

Microchip Client Engagement Process

- Core Values**
- Make a Difference
 - Teamwork
 - Plan-Do-Review

Plan-Do-Review

An Introduction

Start with Why!
Why? Co-Create Client Value
by delivering the freedom to innovate
How? Think Different
and have conversations that matter
What? Deliver Semiconductors/Tools/Skills
that help our clients realize their goals



Welcome to this introduction to the Plan-Do-Review, or PDR, approach to more effective and efficient client engagement.



In This Video...

In this video we will cover the following:

- What is 'Plan-Do-Review' or 'P-D-R'?
- Why it matters
- The 3 parts of the Plan-Do-Review approach
- How it supports the Microchip Client Engagement Process or 'MCEP'



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Let's take a look at what we're going cover in this video.

In this video, we will cover the following:

- what is Plan-Do-Review, or PDR
- why it matters.
- the three parts of the Plan-Do-Review approach and
- how it supports the Microchip Client Engagement Process, or MCEP.



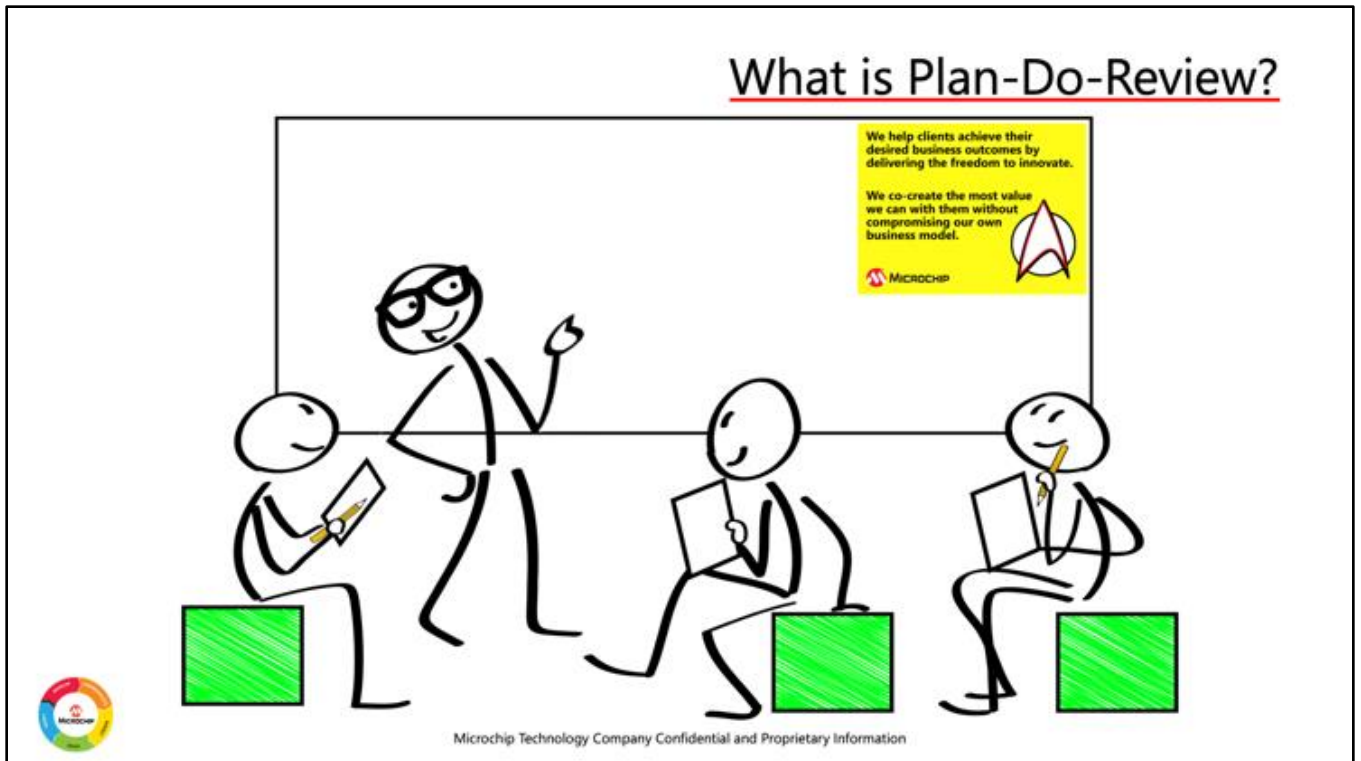
What Is "Plan-Do-Review"?



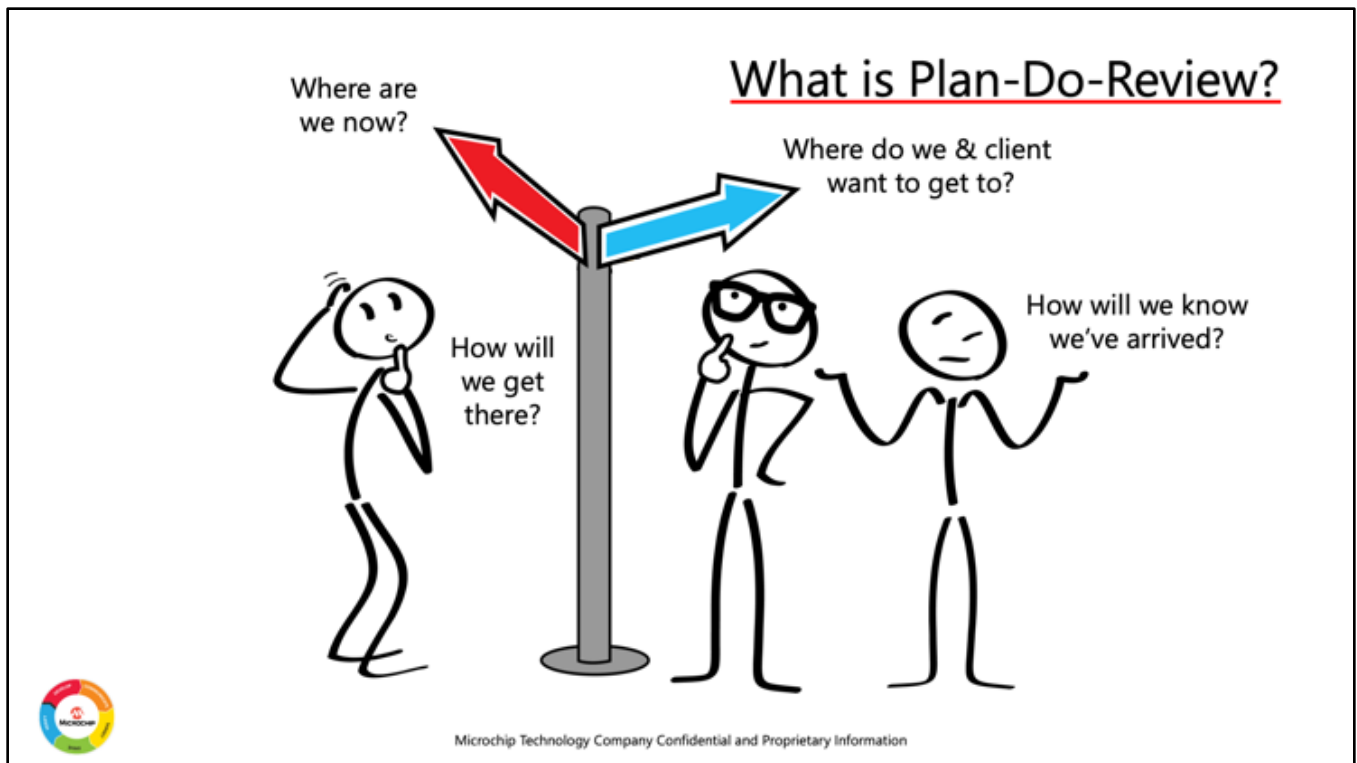
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What is Plan-Do-Review?

What is Plan-Do-Review?



