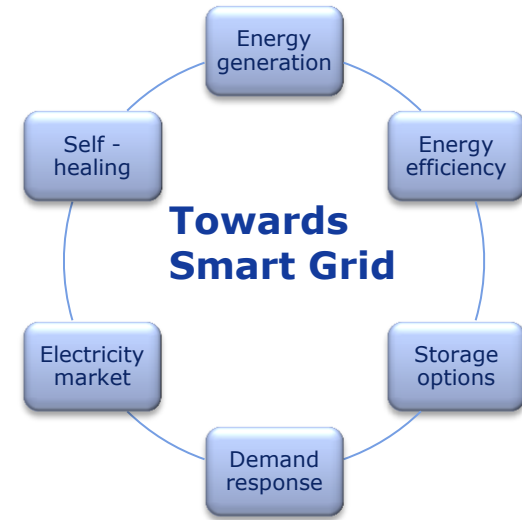




WhY generation

Bucharest, March 2014

Smart grid – Smart people



SMART METER and automatic meter reading



TELECONTROL



CHARGING STATIONS



E -MOBILITY



Smart devices for work force management



From consumer to customer



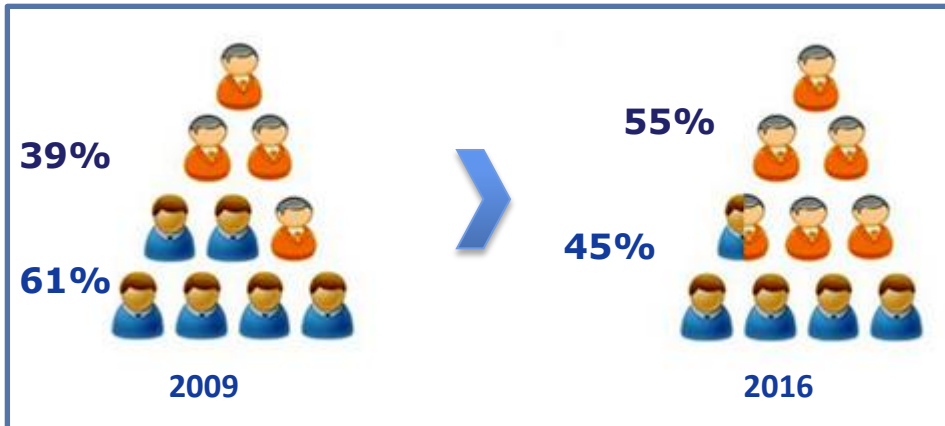
Contact channels are developed according with behavior changes of our clients.

Workforce transformation



New JOB Positions & Qualifications

We are not hiring only engineers and electricians, but multiple activity fields employees for new business needs: VAS, smart metering, marketing, self services, green energy, sales force, new media, legal, energy trading etc.



