



People Perspectives

Pauline de Vries



YELLOW CATS
INNOVATION LEADERS NETWORK

Agenda



- Short introduction
- The world behind Vitality at ASML:
 - Background and need
- Research and Vitality Program
 - Research
 - Program
- Creating Awareness
 - General communication
 - Global Program
 - Global webpage

Q&A

Introduction



People Perspectives

Founder & owner

- Work & Health Psychology
- Learning & Development
- Consultant for teams and managers in organizations
- Individual coaching
- Influencer on people issues



Pauline de Vries

- Married
- 2 daughters
- Amsterdam

Shared Ambition

People Management

- Psychologist
- Director OHW
- Consultant

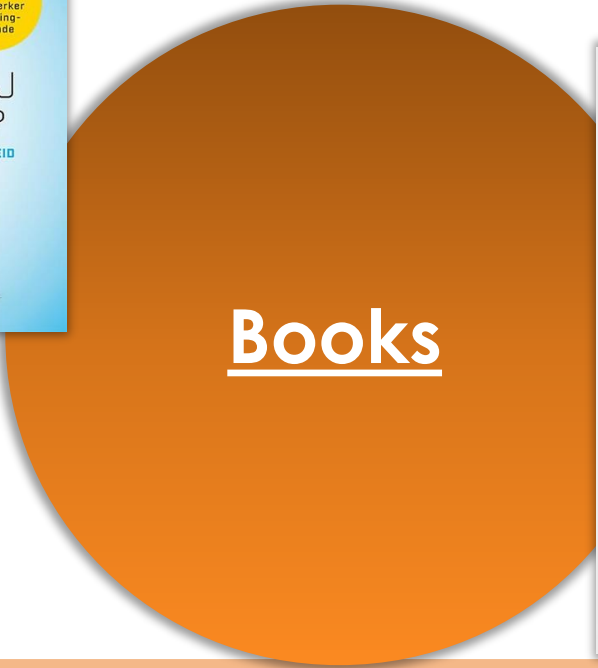
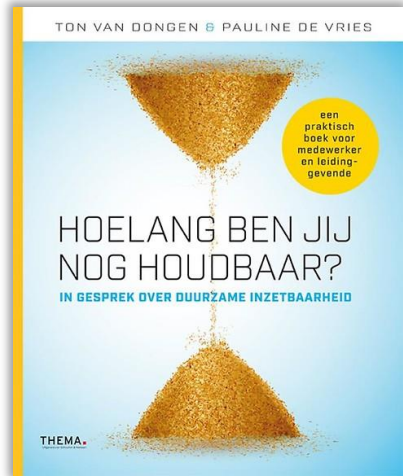


Previous employers:

- KLM
- SBI
- Schouten & Nelissen
- Schouten Global
- Tata Steel Europe
- ASML



Background




Books



- Education
- Historian (American Studies)
 - Psychology
 - Coach & Counselor
 - Master Human Development
 - Master Instructional Design



An aerial photograph of a river winding through a deep, layered canyon. The river is a vibrant blue-green color, contrasting with the reddish-brown and orange tones of the surrounding rock formations. The canyon walls are steep and show signs of erosion. A large, semi-transparent circular overlay is centered over the river, containing the text "The world behind Vitality at ASML".

The world
behind
Vitality
at ASML

A smaller, semi-transparent circular overlay is located in the bottom right corner of the image. It contains the text "People Perspectives".

People
Perspectives

ASML



ASML

- Dutch company, founded in 1984
- Headquarters in Brainport Eindhoven
- is an innovation leader in the semiconductor industry
- that provides chipmakers with everything they need
- hardware, software and services
- to mass produce patterns on silicon through lithography

“The most important tech company you’ve never heard of”

Key aspects, from a people perspective



- Fast growth: now employing 23k people
- 123 nationalities, of which many work together in close settings
- Operations are spread across Europe, Asia and the US (16 countries, 60 locations)
- Different types of employment; factory work next to R&D and engineering
- 24/7 operation
- Customers demand high quality and fast service



- Attracting and retaining people is key
- Requires international/-cultural communication
- Requires travel and world-wide communications
- Factory work next to R&D and engineering: different areas of need for health and vitality
- Round-the-clock schedules and time differences
- Pressure to work fast yet flawless

People are key to ASML's success!



