TEAM MOBILE

Tackling the T-Mobile HR Case Competition

Presented by
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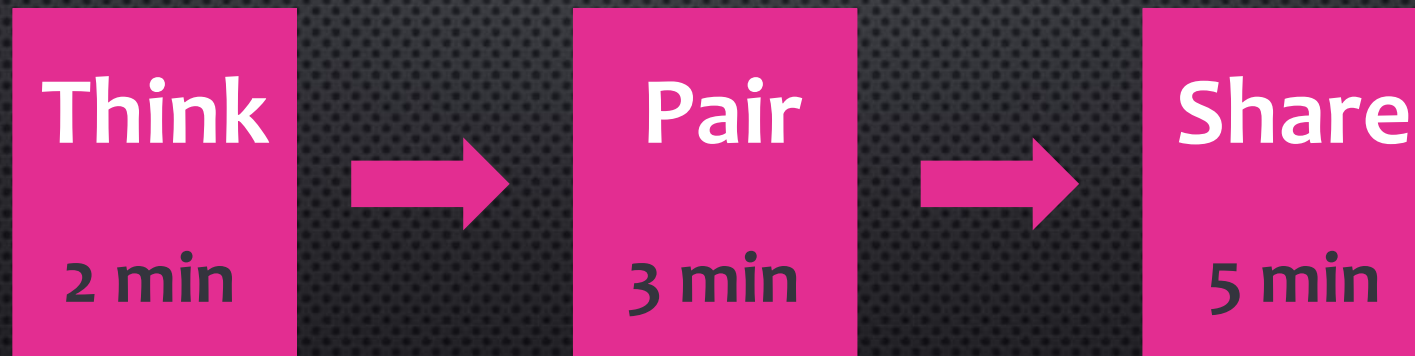April 7, 2016

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Think - Pair - Share

- Define "quality of hire"
- How you would measure "quality of hire" using people data?

Think

2 min

Pair

3 min

Share

5 min

Our approach

- **Understand T-Mobile's HR challenge**
  - -> 15 mins AMA (ask me anything)
  - -> build framework
- **Research and data analysis**
  - -> divvy up work among team members
  - -> compare with other HR models
  - -> align with T-Mobile's "Un-Carrier" strategy
- **Recommendation and presentation**
  - -> J-Mojo and T-Mojo model
  - -> use of technology tools: app, social media
  - -> performance measurements

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Defining quality of hire is the next step to truly unleash T-Mobile's potential and drive towards its business goals.

Situation

In 2013, T-Mobile launched its Un-carrier campaign to transform its business. This campaign ignited a transformation of its people practices.

Trigger

With the implementation of Re-Charge, AMP, Rethink Talent, and Employee Voice, T-Mobile now seeks to define and understand the **quality of its hires** to truly unleash its potential while driving towards its business goals.

Key Recommendation

T-Mobile should leverage people data during the pre-and-post hire stages to measure current and future quality of hires.

Tools:

Realigned framework: *J-Mojo + T- Mojo = Magenta Mojo*
Redesigned data collection: BeMagenta Mobile App

At T-Mobile, a quality hire is Magenta.

Job Mojo + T-Mobile Mojo = Magenta (Quality Hire)

