



Daikin Academy Central Europe

Education is the kindling of a flame, not the filling of a vessel.

Socrates

### Content

Message from Daikin CE Management	2-4
Vision	6
Mission Statement	
Core values Daikin Academy	8
Concept	9
Service Academy	10-11
Sales Academy	
Training for Daikin partners	
Employee trainings	

## Invest in your future - with Daikin Academy

We believe in the unlimited human potential and that learning is a journey for a lifetime.

We attribute a high value and importance to human development and training and strive to support education of responsible people. Each individual's development is an integral part of the foundation for the company's growth.

The objective of our Daikin Academy and related training activities is to be efficient, result-oriented and customeroriented. We want to make a difference and allow our Daikin internal staff as well as Daikin Partner staff members to benefit from high quality trainings focused on improving their professional experiences as well as work performance qualities.

With the introduction of the new Daikin Academy concept, we will continue to develop and support the build-up of qualified and skilled labor to meet the needs of the HVAC-R industry. Our unique training model proves that customer satisfaction is not a result but a process.

Come and take a closer look at the details of our training journey.



Carl Lievens Managing Director, Daikin Central Europe

# Messages

### from Daikin Central Europe Management







Daikin is strongly committed to the environment and to our employees. With the Daikin Academy we take the first steps with our partners to ensure that we jointly can continue our strong growth, that we can react faster to customer needs and that the customers are experiencing the Daikin quality over the full product lifecycle. With our strong focus on state of the art learning techniques and methods we also ensure that everyone working for or with Daikin are prepared for the future and that everyone can explore their utmost potential with us.

Erlend Ingebrigtsen, General Manager Service, Daikin Central Europe

The challenges of the professional HVAC-R market require Daikin to support the market in producing well trained engineers for the future of the HVAC-R market.

Daniel Winch, General Manager Commercial, Daikin Central Europe

Daikin does see Learning in a broader social context. We firmly believe that people have a vital interest to be engaged in meaningful professional occupation and to develop and increase their capabilities for that.

In a situation of European skill shortage in certain areas we want to contribute with an approach that supports targeted skill development for our industry simultaneously with offering job advancement opportunities for people. These efforts and opportunities are not limited to our own staff, but we also partner up with our customers.

Karin Scasny, General Manager Human Resources, Daikin Central Europe



Learning is the investment into the future. Develop a passion for lifelong learning and you will never stop to grow. As Daikin, we try to help our partners with the offer of the Daikin Service Academy to keep on learning: today, tomorrow and in the future.

General Manager Marketing & Corporate Communications, Daikin Central Europe



Skilled workforce is getting more and more limited in all CEE countries. This is an undisputable fact and we as a leader in our industry will therefore sustain a necessary knowledge management. We see this as one of the crucial success factors in future to reach our vision – being the Nr. 1 desired partner creating a unique

Claus Albel,

General Manager Sales, Daikin Austria



The Service Academy is another important step in moving forward with our partners, learning from each other, sharing ideas and knowledge, and giving our industry a further push to ensure skilled labor for the future.

Klaus Koller,





I strongly believe, that the difference between brands is more and more often made by the different kind of services offered. Behind the services you will always find people. This is why it is essential for us, that Daikin is represented by highly qualified professionals - no matter if we speak about our own service staff or the staff of our "dealers" or external service partners.

Balázs Zuggó, Managing Director, Daikin Hungary





### Daikin is the no. 1 desired partner in creating a unique climate.

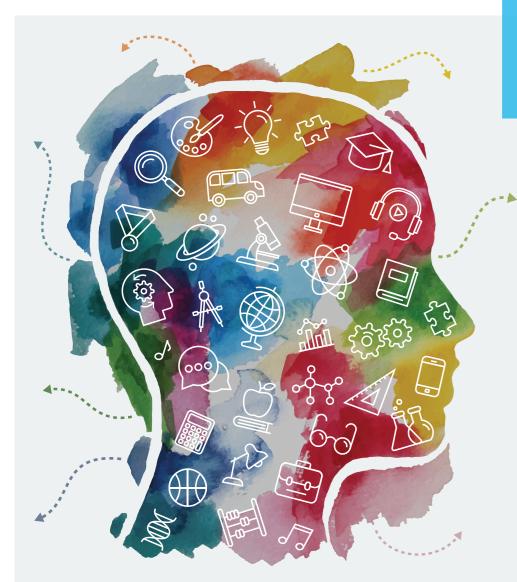
Because...we believe in lifelong learning



- ... we are the industry benchmark for offering best in class training programs
- ... we deliver excellent consumer experience by training our own and partners' staff.
- ... we encourage growth of people in their professional roles.
- ... we offer a holistic approach to compensate the lack of skilled labour in our industry.

