

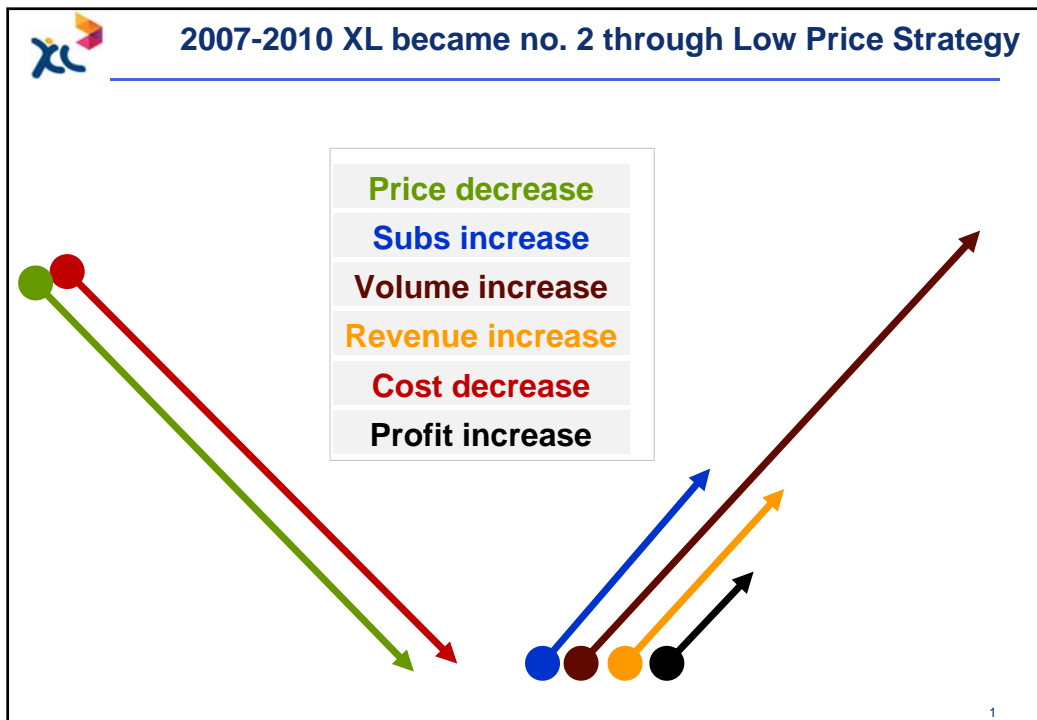


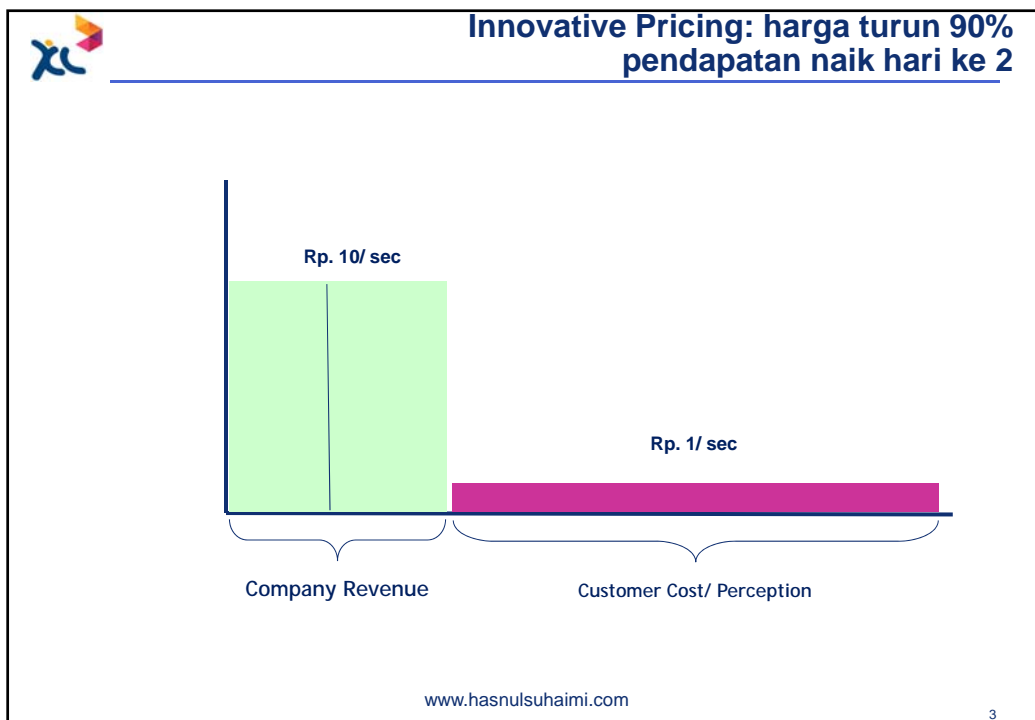
Talent Management & Coaching: XL Experience


