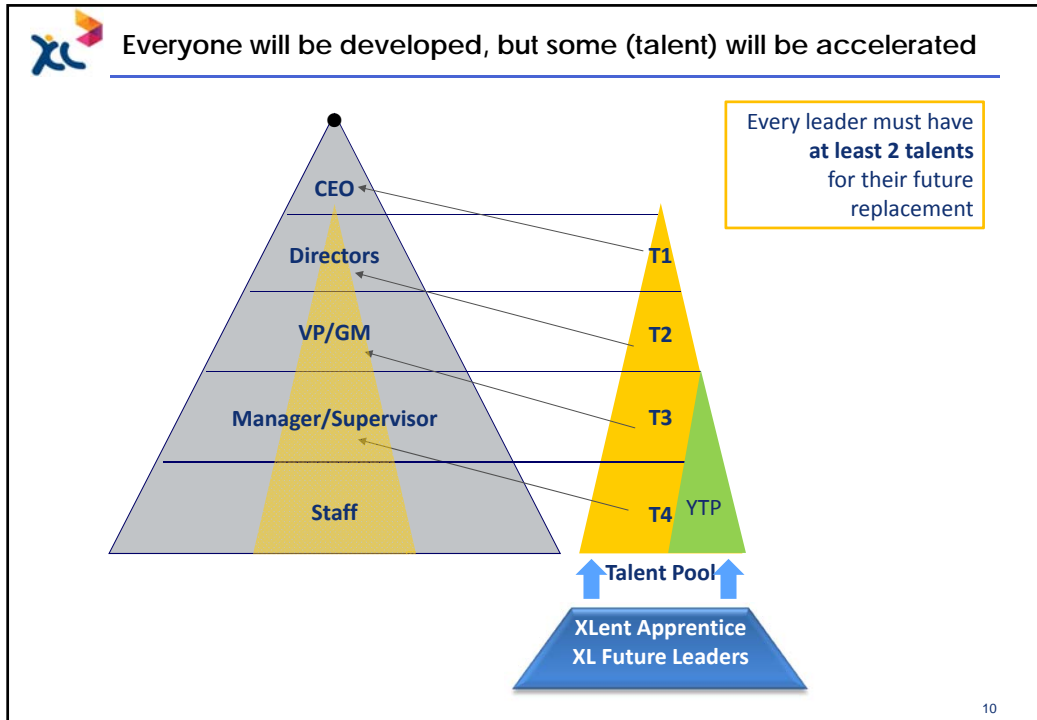
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SUSTAINABLE
BUSINESS