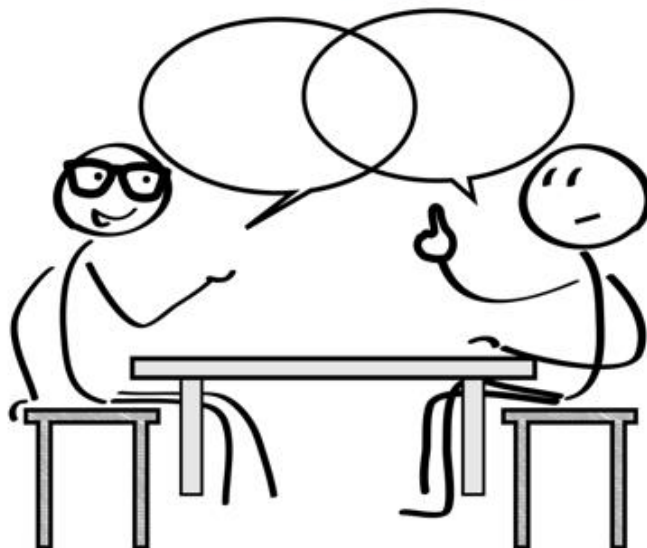
Plan-Do-Review is a framework for having more effective and efficient client engagements. It supports our Prime Directive by helping to ensure more efficient use of our limited and valuable resources, whilst also keeping a focus on creating the maximum value possible with the client.



It's about getting actionable answers to four simple questions:

- Where are we now? What's the current situation for the client as well as for us?
- Where do we want to get to, and where does the client want to get to?
- How will we get there... ..to this future desired outcome?
- And how will we and the client know that we've arrived and achieved the desired outcome?

What is Plan-Do-Review?



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The Plan-Do-Review approach is used before every planned interaction with a client contact, and after every interaction, even ones that weren't planned.



Why Does It Matter?



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Now, why does Plan-Do-Review matter?

Why Does "Plan-Do-Review" Matter?

We help clients achieve their desired business outcomes by delivering the freedom to innovate.



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Our task is to help clients achieve their desired business outcomes by delivering the freedom to innovate, we co-create the most value we can with them without compromising our own business model, where you have to strike a balance between their needs and ours and make best use of limited resources.

It's hard to do all this effectively or efficiently without a plan or a means to look back at what happened and learn from those experiences.

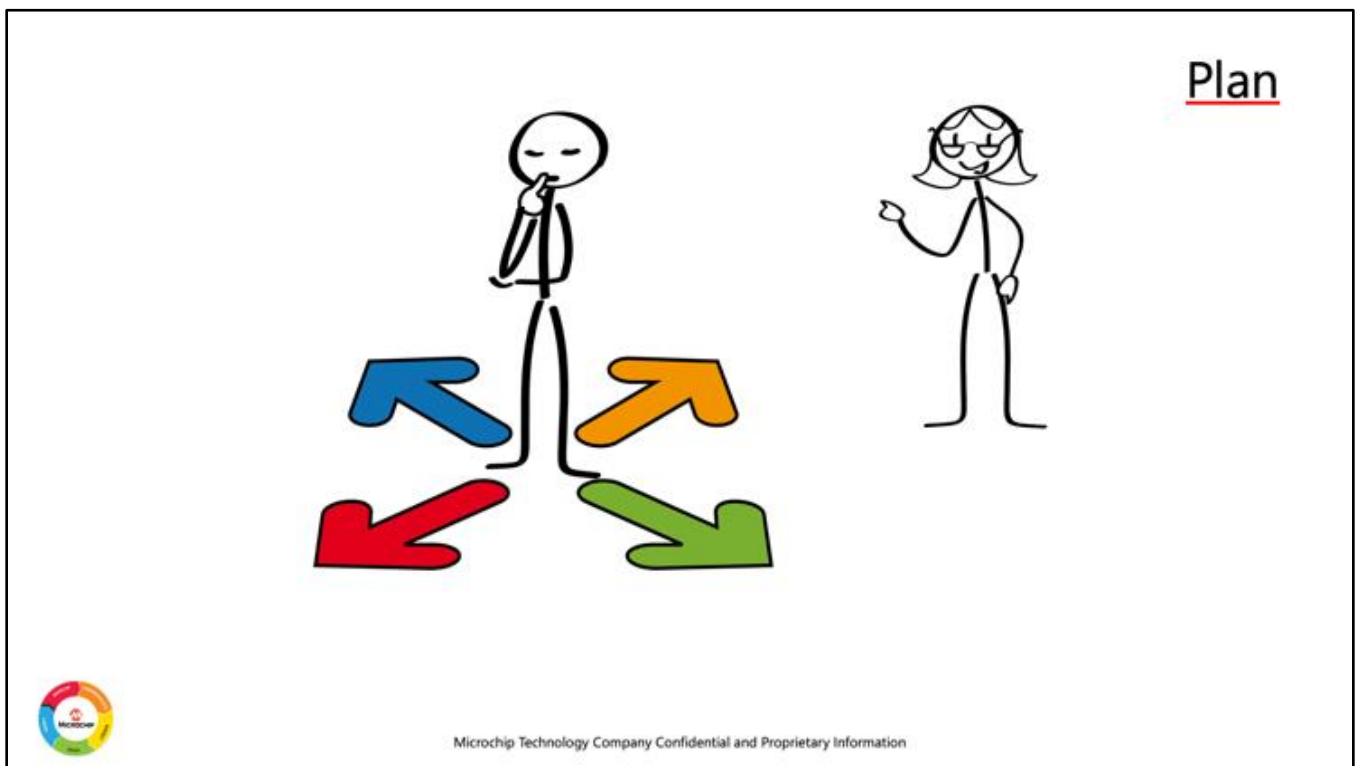


What Are The 3 Parts Of P-D-R?



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What are the three parts of Plan-Do-Review?



The PLAN part of Plan-Do-Review is where we clarify and define where we are, where we need to get to, how we will get there, how we will know we've arrived. And, what to do if something goes wrong.