Employee base profile



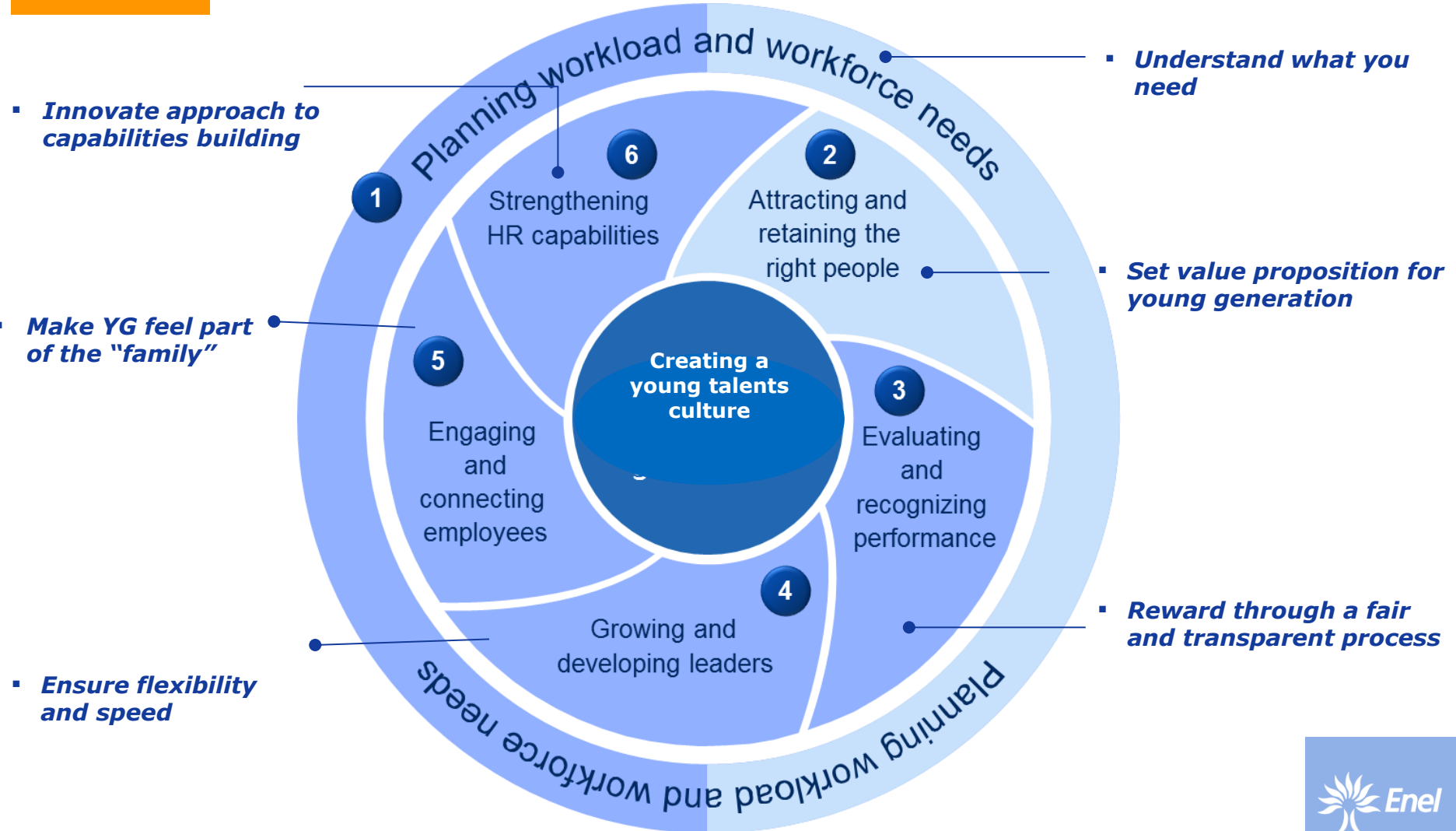
White collars



Blue collars

New generation – new challenges

■ Attract ■ Retain



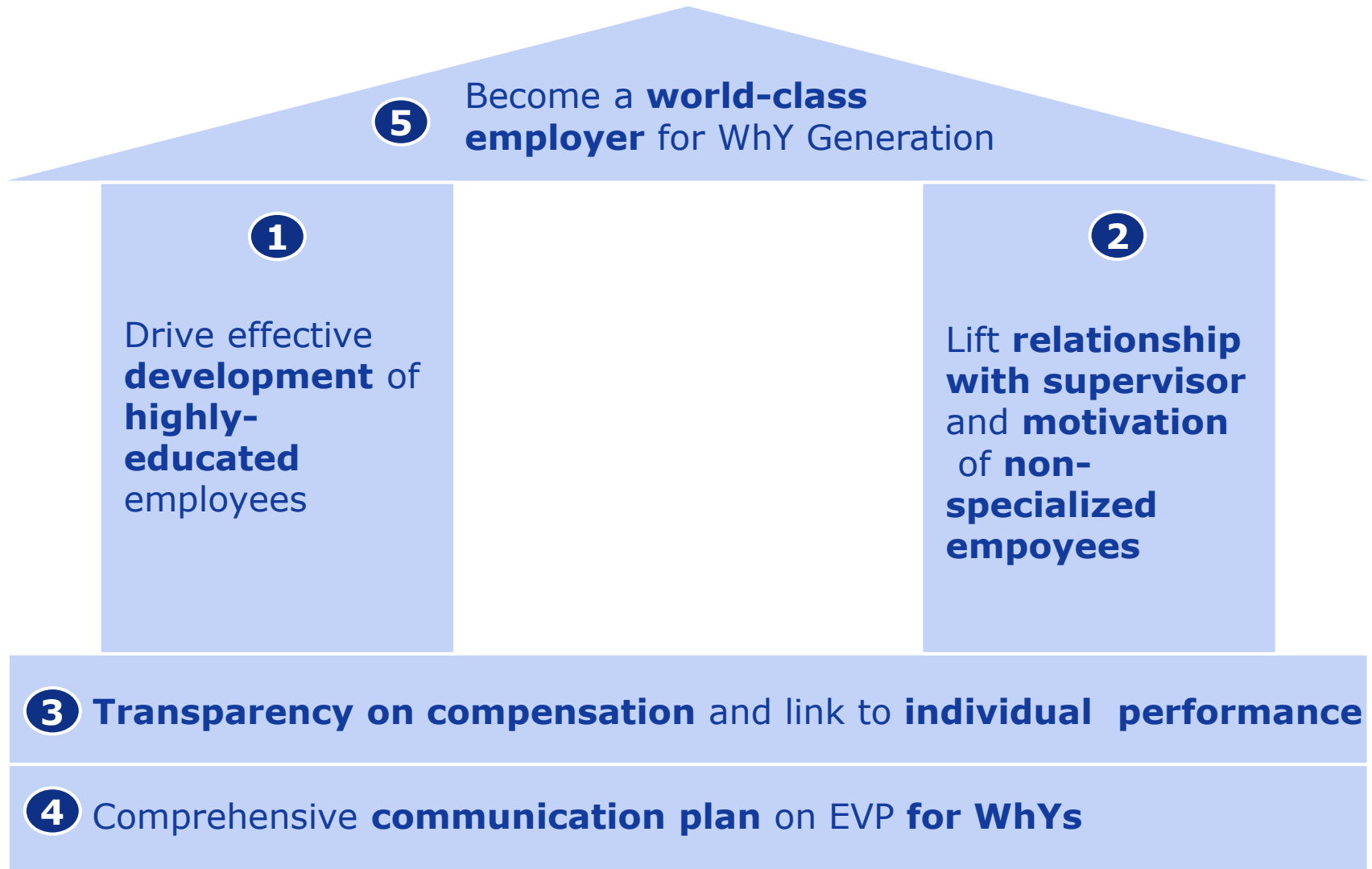
“WhY” generation in focus