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?

7



Tantangan SDM ICT Indonesia



8



SUCCESSION
PLAN

=


SUSTAINABLE
BUSINESS

TALENT
MANAGEMENT



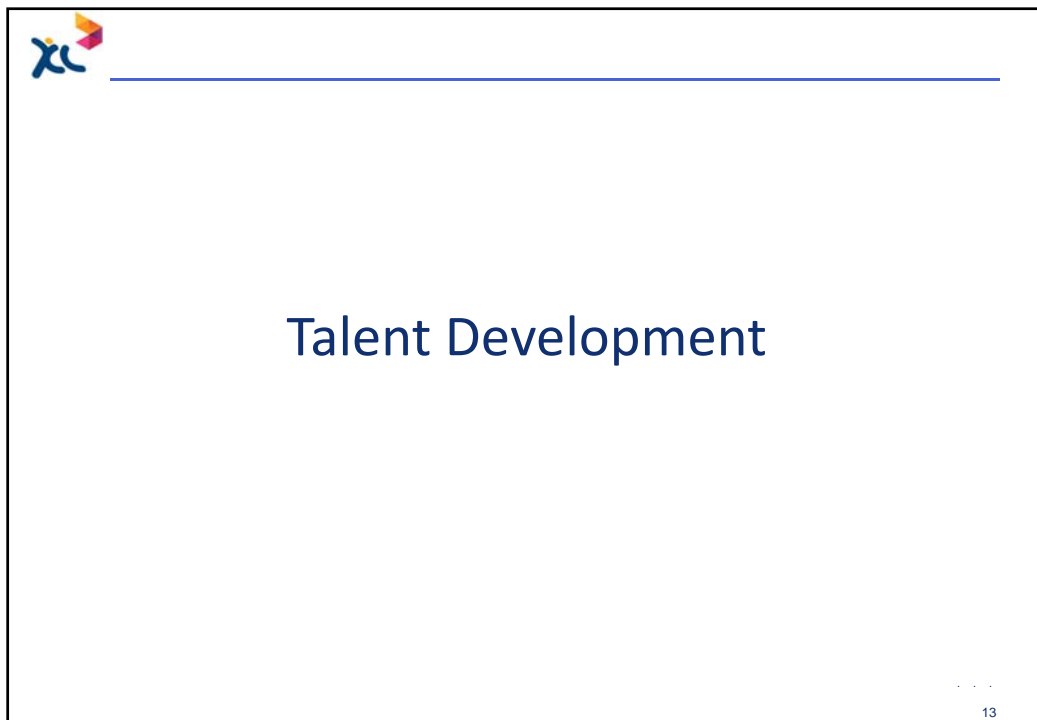
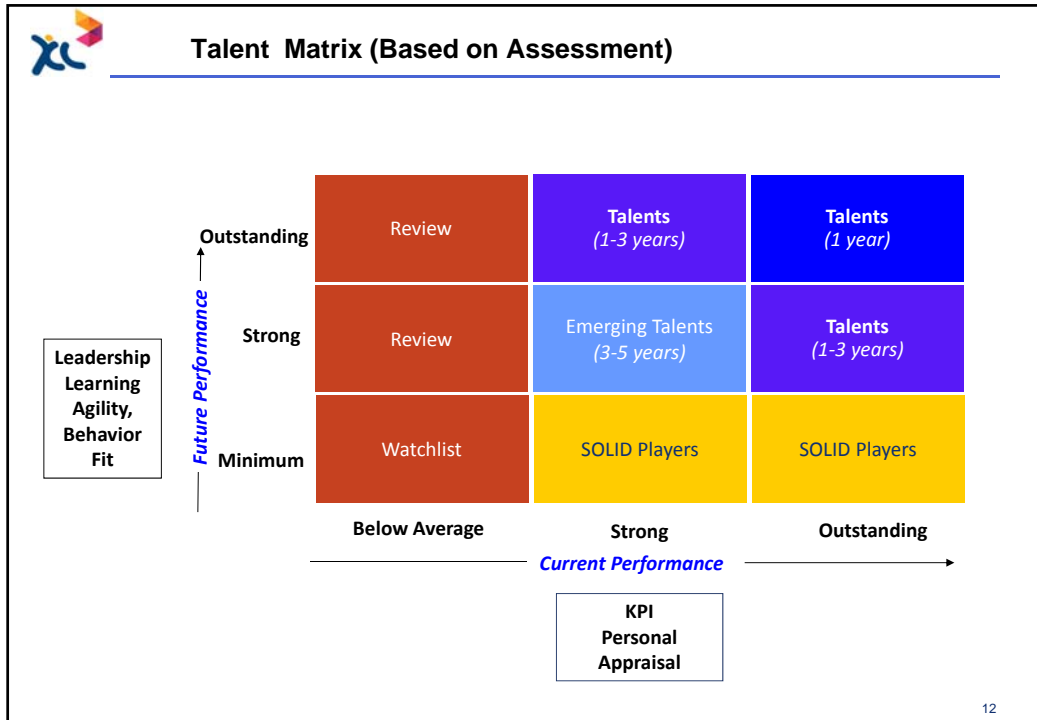
