

Philips North America Employee Political Action Committee



Public Affairs Council PAC Conference
March 4, 2019

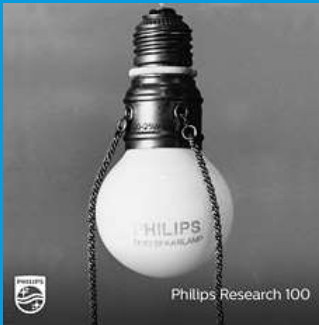


AGENDA

- Philips' Transformation
- Philips Employee PAC Stats
- Opportunities in Organizational Change
- Final Thoughts



PHILIPS' TRANSFORMATION



*"Change is inevitable
change is constant"*



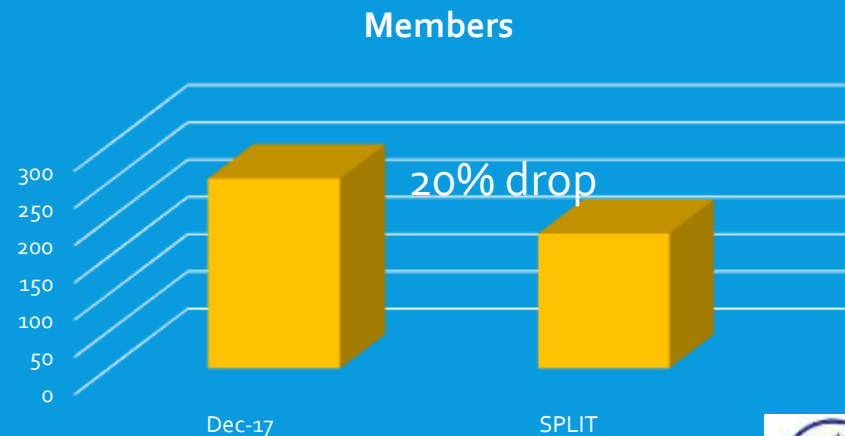
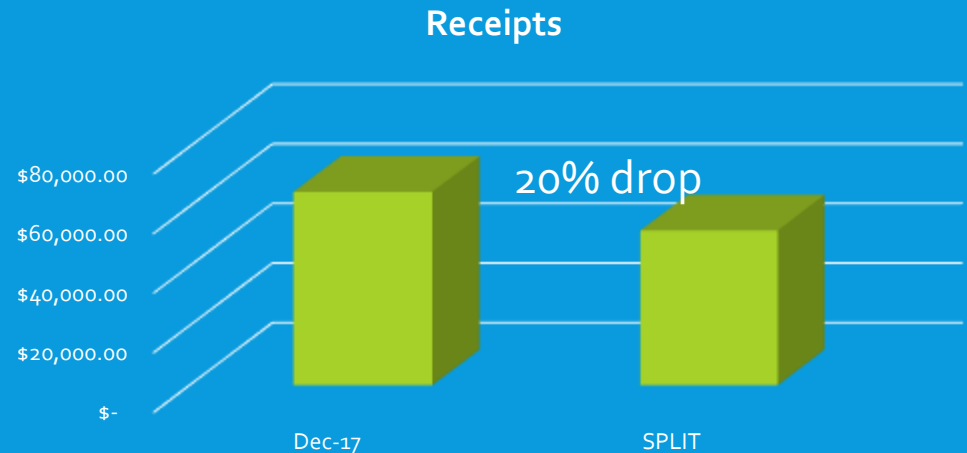
PHILIPS' TRANSFORMATION

- Acquisitions: 14
- Divestments: 2
- Re-orgs: daily!



PAC STATS

- Active since 1990
- Eligibles- 9,334
- Members- 255
- 2016 Cycle Receipts- \$124, 00
- Avg. Contribution- \$9 per pay period



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Political Action Committee





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There ARE better responses to 'change' than running
around the office screaming 'WE'RE DOOMED!'

