



Employee Engagement and Communications Programs

Sprint has a variety of programs and communications tools specifically designed to further engage our employees and help them see the direct linkage between their personal contributions and Sprint's success. We cannot achieve our financial, environmental or social goals without our employees.

From their first day on the job, Sprint employees are encouraged to take pride in their company and to identify how their unique skills and abilities can best fit into the corporation and its strategy. Everyone's job is valued, and we strive to ensure employees recognize the importance of their individual contributions and become engaged in the areas that matter most to them. Following are some highlights of our employee engagement and communications programs.

Customer Experience Engagement

We create an environment where our employees recognize how their work contributes to a positive customer experience. While many Sprint associates interact with customers every day, some do not have opportunities to directly assist customers or "sell" Sprint. Recognizing that employees are great advocates, Sprint began engaging employees — even those outside of traditional customer-facing roles — in the customer experience through ambassador programs. These programs encourage employees to be involved in generating a positive customer experience and driving new business, ultimately increasing employee commitment and engagement. Some of the ambassador programs include:

- **Employees Helping Customers:** A resource that provides Sprint employees with an opportunity to be an instant advocate for Sprint customers they meet outside of their normal work functions. These customers may be family, friends or acquaintances that have a handset, billing or technical issue that needs to be resolved.
- **Employees Thanking Customers:** Thank you Thursdays provide employees the opportunity to connect with customers through letter-writing campaigns. Employees handwrite personal thank you notes to loyal customers. Thank You Thursday surpassed its goal by of 900,000 notes in 2013. In 2014, we are shooting for 900,000 customer notes by the end of the year.
- **Employees Getting Customers:** A program that rewards and recognizes employees who refer new customers to Sprint. Employees Getting Customers encourages employees to talk to potential customers, friends and even strangers about Sprint products and services and encourage them to become a customer via one of our referral programs - Everything Plus Referral Program and Grow Sprint. The Everything Plus Referral Program allows Sprint employees to offer exclusive savings to anyone they know or meet. Grow Sprint is available for Sprint employees to submit viable business leads and promote our products and services to potential business customers.
- **Social Media Ninjas:** Sprint's Social Media Ninjas team is made up of Sprint employees working to improve Sprint's reputation by acting as ambassadors, promoting products and services, and assisting customers through social media. The idea is to bring together like-minded employees who are passionate about the company, want to help customers and are active in social media. On these sites, Ninjas post content and interact with others who

are asking questions or discussing Sprint products and services. LinkedIn, Facebook, YouTube, Twitter, Flickr and Digg are examples of some social media sites our Ninjas are active on. The program is open to all employees.

In addition to the ambassador programs, the Sprint Elevator Speeches equip employees with the answers to everyday questions to help them sell Sprint. So, whether they're in the grocery store, at a party, or -- yes -- even in an elevator, employees are prepared to answer questions and talk about Sprint. Our CEO even gives out an Elevator Speech Award at every Quarterly Employee Meeting to the most deserving employees who "sell" Sprint in the spirit of the Sprint Elevator Speeches and, by so doing, generate results for the company.

Sustainability Engagement

Sprint's success and reputation in the area of environmental stewardship would not have been possible without the hard work and enthusiasm of Sprint employees across the country. Sprint works to strengthen this level of commitment by offering programs and resources that help employees become better stewards both while on the job and at home. We recognize the impact our commitment to sustainability has on our employee base in terms of their personal connection to Sprint and their job satisfaction. The more we can do to enhance their personal commitment, the more successful our corporation will be as a whole.

Recent sustainability-focused employee-engagement programs have included:

5 Green Things

Sprint maintains an employee environmental-awareness campaign that outlines five fundamental steps Sprint employees can take to begin to reduce their environmental impact at work, and to ultimately help the company achieve its environmental goals. The program encourages employees to: manage energy usage; minimize trash; commute smarter; print less; and recycle electronics.