6 areas investigated

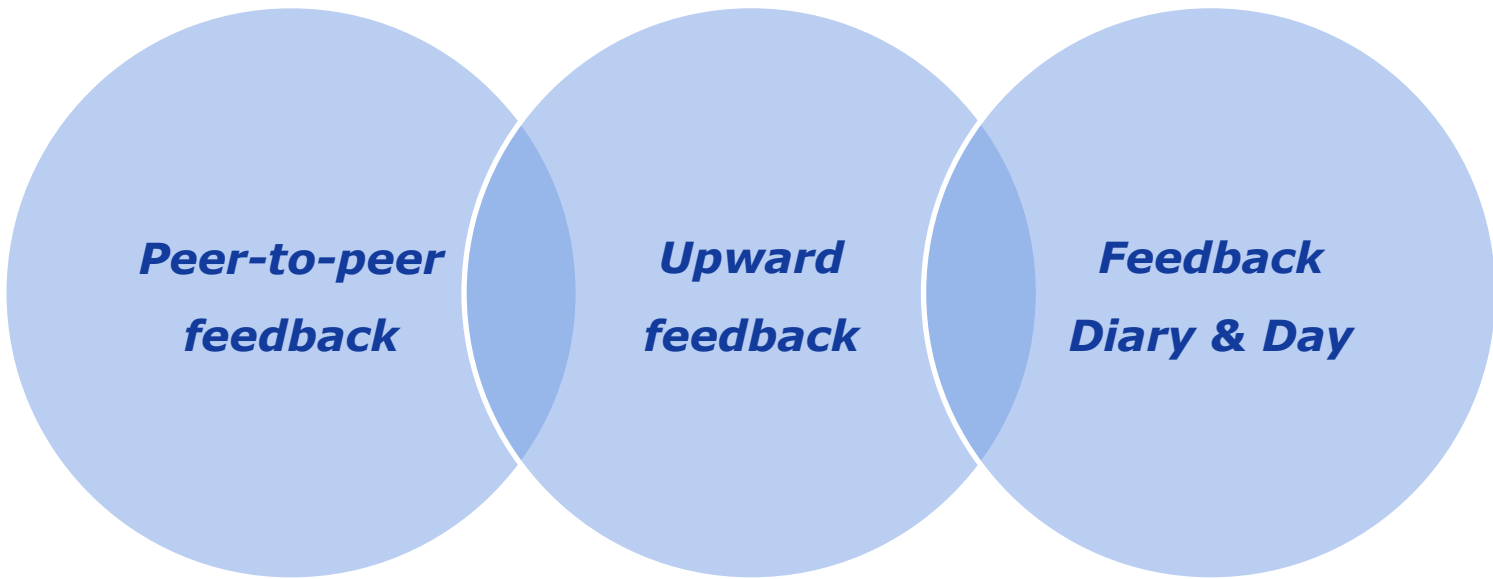
- **Work-life balance**
- **Development and Growth**
- **Relationship with super-visors**
- **Working environment**
- **Compensation**
- **Image and Reputation**

