

# LEARNER ENGAGEMENT PRACTICES IN THE NEW AGE

**PUMA GROUP**

**POLLY IVANOVA, MANAGER PEOPLE DEVELOPMENT &  
ORGANIZATIONAL LEARNING**

NOVEMBER 10, 2023



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**<10.000 CORPORATE EMPLOYEES WORLDWIDE**

**>2.000 HQ CORPORATE EMPLOYEES**

- **INHOUSE TRAINING OFFER IN HQ**
- **INT.LEADERSHIP DEVELOPMENT PROGRAMS**
- **GLOBAL DIGITAL LEARNING OFFER**
- **LEARNER ENGAGEMENT**

LEARN  
@PUMA



**POLLY IVANOVA**

**MANAGER PEOPLE DEVELOPMENT &  
ORGANIZATIONAL LEARNING, PUMA GROUP**

**LEARNER ENGAGEMENT  
PRACTICES IN THE NEW AGE**



01. **MEET PUMA**
02. **PUMA LEARNER**
03. **LEARNING IMAGE**
04. **COMMUNICATION**
05. **RECOGNITION**
06. **COMPETITION**
07. **MEASUREMENT**

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75

THOMAS SANDERS  
OLIVIER BECKETT  
SUEDE  
ELENA  
GOMEZ  
NEYMAR  
KARSTEN  
WARHOLM  
FREDDIE  
THIERRY  
KING  
KOHU  
NARRADUOVA  
EOLIN JACKSON  
SAMUEL  
ETOO  
MARLENE OTTEY  
SERENA  
WILLIAMS  
LJUNGBERG  
HENRY  
MARTINA  
NARRADUOVA  
TOMMIE LEWIS  
HAMILTON  
SMITH  
PUMA  
WALT  
CLYDE  
FRATIER  
ANTOINE  
GRIEZMANN  
SAMUEL  
ETOO  
CARA  
DELEVININGNE  
MARTA VIEIRA  
DA SILVA  
ARMIN HARY  
HEIKE DRECHSLER  
RICKIE FOWLER

# TRUE CROSS-CATEGORY COMPETENCE

STRONG PRODUCT PROPOSITION ACROSS ALL KEY CATEGORIES

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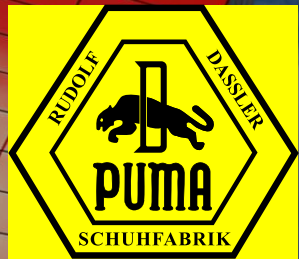


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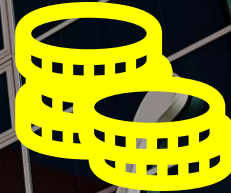
# TRUE GLOBAL SPORTS BRAND SINCE 1948

PUMA AT A GLANCE (KEY STATS AS OF DEC 31<sup>ST</sup>, 2022)

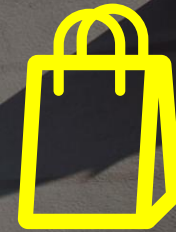
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**~20,000**  
EMPLOYEES IN 2022



**~€8.5BN**  
SALES IN 2022



**>1000**  
O&O STORES

**1948**  
FOUNDED

# RECENT EMPLOYEE AWARDS

The collage features a variety of award logos and certificates, including:

- Forbes:** World's Best Employers (2020-2022), World's Top Female Friendly Companies (2022), America's Best Large Employers (2021).
- Glassdoor:** Best Workplaces™ Millennials (2022).
- Great Place To Work:** Certified Great Place To Work (multiple years and regions: Argentina 2021/2022, India, IDN, ARG, BRA, CHN, DEU, ESP, GBR, ITA, JPN, KOR, MEX, PER, USA).
- Top Employer:** Regional awards for Asia Pacific, Europe, Latin America, North America, and Global (2020-2023).
- FT Financial Times:** Leader in Diversity (2020-2023).
- Statista:** Leader in Diversity (2020-2023).
- Other Awards:** Sports Hour Company, Caring Company, Businesswoman Awards, Most Attractive Employer (Germany), German University Award, Universal Fair Pay, and Leading Employer (Germany).