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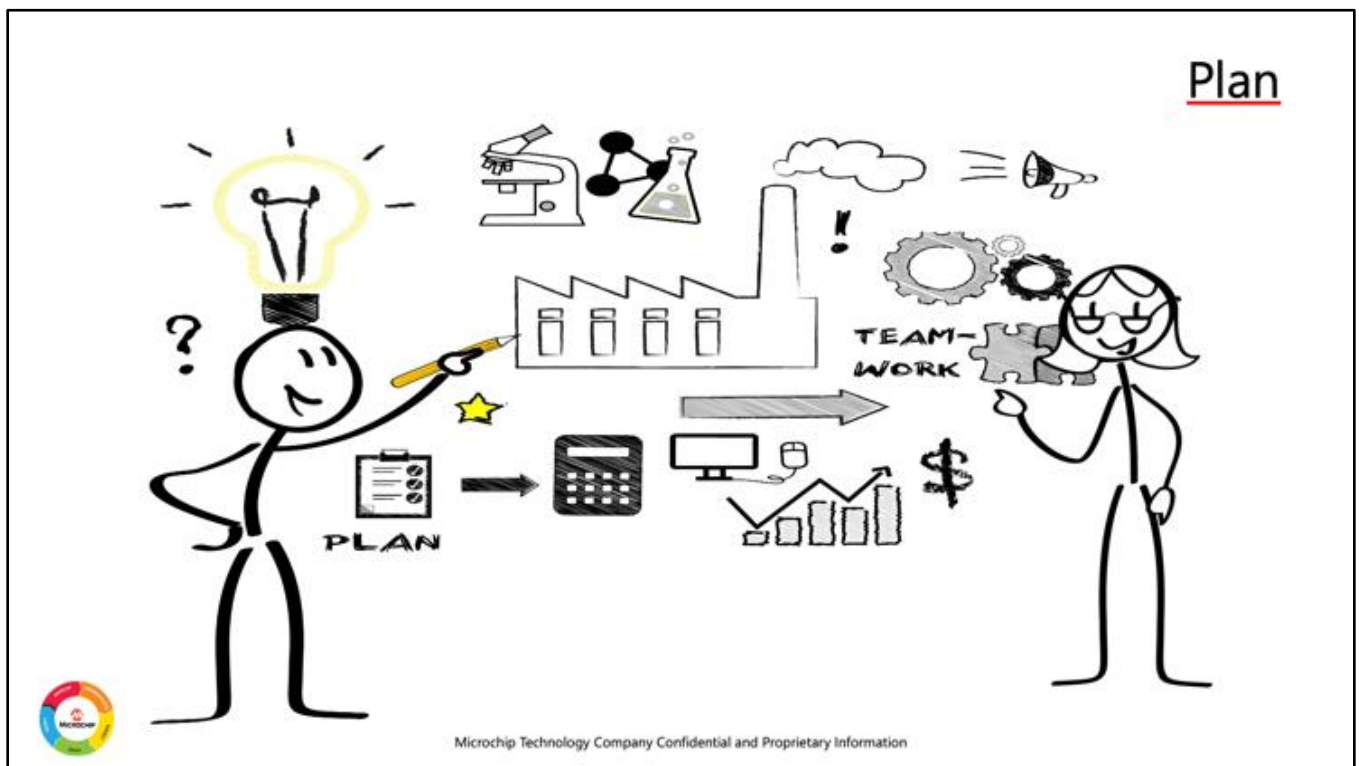
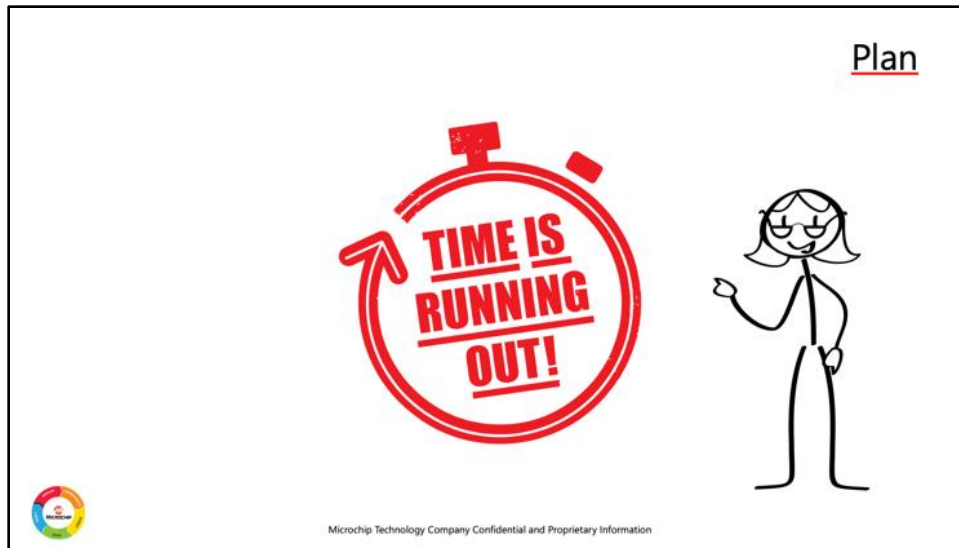
That means we need to know who we will be engaging with and what matters to them.

We need to know these things as best we can.



Where do we find out what we need to know? It's by doing some market research, by working with any information we've got from previous interactions and engagements with the client, from talking with others who have interacted with the client, and so on.

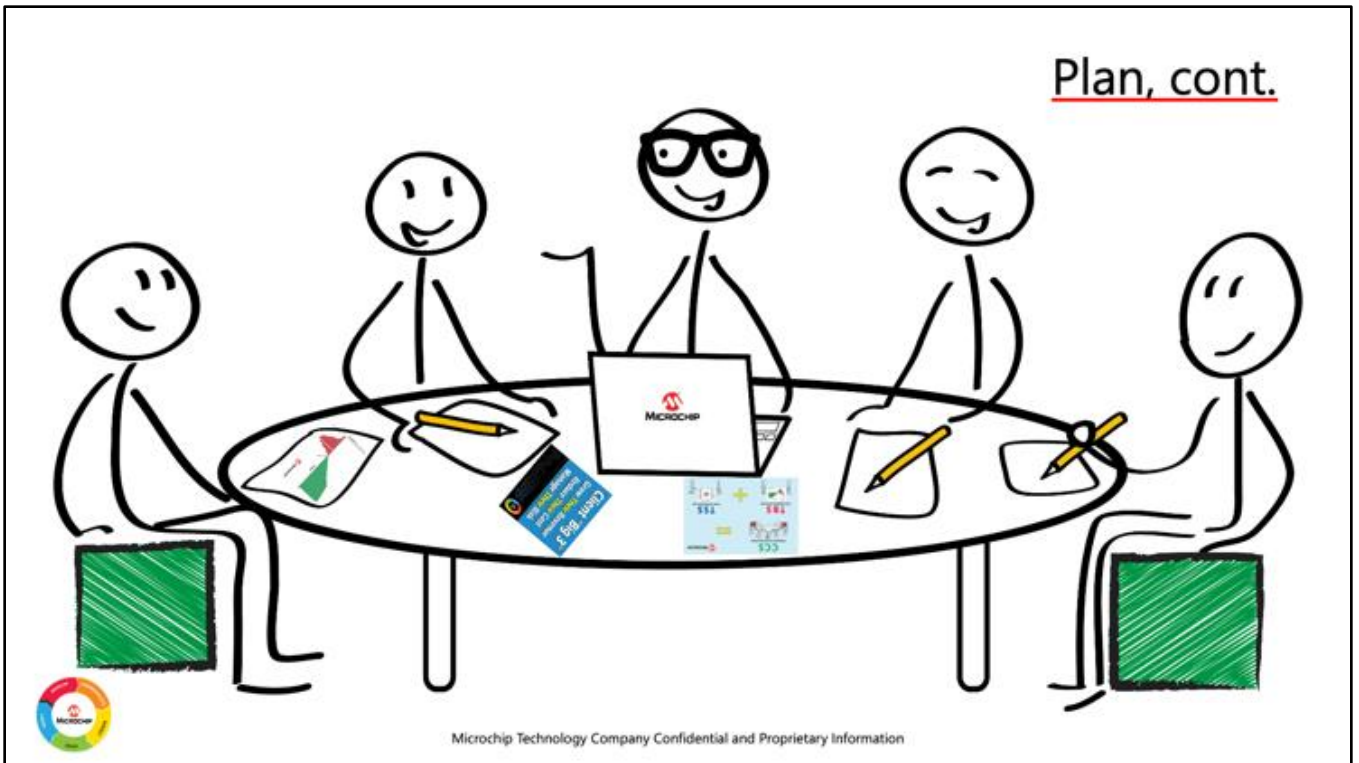
We can't always know everything and things don't always go according to plan. So, we plan contingencies, too. The better our plan can be, the more likely we have a smoother and quicker time putting it into action and getting to or close enough to the required destination.



Equally, we can't spend too long planning. We have to get things done and we can't always identify all potential problems. For those we can, maybe the chances of those happening are so low that it doesn't make sense to put time into planning around them.