J-Mojo

The candidate has the knowledge, skills, and ability to rock it now and in the future.
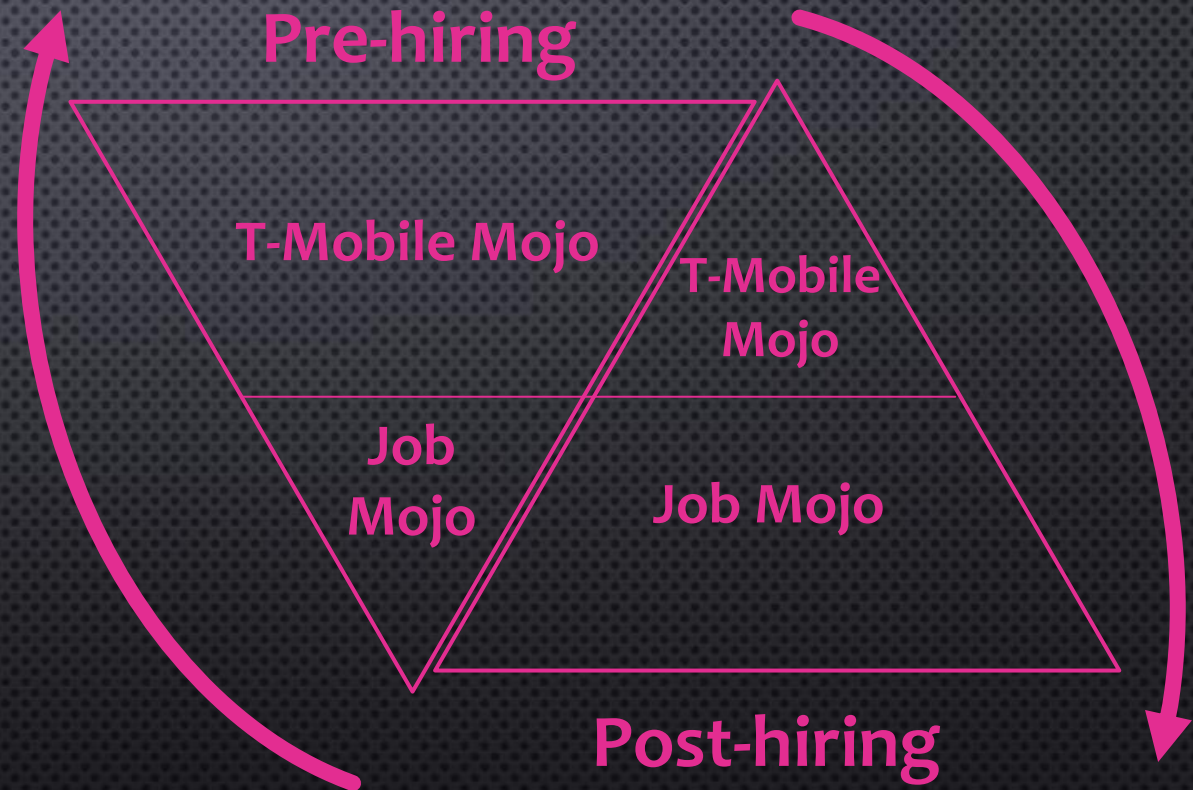
T-Mojo

The candidate will thrive in the T-Mobile culture. We look for (1) boldness, (2) customer passion, (3) a drive for results, and (4) growth potential.

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Utilize post-hire J-Mojo score to build real-time, rock star profiles.