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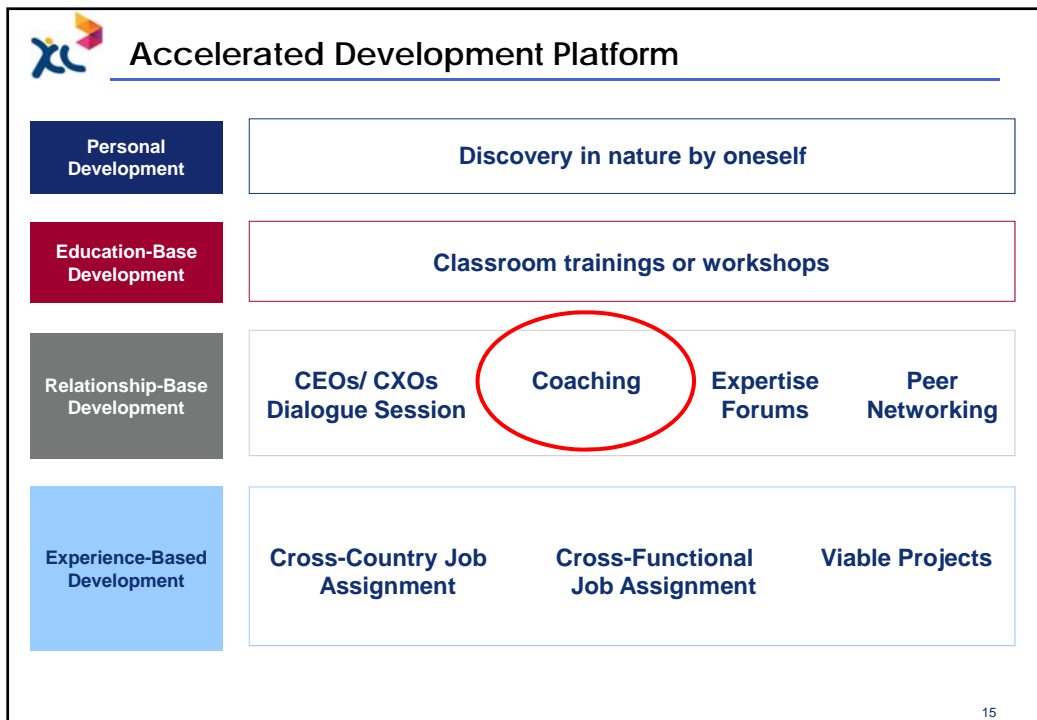
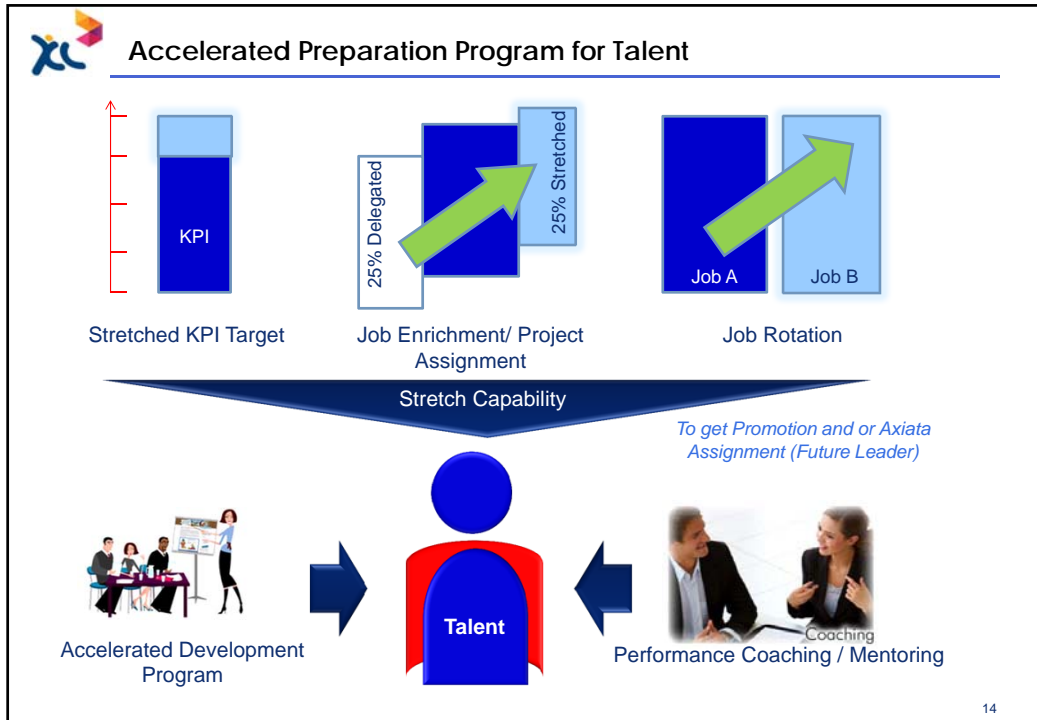