Examples of green ideas provided to employees include:

- **Manage your power to reduce electricity use and greenhouse gas emissions (GHG):** get rid of unnecessary electrical devices, put everything on a power strip, turn off your lights and your power strip at night and when you leave for a few hours, turn off conference-room lights when you leave the room, and turn off lights others leave on by accident.
- **Minimize your trash to reduce Sprint's operational waste to landfill:** recycle your office paper; recycle everything else you can -- plastic, aluminum, batteries, cardboard, newspapers, mail; bring your own hand towel to the office (skip the paper towels altogether); dine smart -- bring your own lunch in reusable containers, keep a personal set of utensils at work, avoid take-out food and bring your own containers for leftovers; drink smart -- keep a mug and/or refillable water bottle at work.
- **Be a smart commuter and reduce Sprint's Scope 3 greenhouse gas emissions associated with employee commuting as well as your personal greenhouse gas emissions:** walk or bicycle whenever you can, check out public-transit options, find someone to carpool with, get a more fuel-efficient or alternate-fuel vehicle, follow these guidelines when travelling on business, and see if you'd be a good candidate for Sprint's Telecommuting or Mobile Workforce Program.

- Print less to reduce Sprint's paper use; think before you print -- do you really need a hard copy? print smart if you do print -- two-sided and two pages per side you can; go digital and learn some new tricks -- webfax, Sprint PDF printer, LiveMeeting, scan-to-e-mail, etc.; host paper-free meetings and ask people not to bring printed materials; challenge yourself to see how many print free days you can have in a month.
- Recycle your electronics to ensure Sprint achieves its zero e-waste goal: recycle unused equipment at your workspace using the e-waste collection bins in the break rooms; recycle unwanted wireless phones, data cards, batteries and accessories through the Sprint Buy Back or Sprint Project Connect programs; recycle spent batteries following Sprint guidelines; and use defined Sprint e-waste policies and procedures when decommissioning IT or Network hardware.

Sprint Smart Commute

Sprint offers a national alternative-transportation program, Sprint Smart Commute, which provides employees with ways to "green up" their work commutes by reducing pollution and traffic congestion during their work-related commutes. Sprint Smart Commute options include local mass-transit schedules, information on telecommuting, opportunities to meet nearby employees interested in carpooling to work, and other tips for employees wanting to reduce their greenhouse gas (GHG) emissions from commuting to work.

Some popular features of Sprint Smart Commute include:

- **Carpooling:** Smart Commute's "GreenRide" software lets employees connect with potential carpool partners who live and work in their same areas. Employees register on the site, and follow the on-screen prompts to enter their commute schedule and look for other interested Sprint associates with similar commutes. Through carpooling, employees save both money and carbon emissions.
- **Mass-transit solutions:** Sprint Smart Commute also includes information on the mass-transit options available in many metro areas across the country; we have more than 50 metro areas in the system and add more regularly. Choosing public transportation helps the environment by sharing resources with the employees' community, which cuts down on pollution.
- **Bicycling to work:** Sprint Smart Commute offers resources to encourage employees to bicycle to work. Bicycling to work reduces greenhouse gas emissions and also has direct benefits for employees' health and fitness.
- The Sprint Smart Commute program also asks employees to report their GHG commuting impacts, allowing Sprint to aggregate this information for its annual GHG reporting.

i-Digitize

i-Digitize is a company-wide initiative designed to expand awareness and utilization of existing tools and technology that can help the company save money, decrease our environmental footprint, increase productivity and add flexibility to the way we work.

Through the program, employees can learn how to electronically submit expense reports, digitally mark-up documents, scan and e-mail from multi-function devices, fax to e-mail for inbound faxes, and use software to send outbound faxes electronically. We've also reduced the number of output

devices (including desktop printers), eliminated banner pages on all print devices and switched printers to default to two-sided printing.

Earth Day Celebration

Sprint hosts annual Earth Day celebrations at major employee sites. The Overland Park, Kan., campus, which houses the largest population of Sprint employees, holds the largest celebration and typically hosts more than 50 exhibitors, both internal and external, includes more than 50 Sprint volunteers, features an executive guest speaker talking about Sprint's environmental priorities and progress and offers food, games and live entertainment. The Earth Day festivities are very popular with employees, typically drawing large crowds.