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# PERFORMANCE LEADER



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# PUMA LEARNER

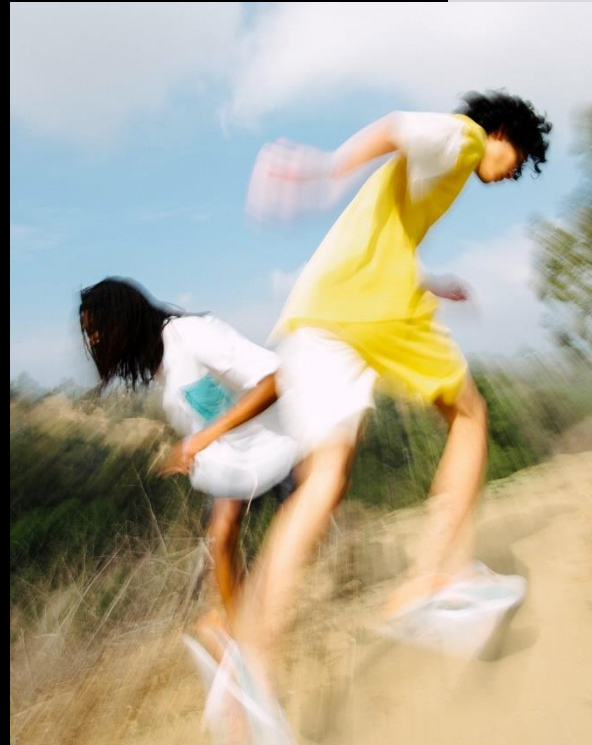
~32 YEARS OLD

GENDER NEUTRAL

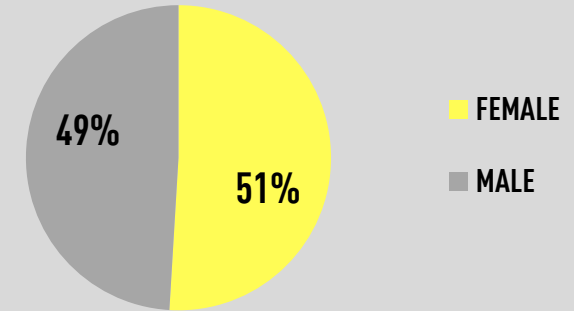
ACTIVE ON SOCIAL MEDIA

SPEAKS ENGLISH

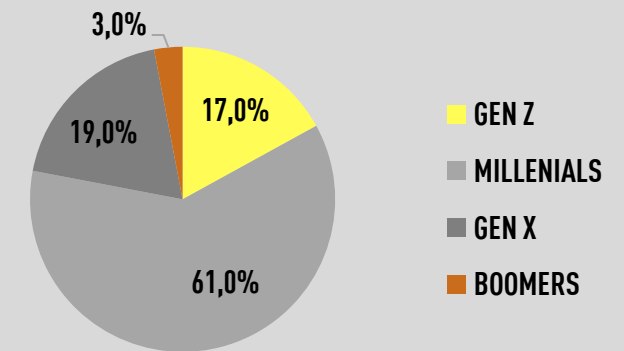
PREFERS VOLUNTARY LEARNER ENGAGEMENT



## GENDER DISTRIBUTION



## AGE DISTRIBUTION



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LEARNING IMAGE  
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# LEARNING IMAGE

LOGO

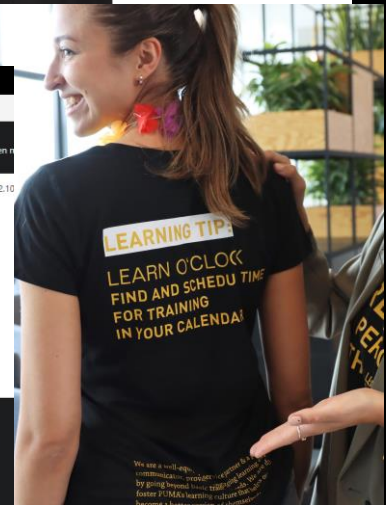
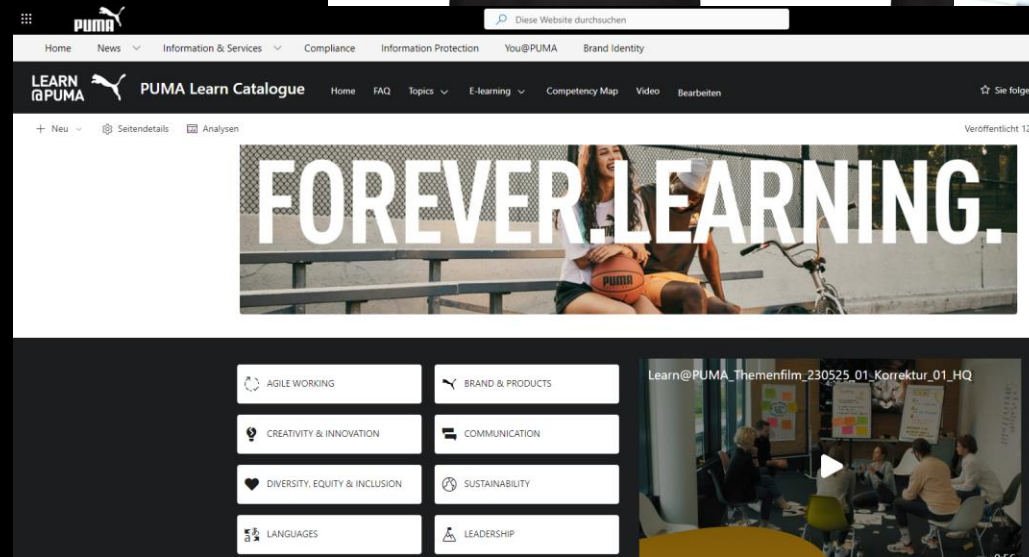
COLOR WAY