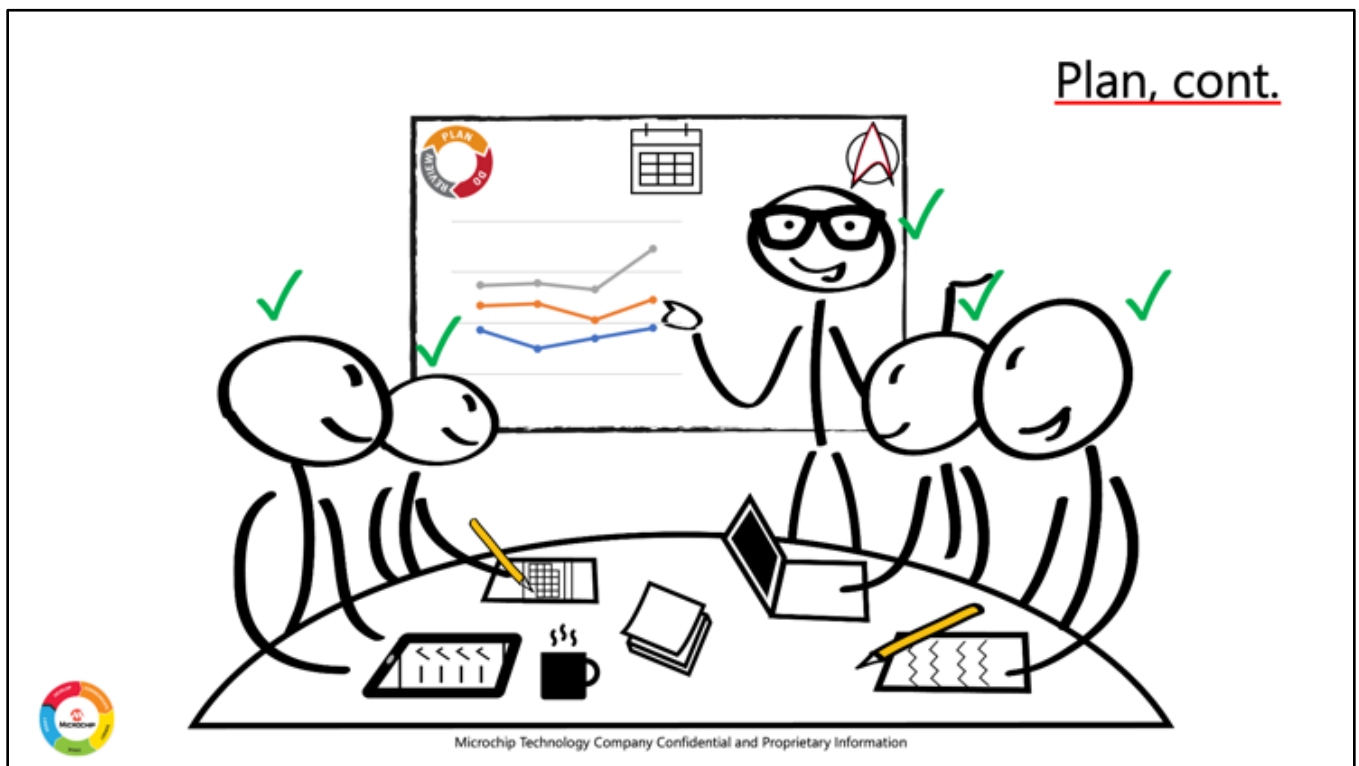
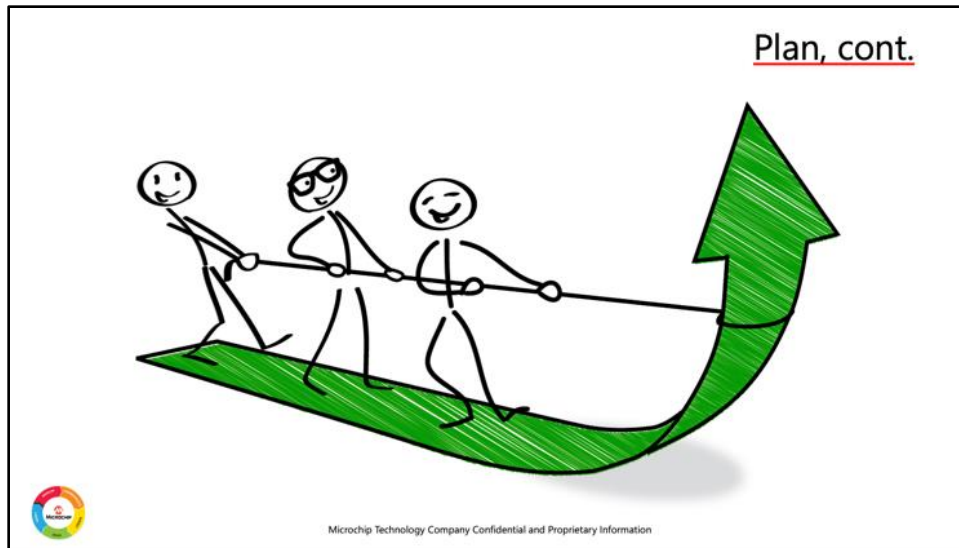
In the MCEP Plan-Do-Review approach, planning is not only for an event or meeting but to also make sure you are speaking in the language of the key players with whom you will be engaging. Rooting this in the language of business will help ensure the conversation is easier to keep grounded in value rather than, say, price.

Plan, cont.



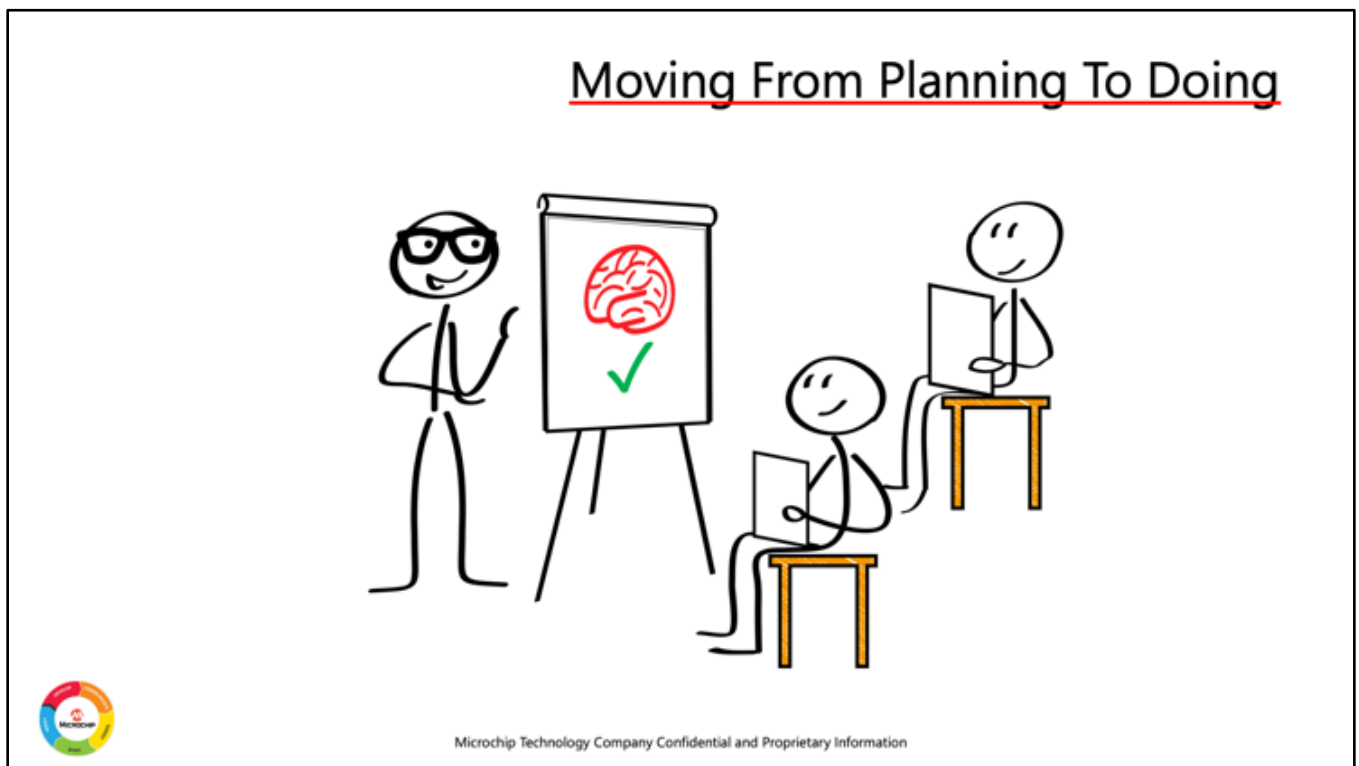
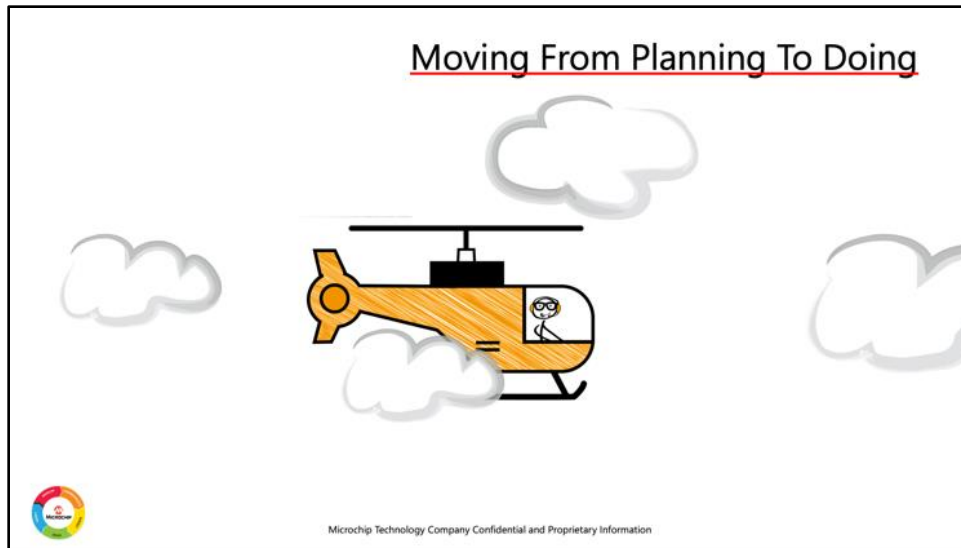
Focus your planning to cover the setup and initiation of conversations that co-create values such as the client's Big 3, the BOB conversations, and TBS.