We have the firm belief that humans have an **unlimited potential.**We fully support the idea that each **individual's development** serves as the foundation for the **company's growth.** 

### Core Values – Daikin Academy Central Europe



Daikin's core principles apply for learning All training and development initiatives are governed by:

- Trust
  - Entrepreneurship
  - Self Responsibility
- Consequence





SERVICE ACADEMY

PARTNER PROGRAMS

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young."

Henry Ford



## Service Academy

#### Target group

Service technicians of our partners and customers who want to improve their performance, be more efficient and deliver excellent service on site.

#### Benefits

- The Daikin Service Academy is the best and most efficient way to have your Service Technicians trained according to your business needs.
- We provide individual Learning Paths which take into account existing skills and knowledge and aim to train your Service Technicians to perform excellent service on site.
- Only the Daikin Service Academy gives you access to our trainer's expertise and experience in an easy way.

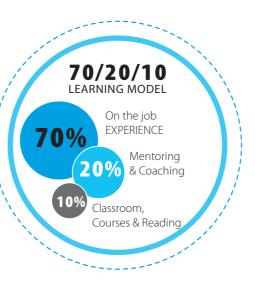
#### Content & Format

The Daikin Service Academy offers individual Learning Paths covering all Service cases for Daikin products. Our goal is to help you delivering better Service on site and therefore grow your business.

Our training packages cover following areas:

- 1 Installation & Pre-Commissioning
- 2 Commissioning
- 3 Maintenance
- 4 Troubleshooting & Repair
- 6 Application & Design

We believe in the ideal combination of sound theoretical background and practical training with state of the art methods by using digitalization as well as hands-on training on our latest products. We also focus on our end consumer's best experience with Daikin Service by integrating Customer Satisfaction trainings in the Learning Paths.



#### Service Cases & 70/20/10 Principle

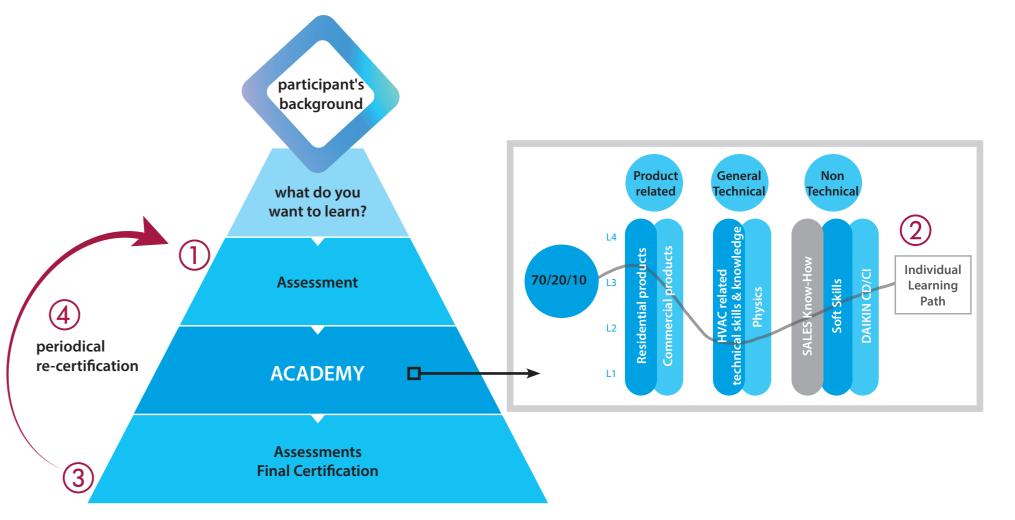
With our modern and effective approach towards Learning & Development we enhance the performance of our participants.

Our learning paths are designed along the actual use cases service technicians perform on site for example the installation of a certain product.

The training modules as such again support our practical approach based on solid theoretical know-how. This is achieved by applying the so called 70/20/10 learning model. The numbers stand for percentage values and represent how people usually learn best: 70% by solving practical problems encountered in everyday work, 20% by social interaction with team members or leaders and 10% by theoretical input through for example classroom trainings.

# Service Academy

Big Picture





# Sales Academy

#### Target group

Daikin employees with sales oriented personality, who want to start a career in sales and selected partner employees, who want to gain excellent proficiency in Daikin products and sales behavior

#### Benefits

- State of the art professional and international training program with sales focus
- Daikin Central Europe has more than 10 years of experience in running the Sales Academy
- Combination of Product Trainings, Sales Trainings, Soft Skills Trainings, Team Activities and Networking
- Fast track development program to become a professional sales representative within 2 years
- High quality and professional team of internal and external trainers
- Daikin Sales Academy Certificate after successful completion of 2 year program & final case study
- Comprehensive set of training material for all trainings
- Continuous improvement of program and training quality based on participant feedback

#### Content & Format

The Daikin Sales Academy is an international 2 year training program for young and committed Daikin employees with a strong interest in sales. It consists of a comprehensive mix of trainings on Daikin products and behavioral skills for sales. The program covers 40 training days in total over the course of 2 years.