Generation needs...top priority areas of intervention



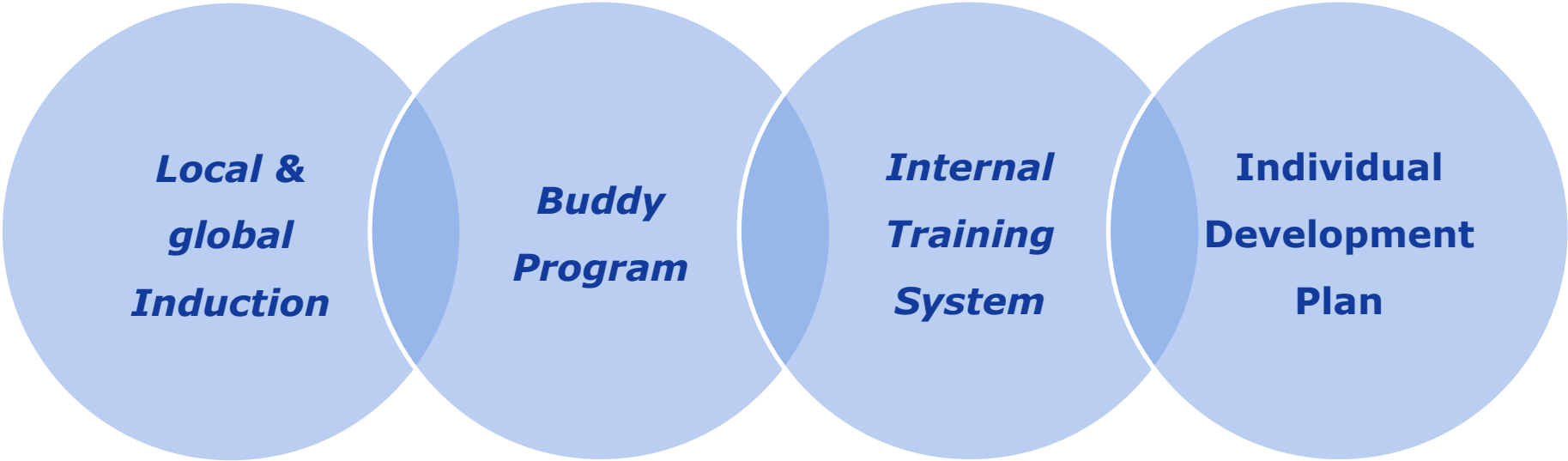


Evaluation Feedback and growth support



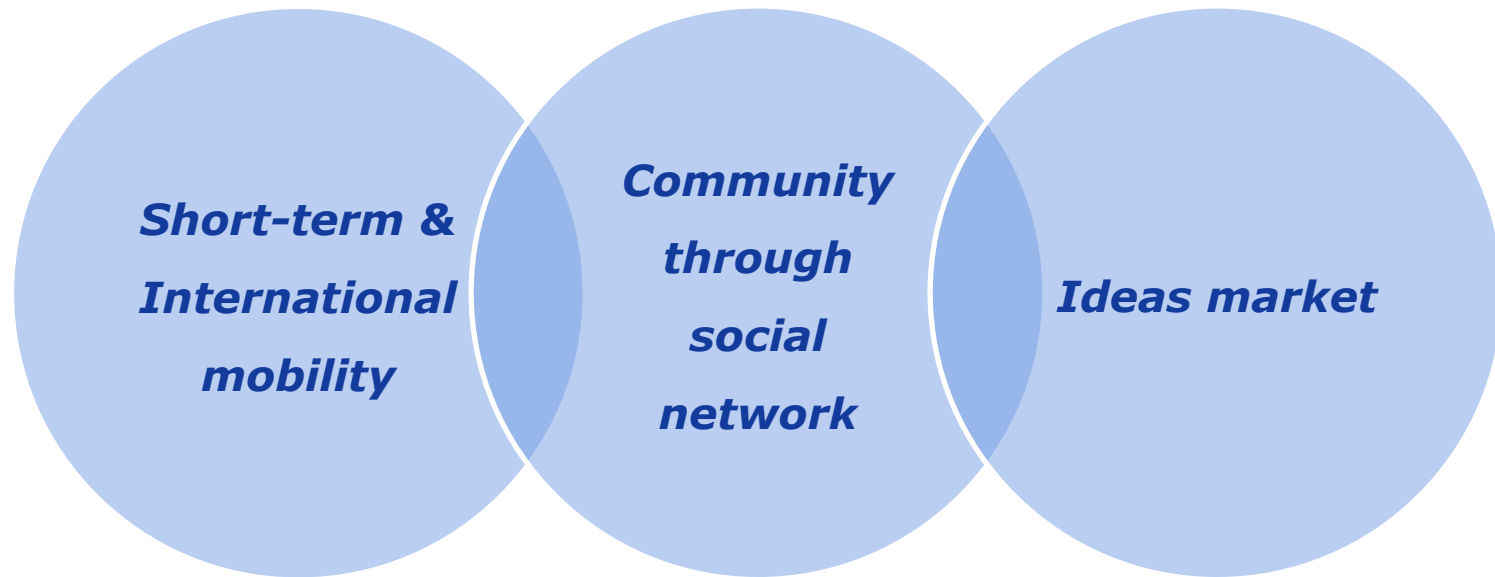