Include planning for tensions involving lowest price and shift those conversations away from price discussions to conversations concerned with creating much higher amounts of value, such as getting a project to market, and designing risk out of the supply chain.



These conversations help the client move forward in their process, and with us.

Planning is also about applying the mindset of the Prime Directive as part of our daily job. This mindset supports what Microchip values in the value co-creation process – using available Microchip resources as efficiently and effectively as possible. Whenever possible, planning should be done as a team. Planning should always include information gained from reviewing previous meetings, conversations, research and so on.



Moving from planning to doing...

Pilots, especially commercial and military pilots, put a lot of focus on planning before they go flying to make sure they fly safely, avoid problems, and if a problem does occur, they've already thought about it. Surgeons are the same, having a plan helps all involved know what is supposed to happen, and what to do if things don't go according to plan.

Moving From Planning To Doing



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Moving From Planning To Doing

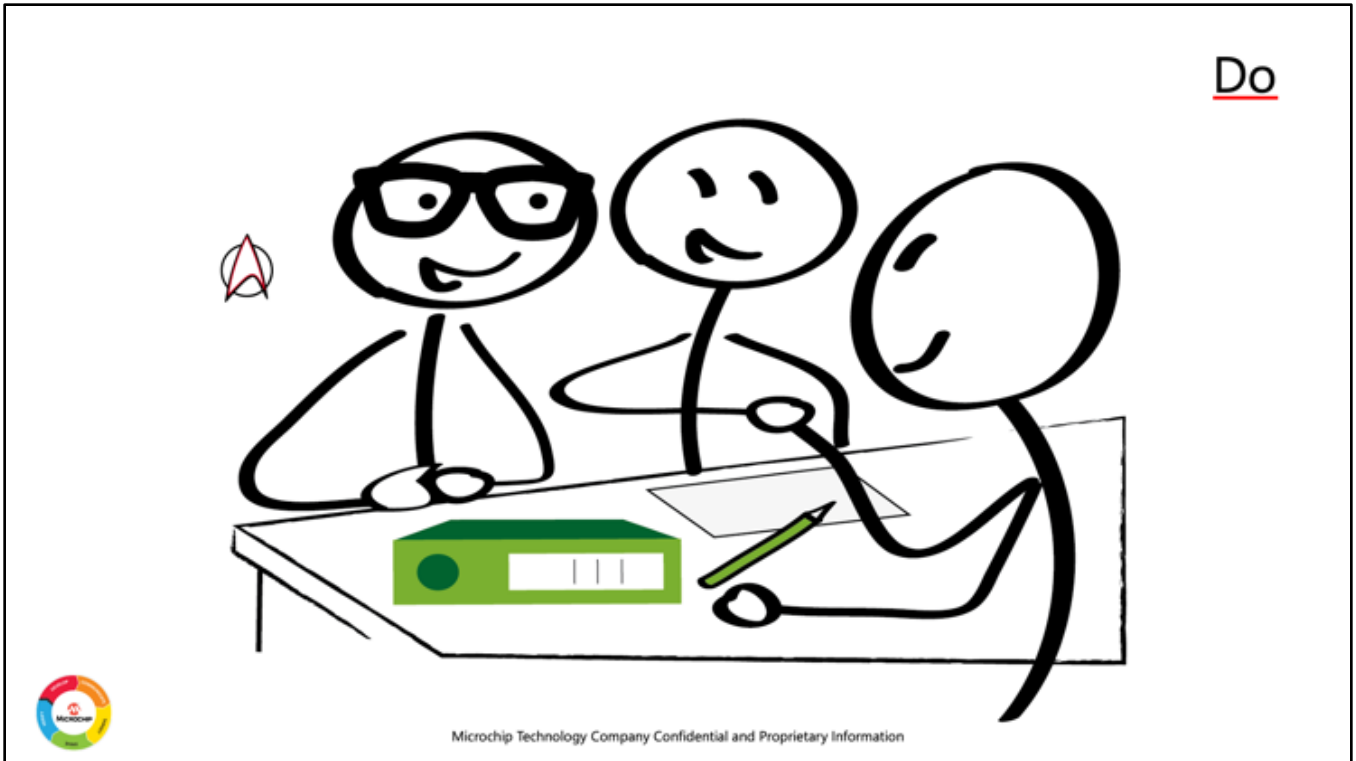


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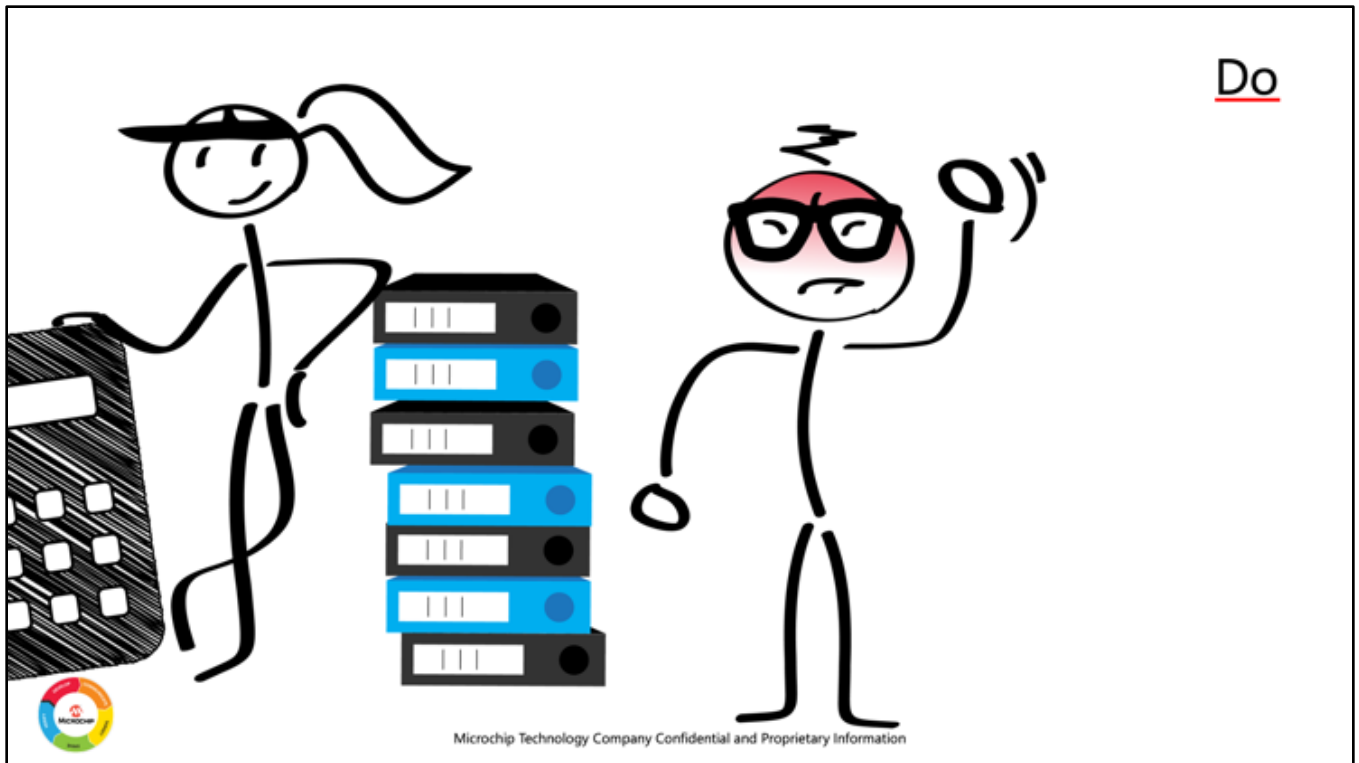
Good practice is to have somebody else take a look at your plan before you go and do it. Somebody who understands and is competent in what you're about to do. They will look at your plan, question you about it, and see if there are some unforeseen risks or potential gaps that you've not addressed.

