Developing a User Community to Drive Sharing, Self-Learning, and Personal Development

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BAE Systems 2nd October 2019
BAE Systems is a **diverse and dispersed** organisation

- Everyone knows someone local to go to for knowledge, but what do you do when local is global?

- BAE Systems in the UK has over 1500 regular MathWorks product users alone.
The Community **Catalyst** - A chance encounter at a MathWorks Event made it clear that **collaboration** was both possible and would produce positive **benefits**

Core Aims of the User Community
- Sharing
- User Engagement
- (Self) Learning & Development

**Our strategy**
- Maintain and grow our defence businesses
- Continue to grow our business in adjacent markets
- Develop and expand our international business
- Inspire and develop a diverse workforce to drive success
- Enhance financial performance and deliver sustainable growth in shareholder value

**Strategic priorities**
- Drive operational excellence
- Continuously improve competitiveness and efficiency
- Advance and further leverage our technology
Self Organised – Events to bring a community together

A coordinated program of events

- Technical Sessions
- Local/UK User Forums
- MATLAB EXPO
- MathWorks Events
Sharing User Experiences connects a community that otherwise may not have known it existed

Communication across organisational boundaries

- WorkSpace/SharePoint/Intranet page
- Newsletter
- App-store
Learning and Development: Self-led, Self-Paced & Self-Challenged

- OnRamp – MATLAB®, Simulink®, Deep Learning & Stateflow
- Formal Training
- Consultancy
- Gamification of learning with Cody™ and challenges
Engagement grows the community and creates an environment for sharing

BAES UK Cody™ players by business

- Air Sector
- Electronic Systems
- Land Systems
- Maritime Naval Ships
- Maritime Services
- Maritime Submarines
How Can I Learn Matlab\Simulink

Can it be made to be “even more” fun?

Cody Onramp
F1
The Apology

I am sorry it is October and we haven't yet had:-

However…
Learning Simulink can be fun – A Christmas Challenge
A small Graduate group are challenged to make a sample projects using Matlab/Simulink in advance
It’s a competition, with prizes, judged by our Business Leaders ... and everyone keeps what they made
Past Project examples
What does this mean for our people?
What does this mean for our business?

Effective Collaboration
Thank you

You can create a company community

Together we can create a community