Training and Skill Development



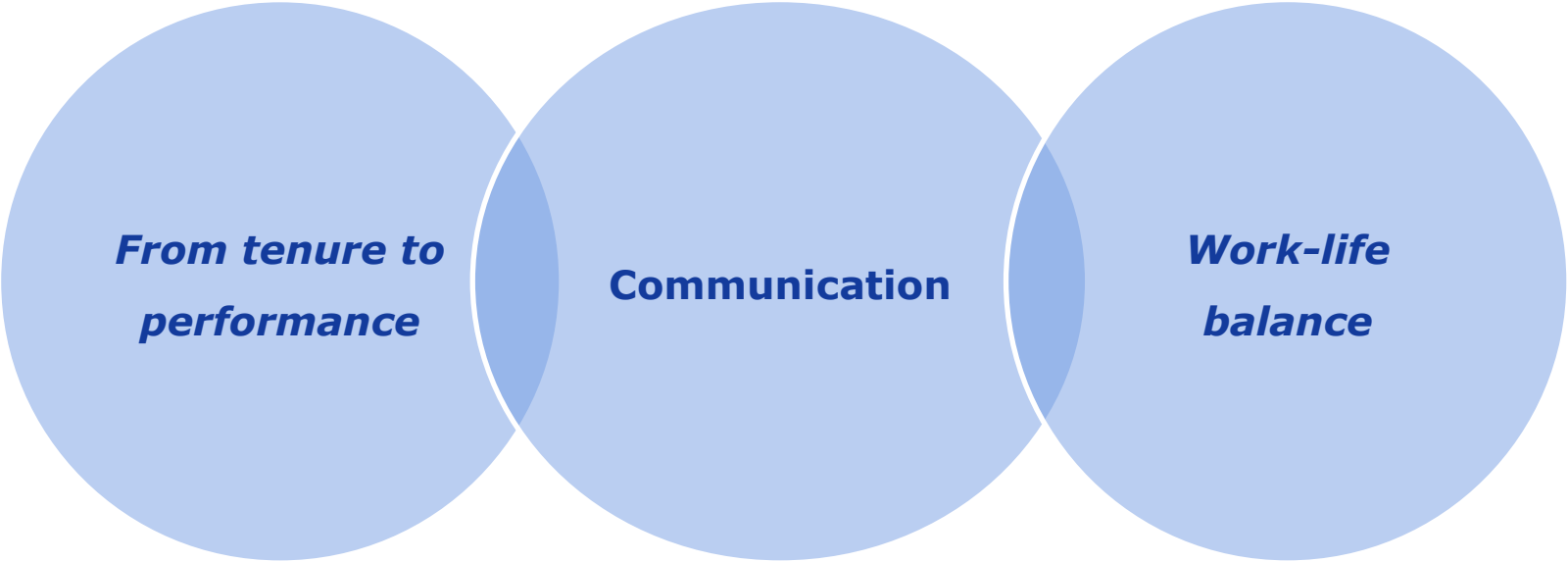


Community without frontiers





Compensation

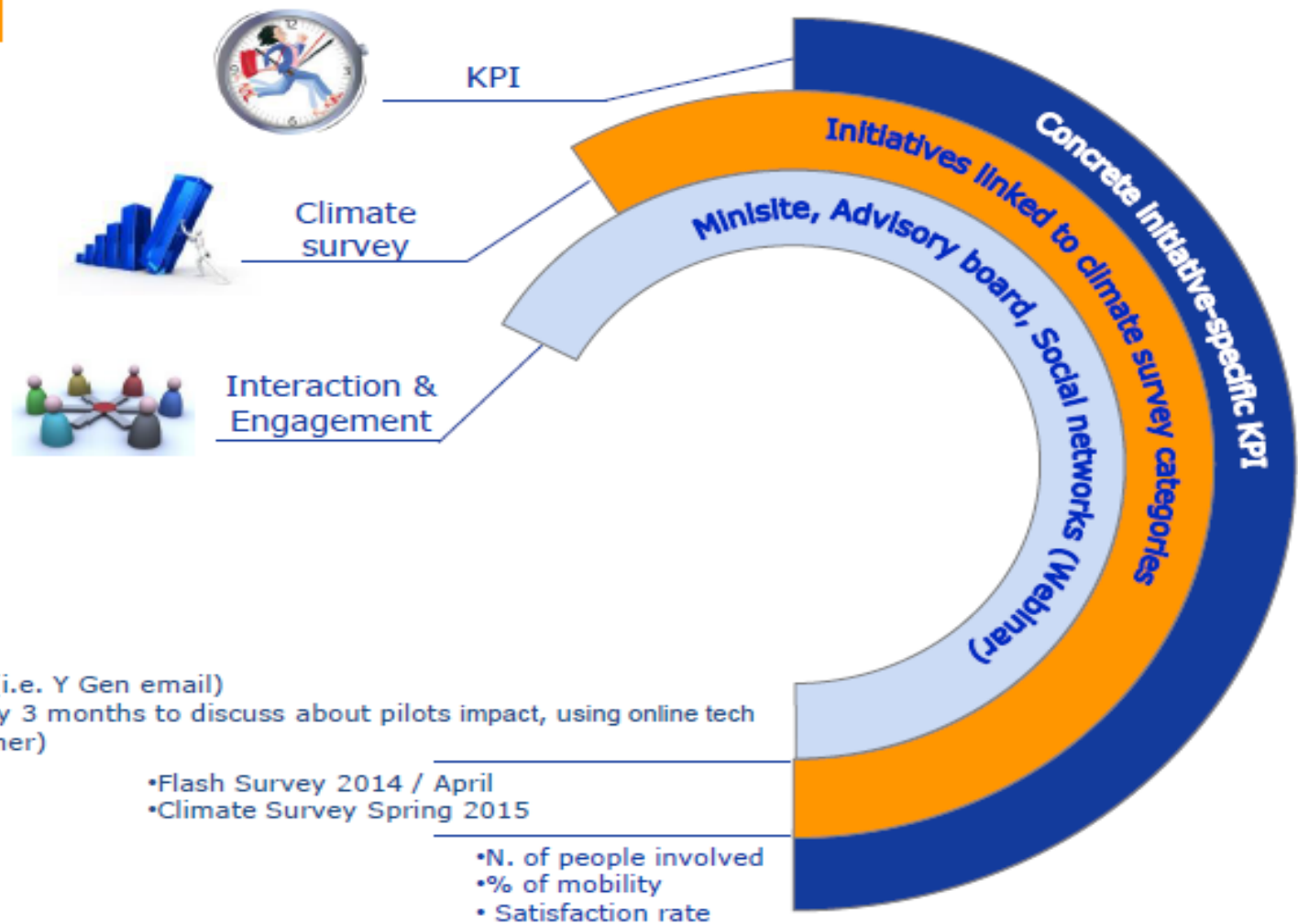


*From tenure to
performance*

Communication

*Work-life
balance*

Monitoring



Main ways to monitor the impact of initiatives on Y generation engagement



Sincerely yours,
EnelTeam