Other Programs

In addition to the larger programs mentioned above, Sprint also offers these employee programs:

- Participation in the U.S. Environmental Protection Agency-sponsored "Change-a-Light" for Energy Conservation
- Participation in the World Wildlife Fund-sponsored "Earth Hour" for climate change awareness
- A "green walking tour" where walkers can learn about the many sustainability features of the Overland Park Campus
- Personal-paper shredding days
- Employee personal e-waste collection drives
- A Community Supported Agriculture program where employees can receive locally sourced food products at a reasonable price
- "Green" parking for employees who carpool or drive a hybrid or alternative fuel vehicle

Diversity and Inclusion Engagement

Sprint offers seven Employee Resources Groups (ERGs), each focused on a specific cultural group - African Americans, Asians, Gay/Lesbian/Bisexual/Transgender/Queer, Disability, Hispanic, Women and Veterans. ERGs are open to all Sprint employees, regardless of race, gender, ethnicity, sexual orientation, or past or present military service. These groups provide their members with many professional-development opportunities and also support philanthropic and customer outreach to the cultural groups they represent.

From a work/life-balance perspective, ERGs provide Sprint employees with many opportunities for cultural enrichment, including free celebrations around events like Asian Heritage Month, Cinco de Mayo, Gay Pride Month, Juneteenth, Women's History Month, Veteran's Day and more. Visit our [Inclusion and Diversity](#) page to learn more about Sprint's ERGs.

Community Engagement

Sprint and our employees find a sense of meaning and purpose through helping the communities where our employees and customers live and work. Sprint offers rich community-involvement programs for our employees including a rewarding volunteer program, a national campaign to support United Way, and a national campaign to support food banks across the United States. The Sprint Foundation provides additional community engagement and support for Sprint employees through its Matching Gift program and Dollars for Doers Program. Each of these programs serves

to more deeply engage our employees with Sprint and the communities we serve. Visit our [Community](#) page for more information about these programs.

Employee Communication Tools

Maintaining open and honest communication with our employees is a priority. Sprint offers numerous communication tools to keep its employees informed and engaged. Perhaps the most frequently used communication tool at Sprint is the employee intranet, called i-Connect. i-Connect is the one-stop web portal for employees to get access to all the information they need at Sprint. It provides daily news, access to our employee social media site (Sprint Space), employee tools, benefits information, organizational data, employee search functions and far more. In addition to i-Connect, Sprint uses other communication tools such as webcasts, newsletters, employee events and microsites. We even launched an employee Sprint ID pack for Android devices. Here are some of the innovative employee-communication tools we use to keep our employees informed and engaged.

Sprint Space

Sprint Space is Sprint's internal blog forum, a company-hosted website where any employee can share his or her ideas and opinions and comment on the ideas and opinions of other employees. Employees post everything from informative customer experiences to tips for programming a new phone to information about Sprint benefit offerings to who they think the winning team will be in next week's football game.

Sprint Space brings the idea of "water cooler conversation" to the 21st Century, by allowing everyone to get in on the talk. Employees from all over the country and from many different business units, including front-line employees, are able to converse and discuss ideas -- something that would not be feasible without such a forum.

Sprint Space has proven to be an incredibly positive program for our company and our employees. It is highly self-managed, as employees have come together to assist and educate their peers. When an occasional incorrect piece of information is posted, Sprint Space users are quick to jump in and correct any misperceptions, allowing minimal involvement from site moderators.

Sprint Employee ID Pack

Sprint launched an innovative and exciting customer offering, Sprint ID, in September 2010. Sprint ID allows Sprint customers to customize their device with bundles of applications based on their specific interests. Some of the more popular ID Packs Sprint currently offers include Games, Entertainment, ESPN, and Green. Sprint also offers socially beneficial ID Packs such as Relay ID Pack for the hearing-impaired community and the Lo2Yo Latino ID Pack for the Hispanic community.