They may suggest you address these before you have your conversation with the client, or they may not find anything significant that remains unaddressed. Or, they may indicate that your plan has too many risks or other significant aspects not covered and suggest you don't go ahead until these are addressed. This best practice is used on a formal basis in many hospitals and aviation organizations and with great outcomes.

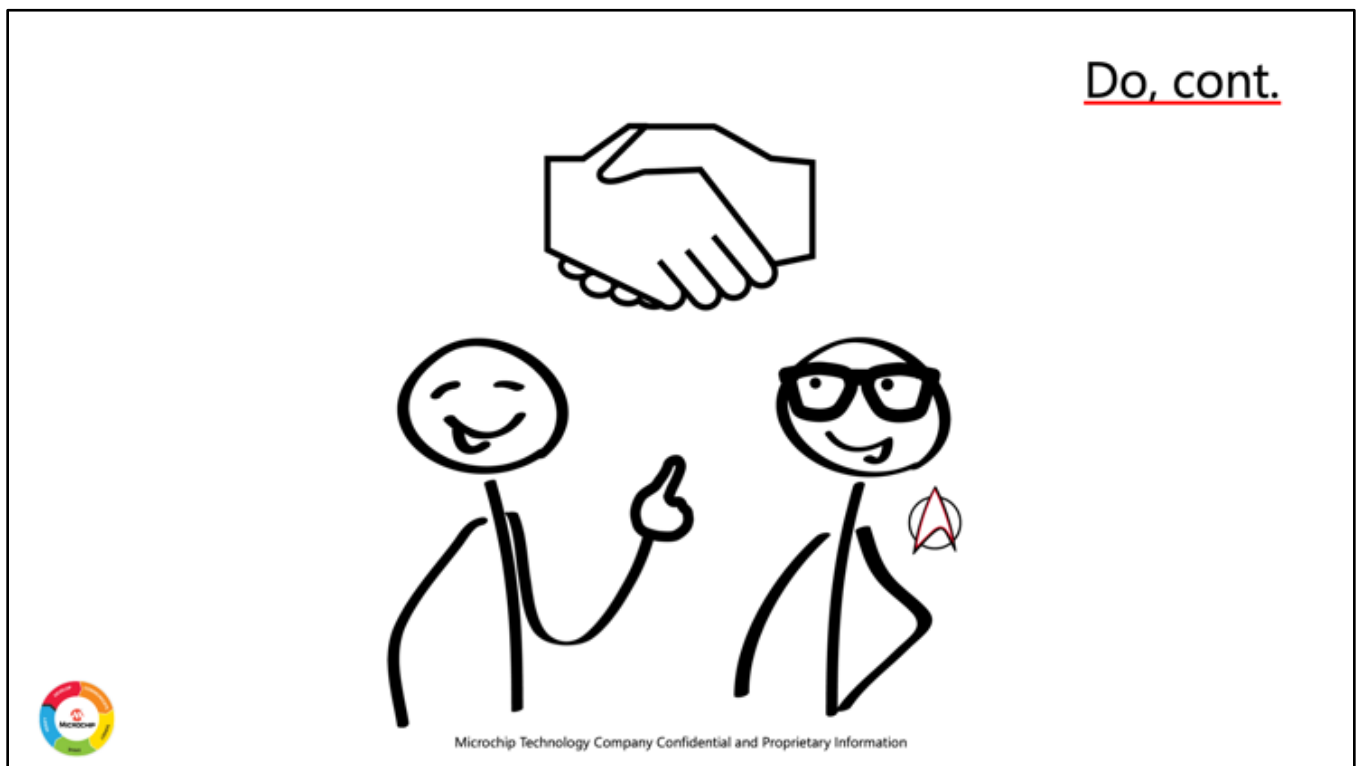
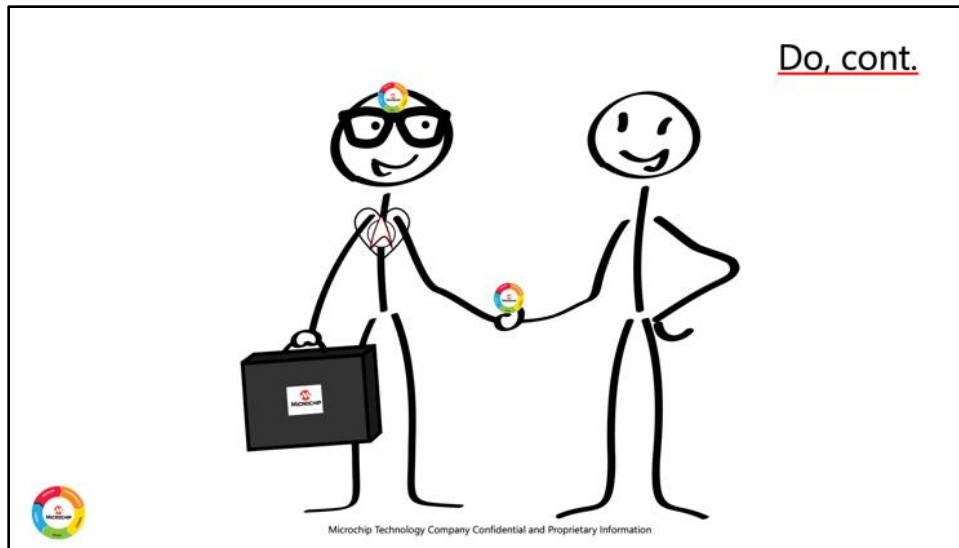
Do



The DO part of Plan-Do-Review is executing the plan by following it as much as possible and adjusting when and as needed to support the Prime Directive: to help clients achieve their desired business outcomes and co-create value with them without compromising our business model.



Sales and Apps traditionally tended to be overly focused on the DOING stage with less focus on the PLANNING or REVIEWING stages. This tendency often creates duplicate work to be done for multiple clients in the same market or industry, and results in client engagements that could have been more efficient or effective had more planning been done prior to the meeting.



When doing, speak like a businessperson with the Prime Directive in your heart, and the MCEP tools in your head and hands.