MERCHANDISE

INTRANET PAGE

CONSISTENT E-MAIL-TEMPLATE

BRAND VIDEO



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# COMMUNICATION COMMUNICATION COMMUNICATION COMMUNICATION



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# COMMUNICATION

CALENDAR

LOCAL AND GLOBAL EVENTS

COOPERATION WITH PROVIDERS

COOPERATION WITH REGIONAL PARTNERS

NEWS POSTS & EMAILS

LINKEDIN POSTING



# LER NED DECOGNITION LER NED DECOGNITION LER NED DECOGNITION



# RECOGNITION

GLOBAL PUMA POPULATION >20.000  
RETAIL & CORPORATE  
TOP 1% OF MOST ACTIVE LEARNERS  
PRINTED & DIGITAL CERTIFICATE  
OFFICIAL RECOGNITION & VISIBILITY  
LINKEDIN POSTING



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# COMpetition



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# COMPETITION

**LEARNLYMPICS IN HQS**

**BRIDGING VACATION TIME**

**COLLECTING LEARNING HOURS**

**CONCRETE TIME FRAME**

**PRIZES PER CERTAIN AMOUNT OF HOURS**

**560 DIGITAL LEARNING HOURS IN 60 DAYS**



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# MEASUREMENT MEASUREMENT MEASUREMENT MEASUREMENT MEASUREMENT MEASUREMENT MEASUREMENT MEASUREMENT MEASUREMENT MEASUREMENT



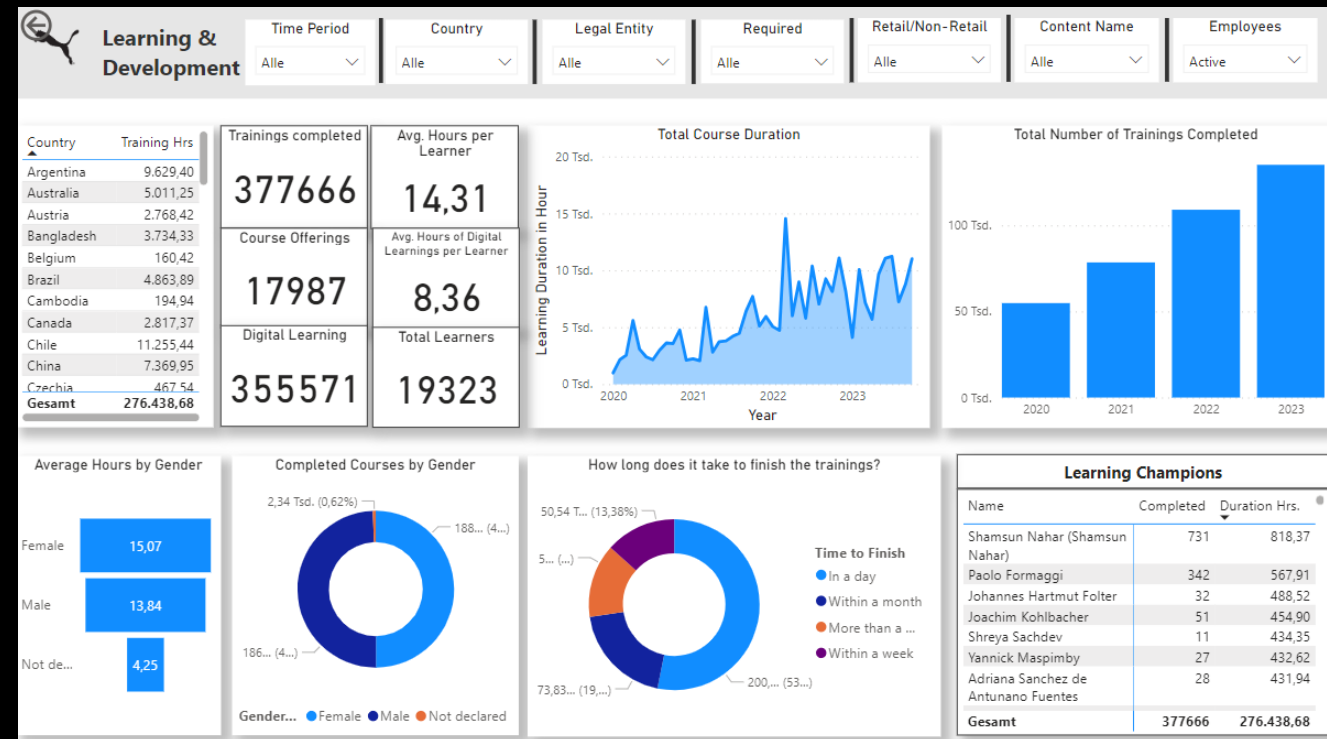
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# MEASUREMENT

POWER BI DASHBOARD

CORRELATION OF RESULTS WITH RUN ACTIVITIES

TREND & TARGET GROUP ANALYSIS  
COMPARISON & SUCCESS TRACKING



# LET'S CONNECT



**Polly Ivanova**

People Development & Organizational Learning  
at PUMA



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