"Motivated, satisfied and engaged employees are critical to ASML's long-term success. We aim to inspire our employees and instill a sense of fulfilment, well-being and pride by offering them stimulating work content, perspective and a work environment that corresponds with their ambitions and talents."



Research and Vitality Program

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What is Vitality?



Vitality curriculum



24 e-learnings
16 masterclasses
Generic curriculum

	What to do	What to feel	What to connect	Prepare & Review
E-Learnings		<ul style="list-style-type: none"> • Get it all • Managing your instincts (at work/home/work for you) • Managing your instincts: Putting us on the top of the list • Making your work effectively • Managing your instincts: Being up on the control button • Positive mindset • Self awareness • Motivation • Influence your happiness • Working with stress • Healthy and energy • Resolving your problems • Resilience course • Mindfulness 	<ul style="list-style-type: none"> • The power of a commitment • Working at Work • Getting motivated • Emotional intelligence • Self language • Empowering your mindset • Energy in the workplace • Let's talk about stress • Mindfulness in practice 	<ul style="list-style-type: none"> • Successfully starting your course
Master Classes (Individual & team)	<ul style="list-style-type: none"> • Mind your body • Start meeting @ the • Managing a network of people • Healthy living • Support Program • Resilience • Nutrition for Health • Exercise and Health • Support for Sleep 	<ul style="list-style-type: none"> • Mindfulness • Successful Behavioral Change • Mindful Resilience • Working and Energy 	<ul style="list-style-type: none"> • Positive Psychology • What Connections 	<ul style="list-style-type: none"> • Review your course • Strength training • Review your practice
Generic Curriculum		<ul style="list-style-type: none"> • Personal Effectiveness • Stress Management • Time Management 	<ul style="list-style-type: none"> • Mindset • Communication • Personal Development 	<ul style="list-style-type: none"> • 2024 Course goal



Creating Awareness

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Creating awareness



Need for :

- Support for HR line and local managers
- A self-help tool
- A global vision and program
- Boost of confidence

- Created a team of Vitality ambassadors to consult on a regular basis
- Interviews on Vitality successes
- Local support for HR on vitality cases
- New global webpage for Vitality
- Recognizable content and program
- Presentations to HR, both in NL and worldwide
- Kickoff of new website, together with HR president

Communication to all employees

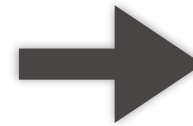


- **You** are in charge!
- Set your **limits!**
- **Recharge!**
- Feel **connected** to others!
- **Develop** yourself!

- Find joy and meaning in what you do!
- Develop an individual mindset and skillset
- Managers and colleagues need to create a supportive environment
- Communication is key



Communication to managers: win-win



Creativity
and
innovation

Perfor-
mance

Safety
(alertness)

Quality

Customer
Satisfaction

A wide-angle photograph of the Grand Canyon, showing layered rock formations in shades of red, orange, and brown under a clear blue sky. The canyon walls are steep and show distinct horizontal strata. In the foreground, there are some sparse green shrubs and a rocky ledge.


Website

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Vitality global webpage



Page	Sub-section	Content
Homepage	Overview of tiles with links to page sections	Animation about ASML's vision on Vitality Upcoming Vitality events FAQ through HERO
My Personal Vitality	Get inspired!	Vitality videos
	Learn the basics	Vitality e-learning
	Go advanced	Vitality masterclasses
	Related initiatives within ASML	Initiatives that are related to vitality (myGrowth, PSV program, gym discounts...)
My Team's Vitality	Get inspired!	Vitality videos
	Go advanced	Vitality team masterclasses and offsite workshops
	Best practices	Descriptions of vitality initiatives organized at different ASML departments
	Info for Managers	Advice for managers to approach vitality challenges in their team



Q&A



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