TALENT
MANAGEMENT



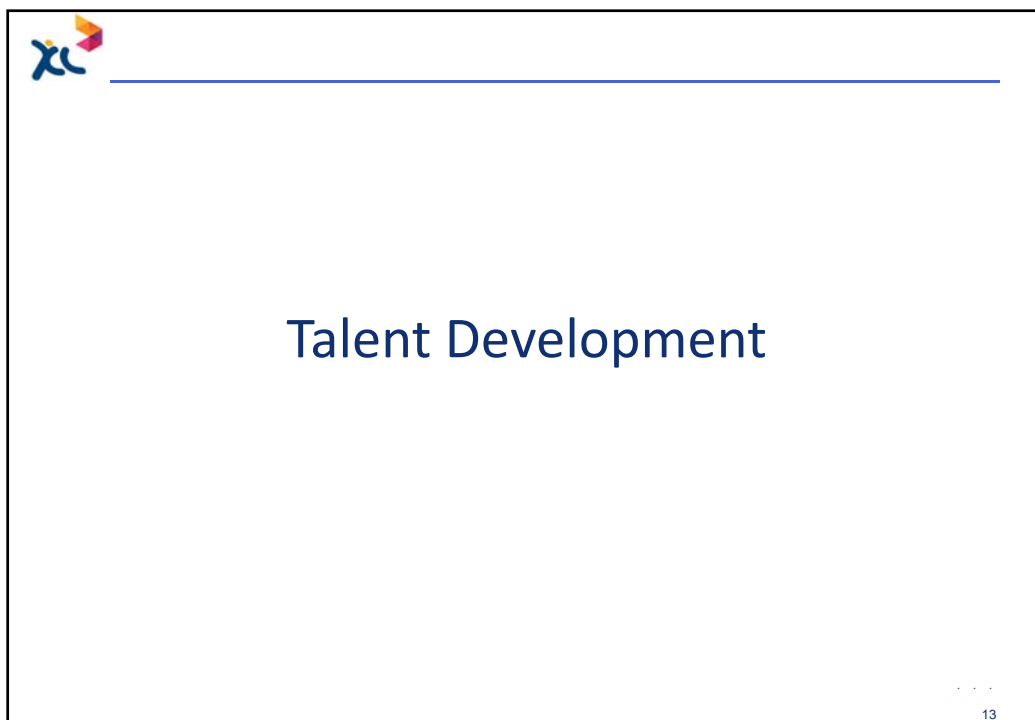
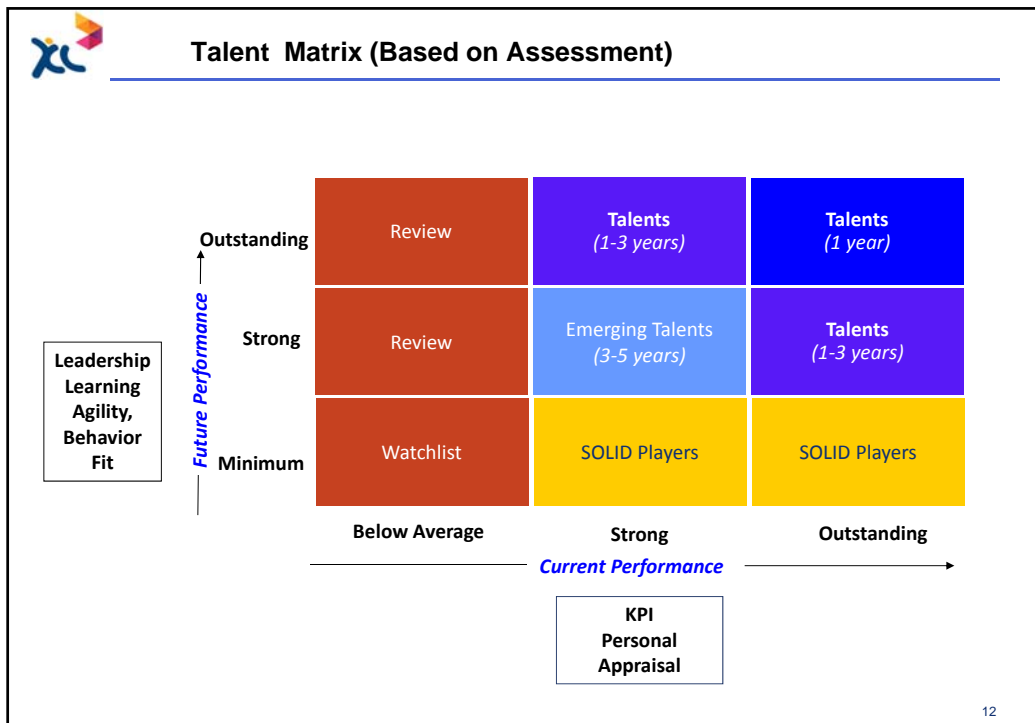
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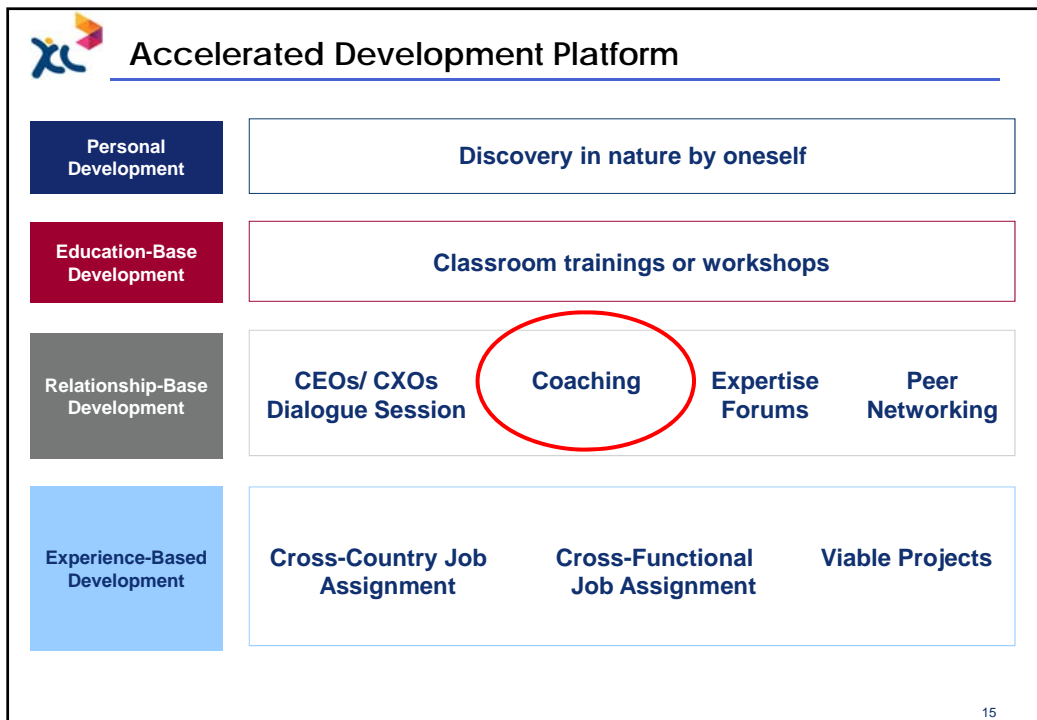
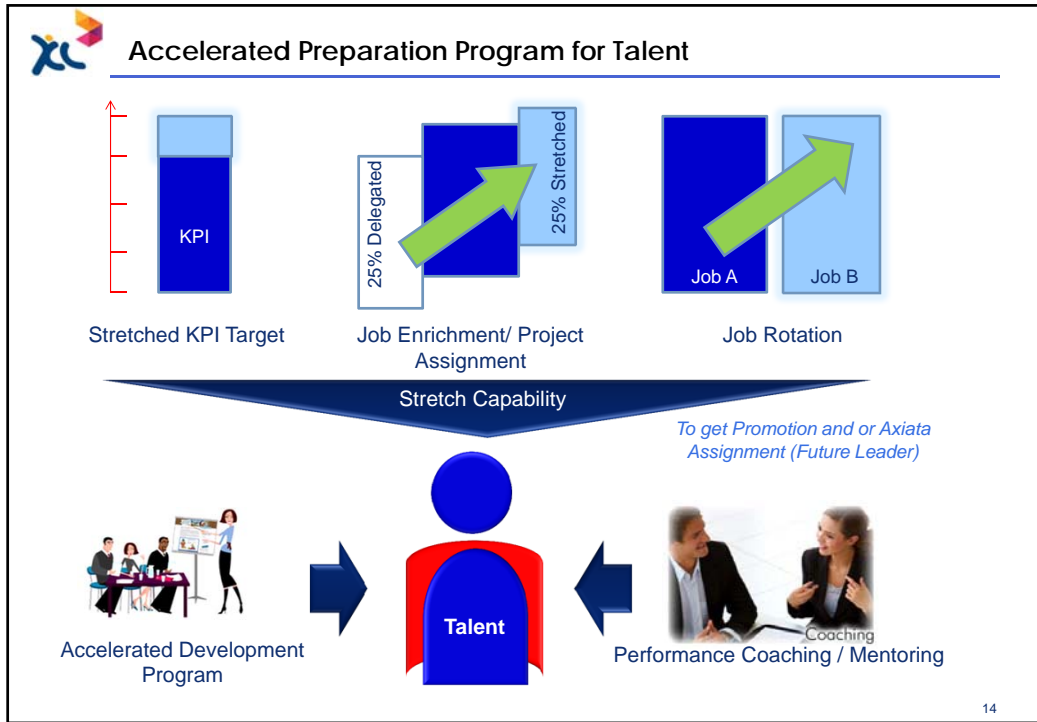