Talent identification

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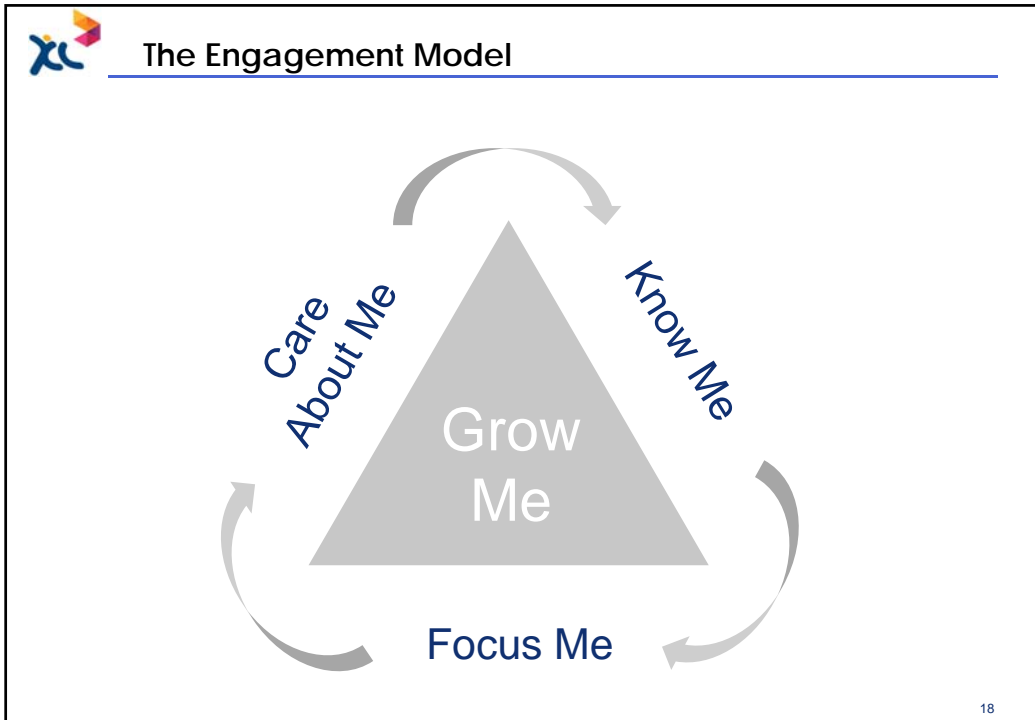
WHY COACHING?

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?

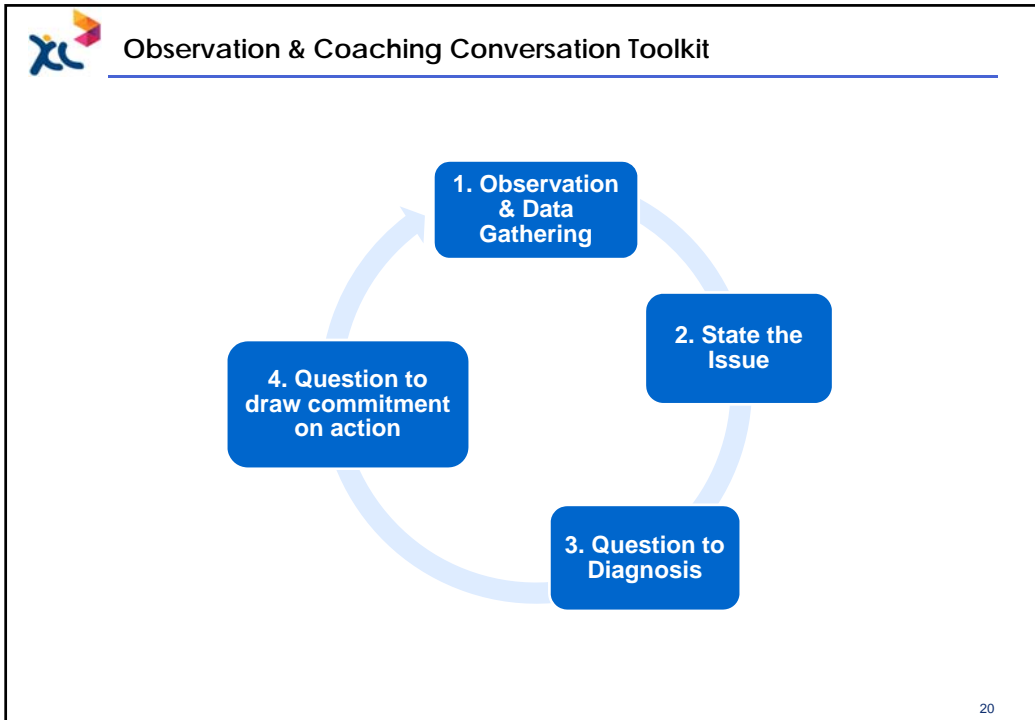





The role of a Coach is to inspire people by helping them imagine the possibilities that they can **BECOME**




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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

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Twitter : @hasnuls