Rock Star Profile:
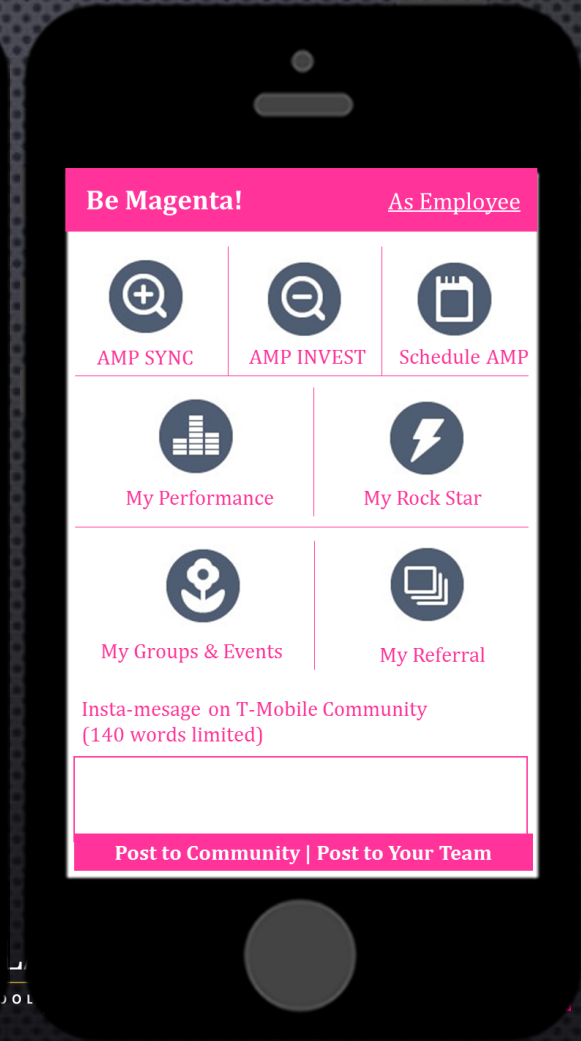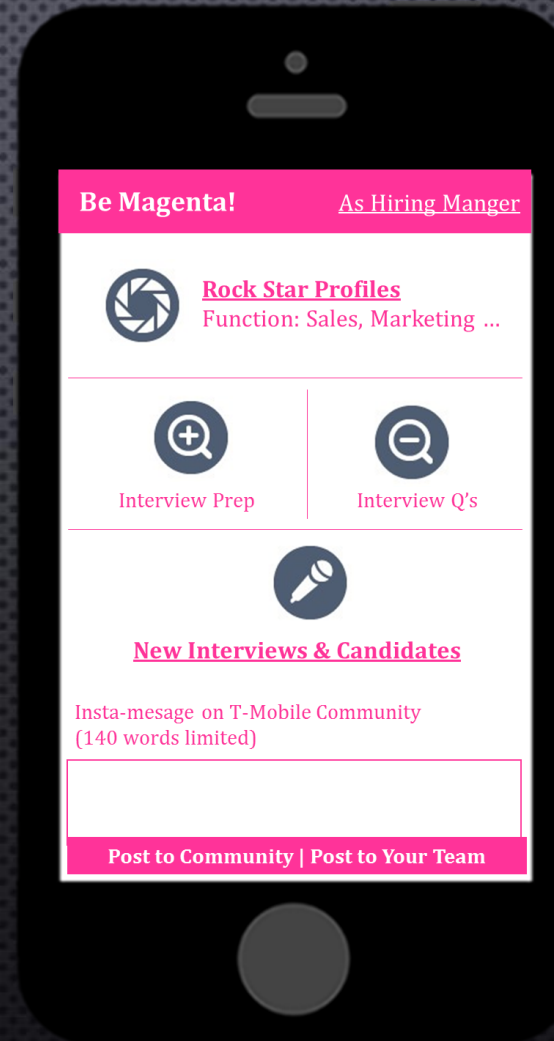## Senior Software Manager

Tenure in current role: 5.6

Job satisfaction: 8.2

Competency in current role: 7.8

Type of training received (Keywords):

CPA **Consumer** Marketing
Behavior
MS Office C+ Language

Be Magenta! As Hiring Manger

Rock Star Profiles
Function: Sales, Marketing ...

AMP SYNC | AMP INVEST | Schedule AMP

Interview Prep | Interview Q's

New Interviews & Candidates

Insta-mesage on T-Mobile Community
(140 words limited)

Post to Community | Post to Your Team

Be Magenta! As Employee

AMP SYNC | AMP INVEST | Schedule AMP

My Performance | My Rock Star

My Groups & Events | My Referral

Insta-mesage on T-Mobile Community
(140 words limited)

Post to Community | Post to Your Team

Success can be measured by subscriber and revenue growth.

Short-Term

- Employee attrition rate
- Performance ratings
- Employee job satisfaction

Long-Term

- Number of subscribers per employee
- Profit per employee

What we look for

We want hiring processes to be

- **Personalized**
- **Simple and transparent**
- **Accessible and mobile friendly**
- **Authentic: social media presence**

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Thank you