Talent identification

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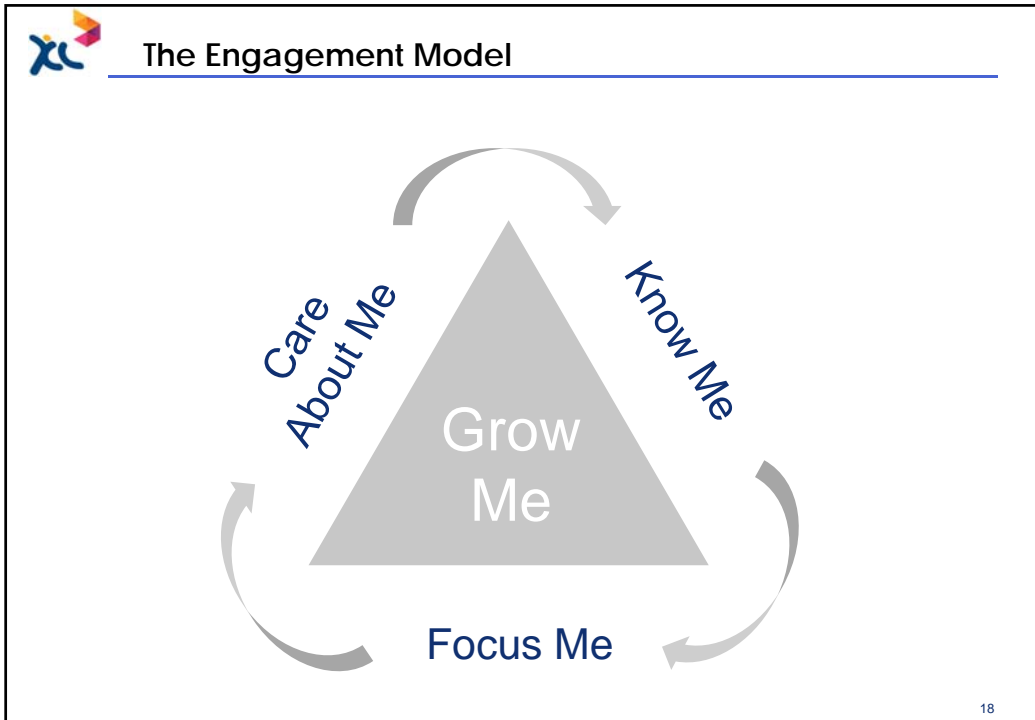
WHY COACHING?