OPPORTUNITIES IN CHANGE

Change Agent	Strategy
Loss of Members	Manage uncertainty Use emotional IQ
Loss of Leadership	Culture matters Fear of Missing Out (FOMO)
New CEO	Educate & engage early, max out
Termination of Annual Mtg	Diversify solicitation tactics Segmentation, Targeting, Positioning (STP)



You are invited to join the
2018 Philips Government Affairs

Lunch & Learn Session



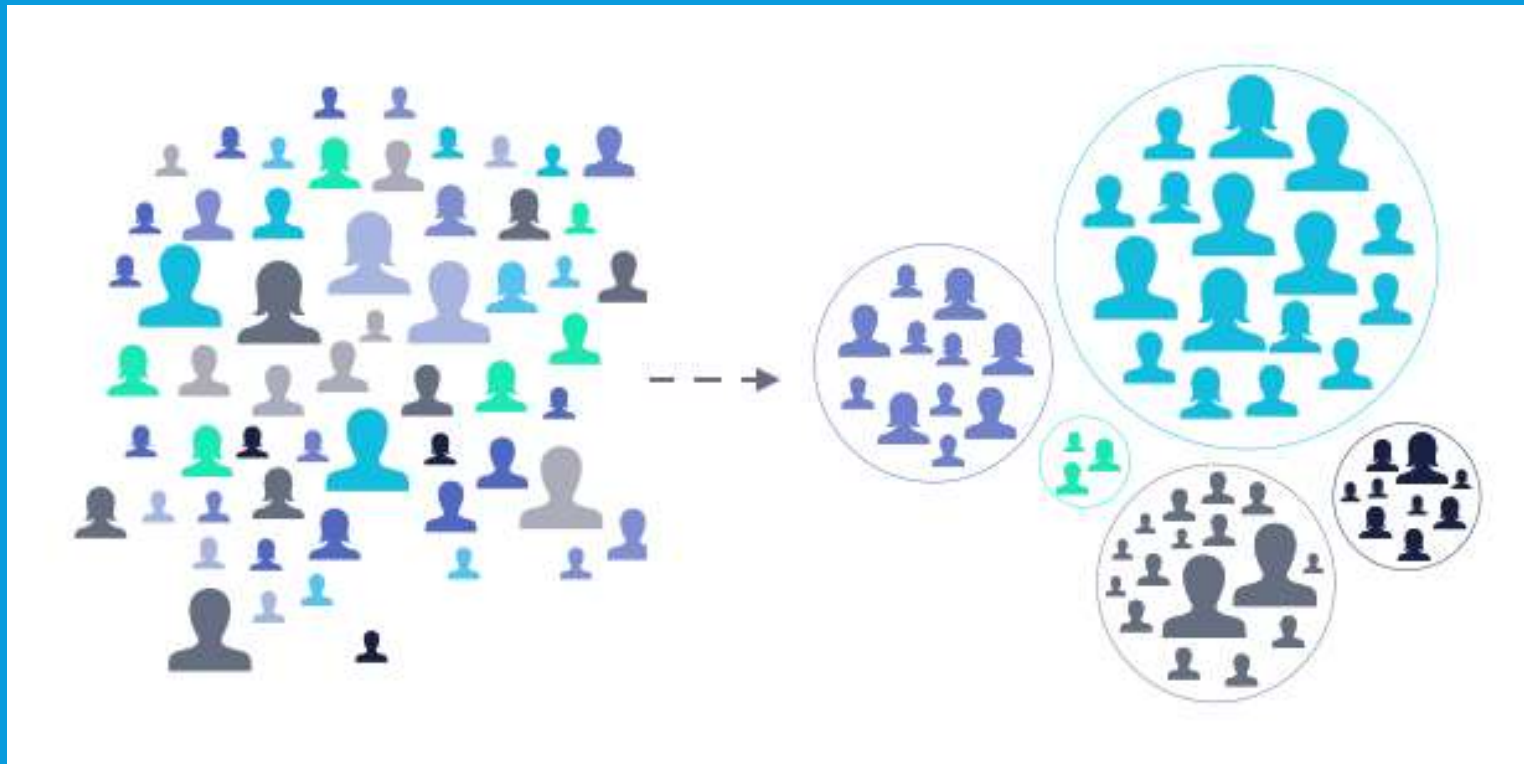
Vitor Rocha, CEO, North America and Rob Cascella, CEO,
Digital Imaging invite you to join them for a lunch and
learn session with the Philips Government Affairs team
and special guest:

OPPORTUNITIES IN CHANGE

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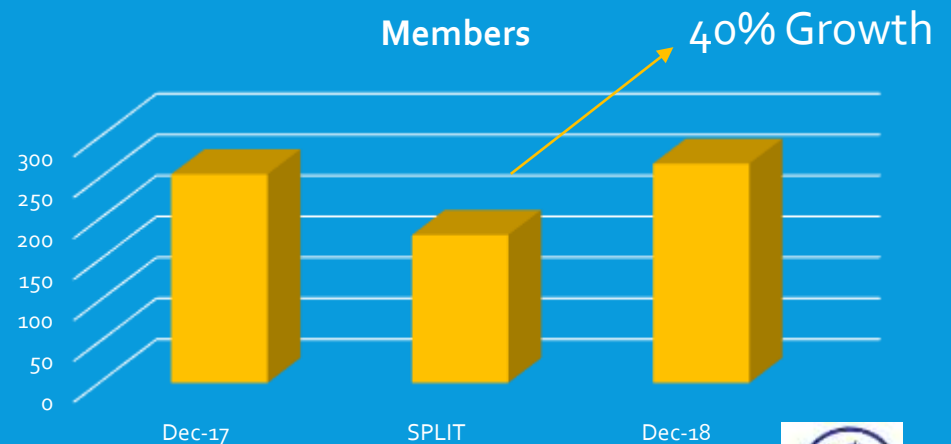
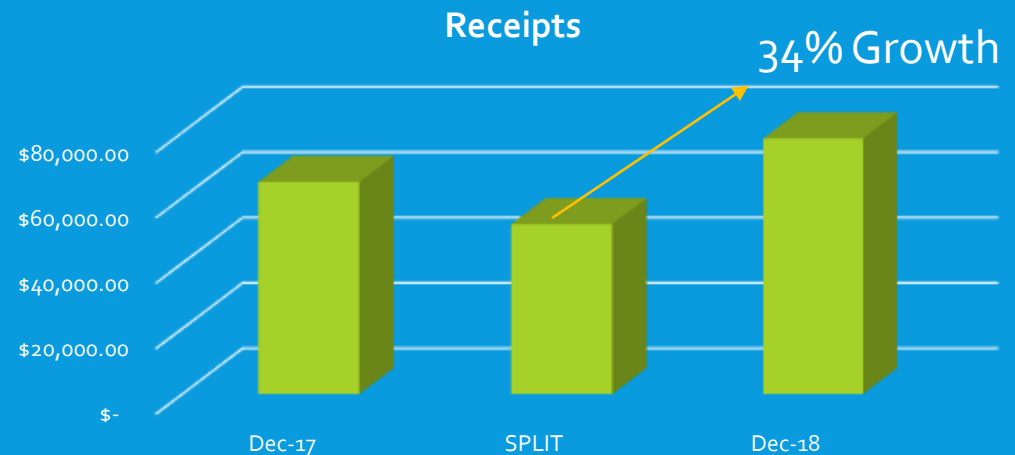
KNOW YOUR ELIGIBLES





▪ PAC Stats

- Active since 1990
- Eligibles- 10,004
- Members- 264
- 2018 Cycle Receipts- \$143, 019
- Avg. cont. \$271/yr or \$10 per pay period



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FINAL THOUGHTS

- Legal Considerations: Lawyer Up!
- Be proactive: Vendor Up!
- Marketing principles work: Customer Centricity



QUESTIONS?



