

**T-Mobile® Human Resources**

# Quality of Hire-AMP'd

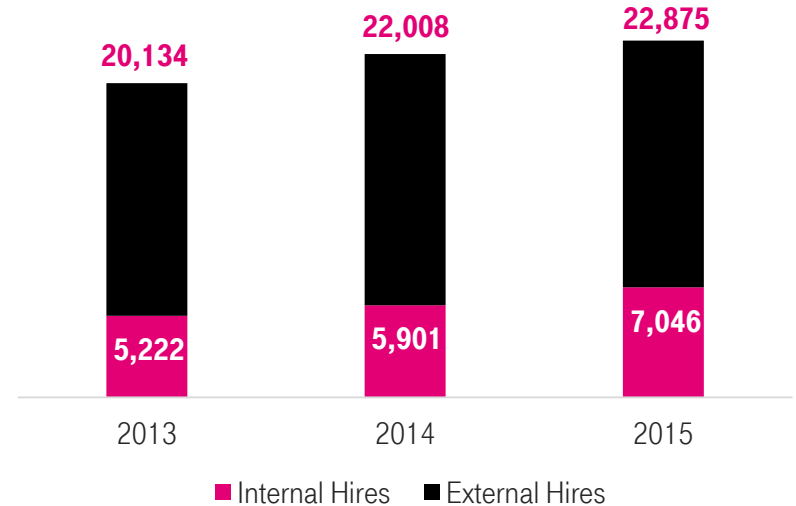
UCLA Case Competition

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## America's Fastest Growing Wireless Company 2013-2015

- Added 30M customers
- Doubled Network Footprint
- 14% Revenue Growth
- 250% Total Shareholder Return
- HR Ignite Transformation
- Record Hiring Volumes



# Case Competition



- **Case Prompt**
  - Prompt released to all ten teams 72 hours before the competition
  - Each team had 15 minute AMA (ask me anything) with T-Mobile 48 hours in advance
  - Each team had 15 minute pitch to panel of T-Mobile judges and industry experts
- **Judging Process**
  - 5 pre-defined criteria
  - Top 3 teams from first round advance to final round
- **Incentive**
  - \$5000 in total prize money
  - \$2500 to winning team

# Case Prompt



- Your task is to brainstorm an innovative approach and create a 15 minute pitch for the “Un-Carrier” that addresses the “quality of hire” business challenge
- During your pitch, T-Mobile wants your team to:
  - Define “quality of hire”
  - Demonstrate how you would measure “quality of hire” using people data
  - Show how you can apply this analysis to achieve T-Mobile’s overall business strategy



# Case Considerations

- While it is easy to see that T-Mobile has been growing their employee base, how do they know if they are hiring better?
- How can T-Mobile define and understand what a “quality hire” looks like?
- What strategic insights and implications could be derived from people data?
- How does T-Mobile stay innovative and true to the “un-carrier” brand in how they define, analyze, and leverage this information to unleash their full potential?
- How does T-Mobile continue on its path of breaking the status quo in its people practices while driving towards its strategic business goals?



# Case Criteria

Each team given 15 minutes to make their pitch. The following criteria will be measured:

|  |
|--|
| Quality of Analysis - 20%                  |
| Potential Impact on Business Outcomes- 20% |
| Recommendation 30%                         |
| Presentation - 20%                         |
| Feasibility of Implementation - 10%        |



# T-Mobile outcomes

- Test drive of 50 high quality MBA's while solving a current business challenge
- Rapid and tangible solution development outside of “conventional” thinking
- Multiple perspectives on the same problem





# And the winner is...



DSC\_0136  
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