Blended learning methods are applied for the Daikin Sales Academy by integrating various training formats – such as face to face classroom trainings, eLearning via an online learning platform, multi-dimensional case studies as well as individual coaching sessions with a trainer.

# Training for Daikin partners

### HOME COMFORT EXPERT PROGRAM:

Regular attendance to Daikin trainings is mandatory for Home Comfort Expert Partners as it ensures outstanding knowledge concerning sales approach, technical skills and product features.

A vast portfolio of trainings is offered by Daikin to its network of Home Comfort Expert partners. This ensures Daikin installer's staff is skilled to top level standards.

Following areas of expertise are covered:

- ✓ Soft skills
- ✓ Technology
- ✓ Finance
- Management skills

### COMMERCIAL SOLUTIONS EXPERT PROGRAM:

Commercial Solutions Expert Partners sales and service staff are required to attend Product Commercial Trainings (i.e. trainings focused on technical aspects and unique sales specifications) as well as Service Trainings on a regular basis.

This ensures they are well educated and skilled to offer best possible Daikin products and solutions as well as excellent installation quality along with best in class service and support to their customers for the entire Daikin Commercial product and solution portfolio.





# Employee Trainings

Grow with us! This is what we offer to our employees.

We want to enable our employees to develop their full potential for their professional career with Daikin. Being a successfully growing organisation, our people find new challenges not only in their current job roles but also in new job profiles, which are established with the extension and diversification of business areas. We keep in mind which skills will be needed in the future and we constantly evaluate how to improve, enhance and extend our education and development programs.

The Human Resources Department is in charge of all trainings which help to acquire general business skills and behavioural skills which are applicable in different areas and job functions.

#### Daikin Skill Lab

The Daikin Central Europe Skill Lab offers professional training for building-up for example:

- ✓ Presentation skills
- ✓ Workshop design and facilitation skills
- ✓ Trainer techniques for subject matter experts

## Project Management Training

To forge our internal Project Management skills, we offer tailored learning programs on how to steer and structure the type of projects which are initiated and executed in our organisation.

#### Sales Skills Training

Daikin also offers professional sales Skills trainings which focus on various areas such as general structure of successful sales talk and sales cycle, negotiation techniques, professional key account approaches to the area of how to steer and conduct field coaching sessions with sales representatives.

#### Language Skills Training

We also provide special programs for improving English language skills.

"Under the light of the belief in unlimited potential of people, the source of a company's competitiveness is its people."

> Akira Yamada, Founder of Daikin Industries

#### Leadership Skills Training

In addition a special emphasis is given to developing and enhancing Leadership Skills on different job levels - from team leaders to senior managers.

The design of the leadership training programs depends on the specific topic and target group. You will find a mix of methods spanning from classroom trainings, one-day inputs to sequential courses over a period of several months and coaching and reflection sessions. All of this to ensure long-term learning success and transfer of the knowledge into daily practice.

#### People-Centered Management

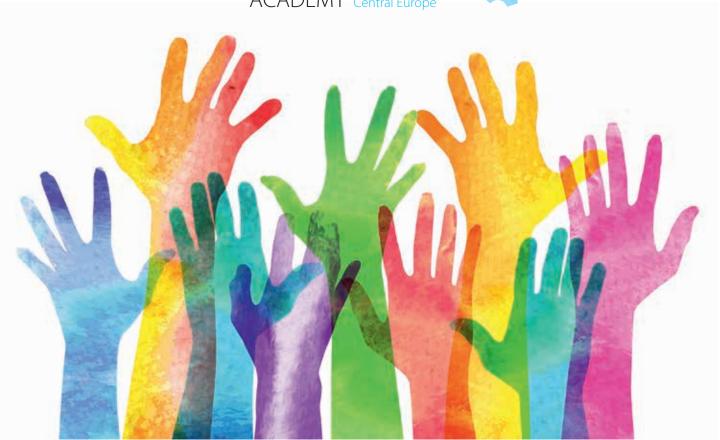
Every company claims it values people, but there are big differences in how they put this principle into practice.

At Daikin the philosophy of people-centered management is taken very seriously and serves as a foundation for all leadership trainings.

With our trainings we aim to instil a leadership mindset and behavior based on following belief: People have infinite potential to grow!

The source of a company's competitiveness is its people and the cumulative growth of all group members serves as a foundation for the group development.





### Want to know more?

Please contact us for more information about the Daikin Central Europe Academy@daikin-ce.com