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## SamSari helps Ericsson North Africa to get new employees on board

**During September, the Change Agency SamSari has started up a new project for Ericsson, this time for their North African market unit.**

Ericsson, a global telecom industry leader, has trusted SamSari to develop an interactive induction program for their North African market unit. With the North African market growing at a rapid pace, so is Ericsson's staff. The aim of the program is to make sure new employees understand Ericsson's values, its role in society, what is expected of an Ericsson employee and to give them an overall feeling of being welcome. Every new employee in the market unit will be taking part in the induction program, to be launched at the beginning of 2010.

- Our challenge is to make the program fun, meaningful and lean at the same time. Once in place, the program will give new employees a flying start to their career at Ericsson which also shortens their time to productivity. We very much look forward to developing this program for Ericsson, says Marika Alsberg, Client Manager at SamSari.

After this year's economic recession, SamSari has noted that onboarding discussions are becoming more frequent and a focus on employee introductions is once again on many companies' strategic agenda. Retaining existing employees, working with brand building toward new recruits and incorporating new employees into the organization in a quick and effective manner will soon be a hot topic again when the war for talent re-ignites.

For more information, contact Marika Alsberg at SamSari:

Phone: +46 (0)70 420 83 05

Email: [marika.alsberg@samsari.com](mailto:marika.alsberg@samsari.com)

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### About SamSari

- We are a Change Agency dedicated to translating great ideas into meaningful action, seeking to promote excellence in all of our clients' endeavors and to truly make strategy happen. We have a proven track record in change management for large, globally dispersed organizations that span different cultures and languages and a competitive edge within change in international environments with large and differentiated target groups.
- Profitable company showing +40% growth over the last years. Turnover 2008: 32,2 MSEK, 2007: 22,1 MSEK, 2006: 14 MSEK.
- Owners: Investor Growth Capital and founders Pia Engholm and Gisli Hennermark.
- Office in Stockholm, Sweden, with 17 employees.