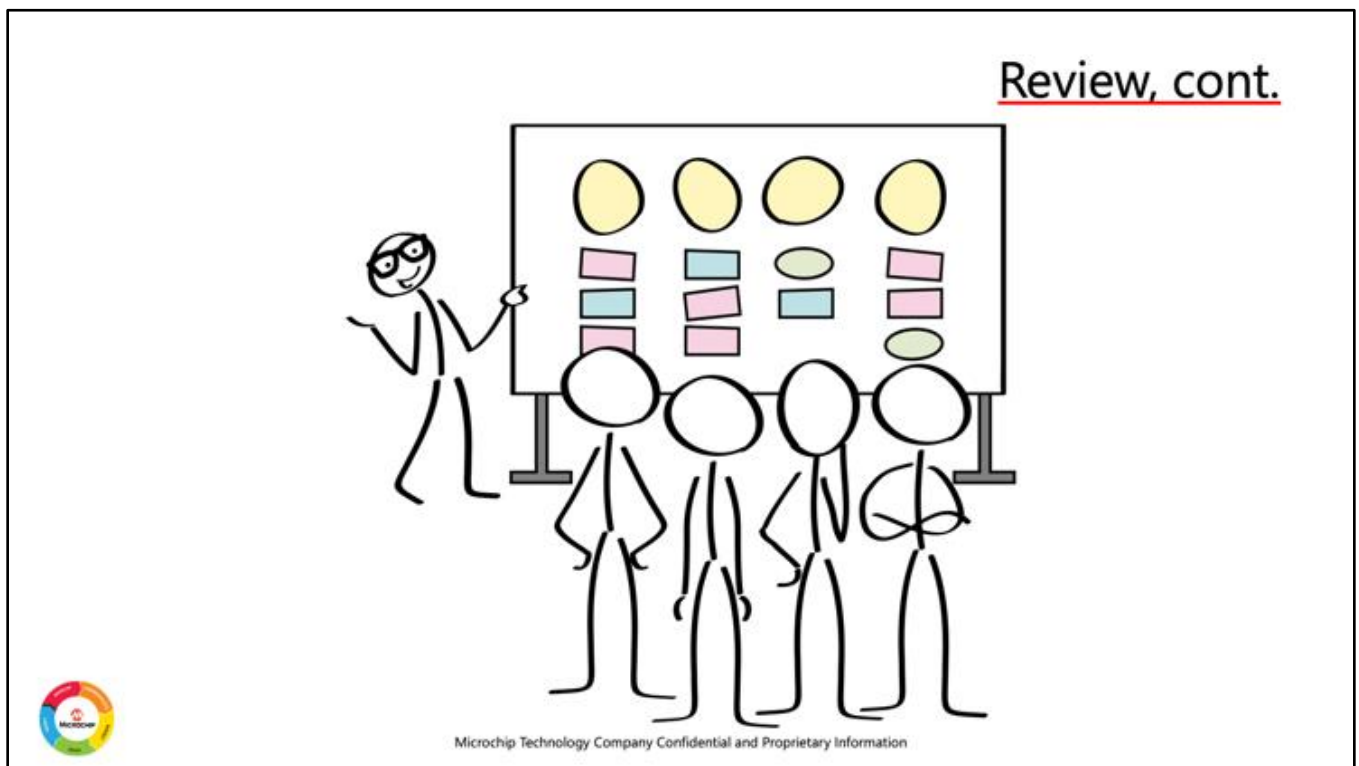
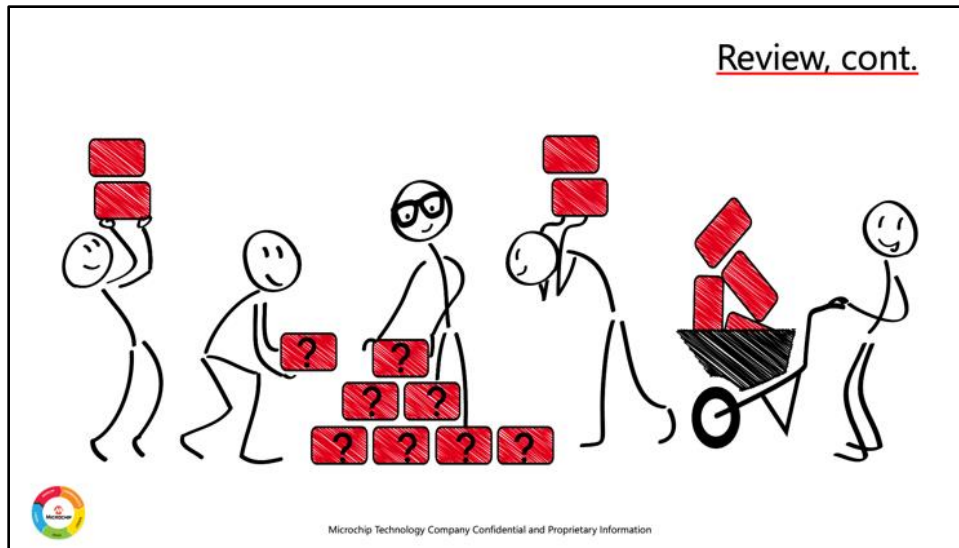
By executing the MCEP in support of the Prime Directive, you help clients achieve their desired business outcomes, focusing on having a true two-way conversation about what matters to the client or prospect, as well as what matters to Microchip, co-creates value with them without compromising our business model.

Review



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The REVIEW part of Plan-Do-Review is the process of assessing how well we did, how well we planned, and what we have learned and what new information we have gained along the way. Reflection on and evaluation of the client engagement - both positive and negative - should be done as part of the review process. Reviewing is a critical part of the Plan-Do-Review process and should not be skipped.



A team process, it's where you close the loop of Plan-Do-Review. You look to see what worked well, what didn't work so well and what you would do differently next time.


The information gained and/or verified should be included in the next planning activity. And whenever possible, the review process is best done with a team.



How P-D-R Support the MCEP?



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Great question...
let me show you!

How does P-D-R fit
in to the MCEP and
how is it used?



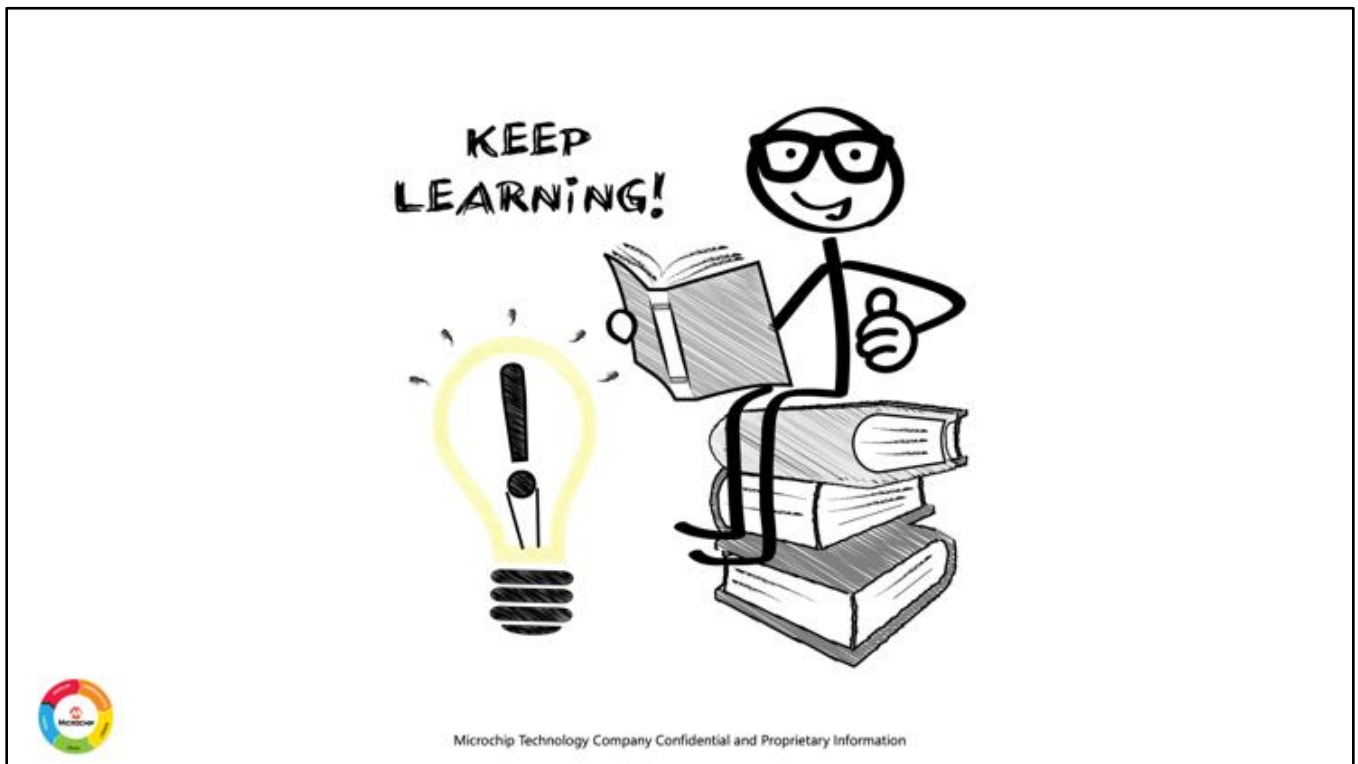
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How does Plan-Do-Review support the MCEP?

