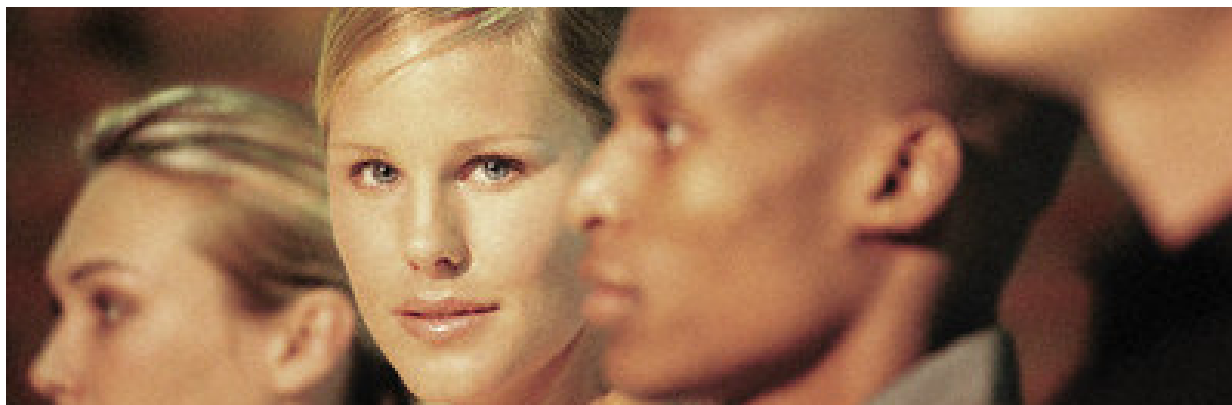


## Panasonic Europe 'Talent for Tomorrow' programme



### Background

Panasonic is an international brand name for Matsushita Industrial Co Ltd. of Japan (MEI), one of the world's largest manufacturers of consumer electronics and ranked 3<sup>rd</sup> on the Fortune 500 Electronics & Electrical Equipment Index.

Panasonic companies worldwide run their businesses based on the founder Konosuke Matsushita's business philosophy. The Basic Business Philosophy is considered to be timeless and serves as a compass, helping to set and maintain the right direction for the business.

In 2007, Panasonic Europe sought to develop their talent management strategy for the future by identifying future leaders at below management level across Europe. Championed by the company's HR Director and with the full support and sponsorship of the CEO and COO, the first ever 'Talent for Tomorrow' programme was launched.

### Approach and benefits

Blue Edge was chosen to partner Panasonic Europe in revitalising the company for the future and in developing a 2-year programme with the following aims:

- To identify, develop and retain the best staff
- Create a European mindset to take Panasonic Europe into the future
- Ensure consistent standards for future management.

Cultural fit as well as a track record and expertise in developing similar programmes were key factors in our appointment.

Our remit in the project's first phase was to:

- Develop an aspirational programme to drive employee engagement levels up
- Advise on the content, scope and delivery methods of the programme to ensure its strategic aims were met (e.g. secondment, CSR project, coaching, mentoring, training)
- Identify in an objective, accurate and defensible way, candidates with the right calibre, commitment and motivation for Panasonic Europe's future success
- Encourage unsuccessful candidates to stay in the business and direct their energies in a positive, productive way
- Develop high potential individuals so that they can more easily fit into future European roles and ways of working.

In addition, we supported Panasonic Europe in upskilling their local HR teams to ensure continuous support for participants on a local basis. In the delivery phase, our team is providing the following:

- Delivery of skills based training workshops linked to Panasonic competencies
- Direct observation, 'strengths focused' feedback and coaching for participants to accelerate their development
- Guidance for establishing successful mentoring relationships for 'mentors' and 'mentees'.

*"The excellent relationship between Panasonic Europe and Blue Edge has resulted in us delivering a programme which I am confident will provide future leaders for many years to come"*

**Danny Kalman, HRD Director**