TELUS Work Styles

Lorie Stevenson
Member of the TELUS team

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73 per cent of Canada’s workforce will be mobile by 2016
Agenda

- Overview of Work Styles®
- Our evolution
- Trends
- Benefits
- Foundation for success
A little about TELUS
Flexible work options are more than just telecommuting.
# Work Style options

<table>
<thead>
<tr>
<th>Work Styles options</th>
<th>Definition</th>
<th>Work location</th>
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| **Resident**        | - An assigned desk at TELUS 90 per cent or more of work week  
                     - May work as mobile or at home occasionally | Designated work station at a TELUS location |
| **Mobile**          | - Consistently works in variety of locations, which may include working from home | Team member home office, mobile workstations at TELUS - can be reserved |
| **At-home**         | - Works from home for 90 per cent or more of work week  
                     - Travels to TELUS location for training and meetings | Team member home office, mobile workstations at TELUS - can be reserved |
Work Styles: TELUS evolution

- **2015+**: Embedded in Culture
- **2014**: Business ownership
- **2012-2013**: The project rollout continued
- **2010-2011**: Work Styles program and Real Estate strategy blend
- **2007-2009**: Technology maturing, competitive demands increasing
- **2006**: Introduction of Work Styles concept

Strengthening the cultural foundation
Supporting team members

<table>
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<tr>
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<th>ADKAR</th>
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<tbody>
<tr>
<td>A</td>
<td>Awareness of the need for change</td>
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<tr>
<td>D</td>
<td>Desire to participate and support the change</td>
</tr>
<tr>
<td>K</td>
<td>Knowledge on how to change</td>
</tr>
<tr>
<td>A</td>
<td>Ability to implement required skills and behaviours</td>
</tr>
<tr>
<td>R</td>
<td>Reinforcement to sustain change</td>
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People move through change differently, the ADKAR model assists to determine where team members are in the change process.
Moving people through the change

1. Senior leader support
2. Information sessions
3. Technology requirements
4. Pizza and clean-up days

Moving day
Governance program

- Advance and support ongoing Work Styles cultural transformation owned by the business

- Ensure continuous measurement and improvement
Our physical environment
What did we do?

1. Webinars
2. Reminders
3. Newsletter
Attracting top talent

Top 5 Reasons applicants accepted TELUS offer

Top 3 Factors applicants found unique about TELUS

Work-life flexibility
Ivey findings

- Counter productive work behaviour
- High productivity
- Psychological safety
- Helping others and collaboration
Norms

1 Team

2 Work station

3 Floor
Technolog**y**: productivity & collaboration

- Perform work to a higher degree of quality
- Complete work more efficiently
- **Collaborate** effectively with others
- **Productive** no matter where you work
How Can TELUS Help With Work Styles?

Flexible Work Styles

TELUS Transformation Office
Work Style Specific Offerings

1. Strategic Planning
2. Work Shops
3. Technology
4. Toolkits
Social, financial and environmental benefits
Foundation for success

Customers First
Engagement
Leadership
Performance development
Technology
Feedback
Working *when* and *where* we are most effective, allows us to provide *exceptional* customer experience.
Questions and Comments?
Thank you!

Lorie Stevenson
Email: Lorie.Stevenson@TELUS.COM
Web: www.telus.com/workstyles
the future is friendly®