REVERSE MENTORING PROGRAM

EWA SULIMA
Reverse Mentoring at AXA
Definition

REVERSE MENTORING AT AXA

A STEP TOWARDS OUR CULTURAL TRANSFORMATION
Reverse Mentoring at AXA
Objectives

DIGITAL FLUENCY

CUSTOMER FOCUS

INTER-GENERATIONAL

USER CENTRIC
Reverse Mentoring at AXA
Approach

- User-Centric Approach
- Adaptable Content
- No Stupid Questions
- AXA Digital Native
- AXA Executive
- 1-to-1 Sessions
- Once or Twice a Month
- Hands-On Exercises
Reverse Mentoring at AXA
5 modules – flexibility to choose within each one

- My digital business
  Get a clear view on how mobile brings new possibilities to engage consumers
  - Mobile AXA
  - AXA Healt

- Getting Started

- I listen & search
  Get a clear understanding on how to leverage search tools to scout for relevant information
  - Google
  - Feedly

- I network & collaborate
  Get a clear view on social media and how to leverage them in a daily work
  - LinkedIn
  - Facebook

- I learn & make the most
  Get a clear view on how best leverage different categories of apps
  - TED

- I protect myself
  Get a clear view on ways to manage and protect one’s digital footprint
  - Privacy settings
  - Lightbeam
  - PayPal

- ONE/
AXA Reverse Mentoring – Status Update December’15

97% of mentors & mentees recommend the program to their peers.

“It’s a win-win program.”

“Learn to experience digital at your own speed.”

“You’re never too old to learn, just do it.”

1002 participants
45 entities
26 countries
3688 hours spent
What participants say so far?

This is an excellent program which should be rolled out globally. It was a lot of fun and a very valuable learning experience.

The program is fantastic – please keep it up.

Great experience. Give me more!

I have really enjoyed and benefited from having a reverse mentor and have identified new ways of working that benefit me daily.

It is incredibly rewarding to have the opportunity to share and be challenged on what you know: our mentees may be more senior and experienced in the ways of business, but in Reverse Mentoring, they are the ones with fresh eyes and new perspectives! A mutual chance to improve and learn from another user's experience.

The reverse mentoring is a privileged program for both young and less-young. It goes much further than digital, it is also a very interesting intergenerational exercise. Furthermore it gives the opportunity to speak about issues that are often set aside: why do youngsters leave AXA? What motivates them? What are their drivers?

It gave me clear view about the way the Y generation uses these tools. I understand better now why this generation does not use emails & how they use the social networks and a few useful apps. From a customer experience point of view, this is really interesting as it clearly shows what is needed to attract our youngest customers.

The program opened my eyes as to how technology issued by the younger generation. My mentor was always well prepared, patient and open for discussion.

A wonderful experience and a smart way to share our digital experience with executives and get to understand better the way they think and interact with the digital world.

It is a unique opportunity not only to refresh knowledge about digital but also to understand better how new generations react and will affect our business in the future.

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**Reverse Mentoring at AXA**
Global support – materials & training

### PROJECT MANAGERS

- PRACTICAL INFO ABOUT THE PROJECT
- PRESENTATIONS
- TTM FACILITATOR’S KIT
- PM WORKSHOP (2 day)
- ONLINE SURVEYS TOOL (Qualtrics)
- REVERSE MENTORING APP BACK OFFICE

### MENTEES

- MENTEE’S GUIDE
- QUESTIONNAIRE TO ADAPT EXPERIENCE
- EVALUATION QUESTIONNAIRE

### MENTORS

- MENTOR’S GUIDE
- SELECTION QUESTIONNAIRE
- EVALUATION QUESTIONNAIRE
- CONTENT FOR THE SESSIONS (IN RM APP)
  - GETTING STARTED
  - SAMPLE PROFILE
  - 1-5 MODULE’S CONTENT
- TRAIN THE MENTORS WORKSHOP (2 day)
Thank you