Where Plan-Do-Review fits into the MCEP and how it's used are closely connected topics.

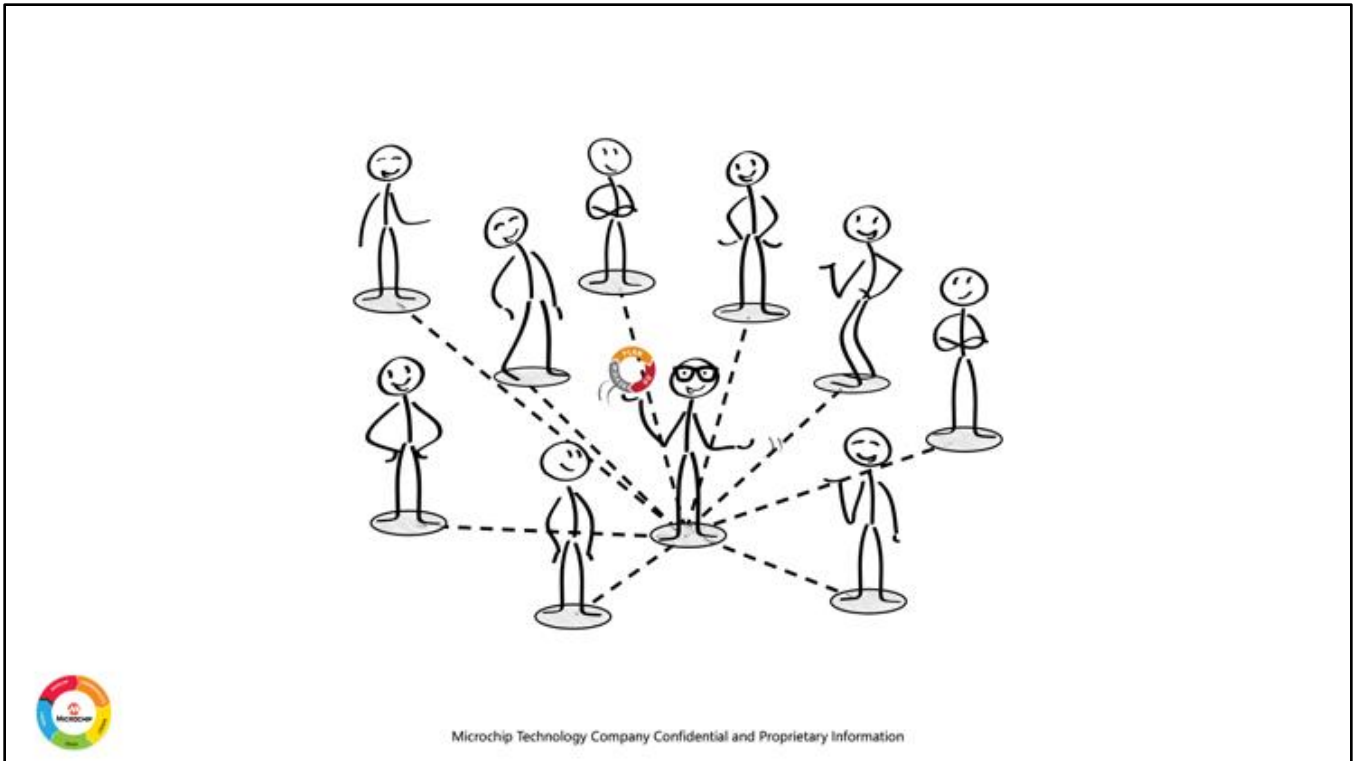


The focus of our client engagement is creating with the client the most value possible in the circumstances.

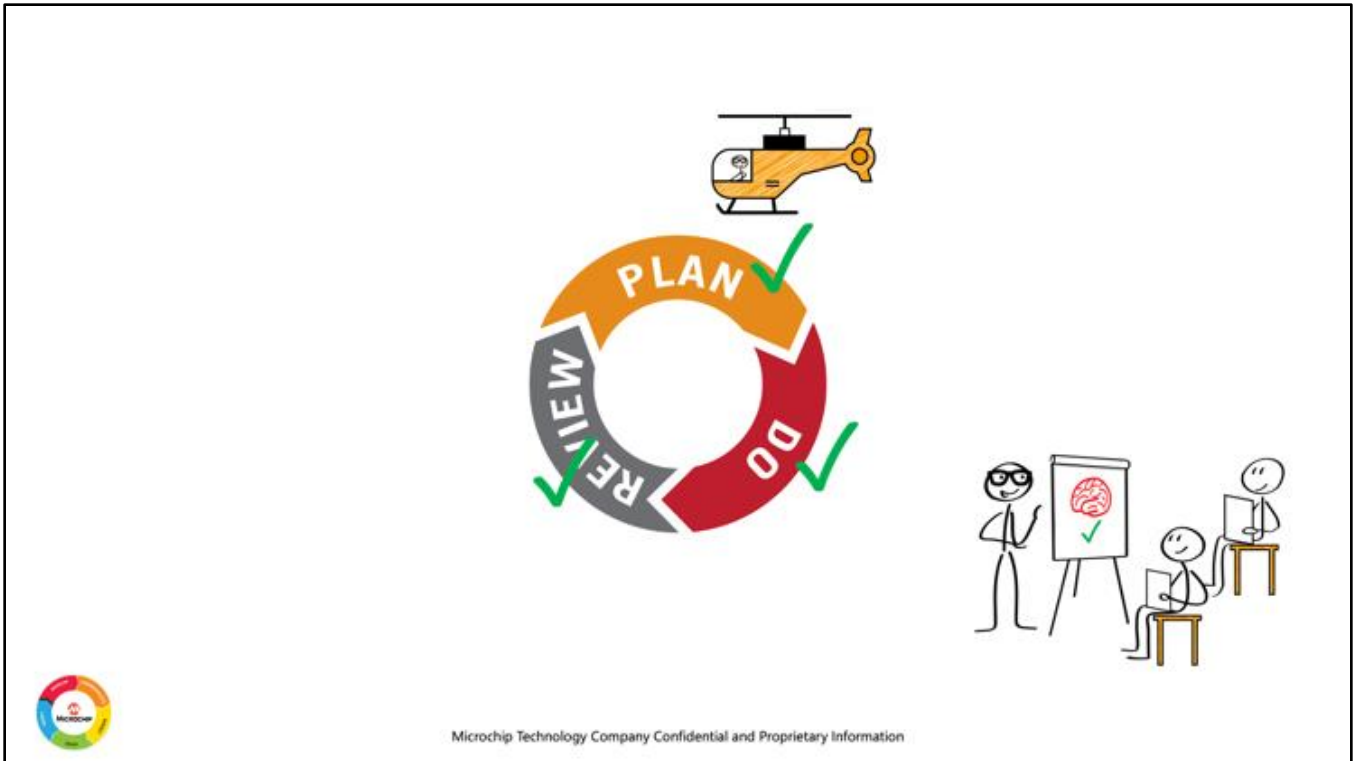


We all have a limited amount of time and other resources; getting the desired outcomes for all as quickly as possible with best use of resources requires planning.

And then making sure we take note of what we experience and learn so we can do better next time.



Use Plan-Do-Review with EVERY interaction you agree to have with the client. For conversations that happen without prior arrangement, there is no time to plan much, but you should do a comprehensive review afterwards.



Plan-Do-Review. It's how the professionals do things.



You have now reached the end of *Plan-Do-Review* – *An Overview*.