Knowing that employees serve a crucial customer-ambassador role and should benefit from the best of the company's service offerings, Sprint announced the Sprint Employee ID pack in April 2011. Employees with eligible Android devices can download the pack to get access to:

- **Employees Helping Customers** : A mobile version of the popular internal tool that allows employees to submit a help ticket for a customer, right from a mobile device
- **Sprint News**: The latest internal news from the company intranet
- **HR Tools**: Links and info about employee benefits and perks, including 401(k), health and wellness benefits, and employee discounts
- **Sprint on YouTube**: The latest videos direct from Sprint's YouTube channel
- **Social Media**: Real-time Sprint updates from Facebook and Twitter

Quarterly Employee Meetings

Sprint's CEO, Dan Hesse, hosts a Quarterly All-Employee Meeting (QEM) shortly after Sprint's quarterly earnings are released. These engaging and informative sessions provide an opportunity for employees to hear directly from CEO and other top executives and engage with them in a question-and-answer session. In a typical meeting, Hesse will discuss performance results against Sprint's three priorities, ask other officers to present important topics that are relevant for the quarter, announce quarterly Elevator Speech Award winners for non-sales employees who "sell" Sprint, and directly respond to employee questions. The QEM can be seen and heard live via webcast or audio conference call, and employees on the headquarter campus in Overland Park, Kan., can attend in person.

Sprint employees have a chance to submit questions in advance of the QEM or live during the QEM. Employees who are unable to participate in the QEM at its scheduled time or those who want to watch portions of the QEM again can take advantage of QEM After the Show, an online one-stop shop for all QEM and quarterly performance results materials and resources. QEM After the Show allows employees to watch full replays or portions of the QEM and review QEM and quarterly results materials on their time, in a more accessible, simpler and faster way. This also allows frontline employees, who are often helping customers, to participate at a time that works best for them.

The employee response to QEMs has been excellent. We have a very high employee-participation rate, and employees consistently rate the QEMs as helpful to their understanding of the business and their role in achieving positive results for Sprint.

i-Lead

We target specific leadership development to all managers of people through our i-Lead communications strategy. The i-Lead strategy includes:

- the i-Lead website that contains all leadership resources
- a bi-weekly newsletter that is pushed to leaders via email
- targeted webcasts that include interviews with Sprint leaders and external thought-leaders to reinforce key messages
- Now Leader web site, a YouTube-like channel, containing videos and leader-led team development activities

By incorporating leadership into key business messages, we can ensure that our people managers are effective and a competitive advantage for Sprint.

Employee Survey

Sprint's Employee Survey provides detailed, dynamic data about employee satisfaction with many aspects of their employment with Sprint. The survey, which has roughly 40 questions, addresses multiple aspects of the employment relationship such as manager effectiveness, risk taking and employee perception of the Sprint brand. The survey provides detailed information on each of these key indicators which Sprint then addresses through a variety of projects and programs to improve the employment relationship. The survey does not result in a single net "satisfaction" score.

The 2014 survey was conducted in January. A random sample of Sprint employees were invited to participate. Survey response rate was 55 percent, and results remain strong. Key findings of the 2014 survey indicate:

- Engagement levels across Sprint are strong; employees are proud advocates of working at Sprint and strive to excel in their jobs.
- Sprint employees strive to achieve results and work ethically at the same time.
- Supervisor skills score high across the board. Employees feel a strong connection to their supervisors and credit them for excellent communication, decision making, and day-to-day management.
- Employees want simplified processes, improved tools, and a continued focus on creating a great customer experience.

An excellent example of the way the Employee Survey has worked to benefit our employees, our company, and ultimately our customers is evident in how we manage vital connections between employee commitment and customer satisfaction. We recognize that a positive relationship between an employee and a manager is critical to maintain employee satisfaction and performance as part of serving our valued customers. The Employee Survey has allowed us to target opportunities to strengthen this relationship across the company through programs that address work/life balance, performance management and management behaviors. As a result, scores from the questions relating to Sprint employees' perceptions of their managers are significantly above peer benchmark comparisons (+22 percent).