We coach to **Win**

Differentiating the roles intervention

Process	Supervision	Mentoring	Consulting	Coaching
Driving Thought	I know how. Do it my way.	My experience is	I am an expert. That is what you are playing me to tell you.	How can I support your learning?
Public Statement	"Do it this way"	"This is how I would do it"	"This is how to do it." "This is how you should do it."	"What have you tried? How has it served/ disserved you? What else is possible?"
Public Action	Required Compliance	Guidance & advice	Direction, method, technique & information	Explore, experiment, and learn new ways of working, thinking & being, personally and professionally

Which role do you usually play?

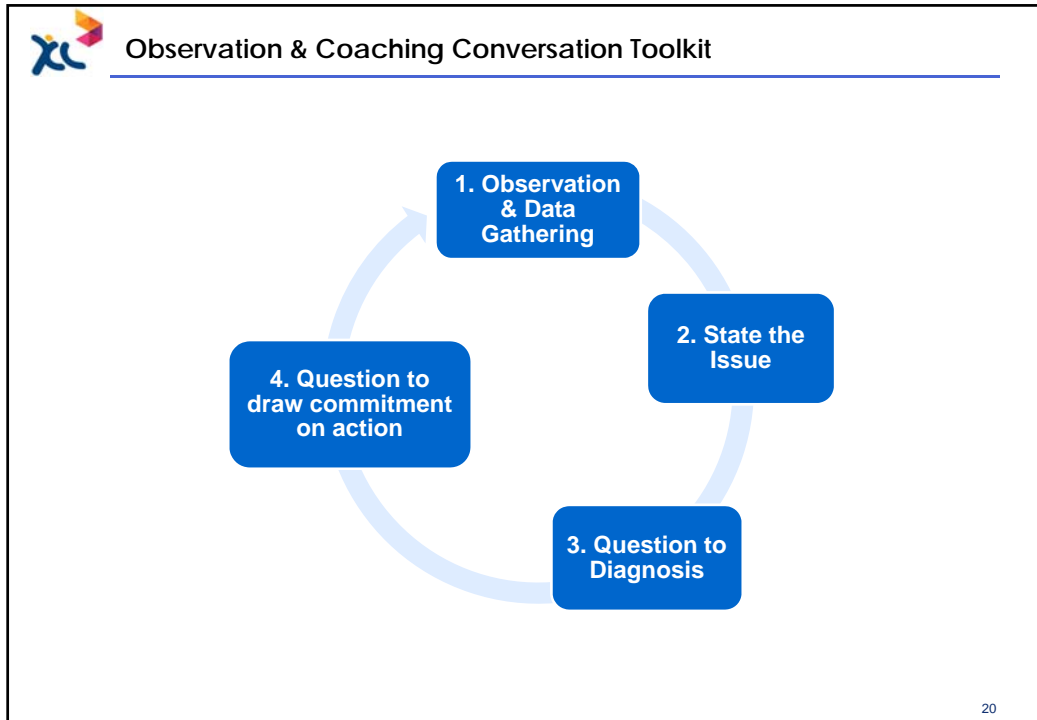





The role of a Coach is to inspire people by helping them imagine the possibilities that they can **BECOME**



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 Result.....

Coaching is Transformational learning aims to transform who people are, to achieve breakthrough goals, and to introduce real & lasting organizational change.



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End Result: ***Future Leaders***
who are ready to lead XL to
win competition local or
globally

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Presented by:
HASNUL SUHAIMI
Chief Executive Officer
XL Axiata Indonesia

At the Seminar:
**THE POWER OF COACHING:
MAKE THE IMPOSSIBLE POSSIBLE**
“Street-Smart Ways to Achieve Return On Investment in Talent”

Thursday, 6th December 2012, Hotel Mulia Senayan Jakarta

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THANK YOU

Blog : www.hasnulsuhaimi.com
Twitter : @hasnuls