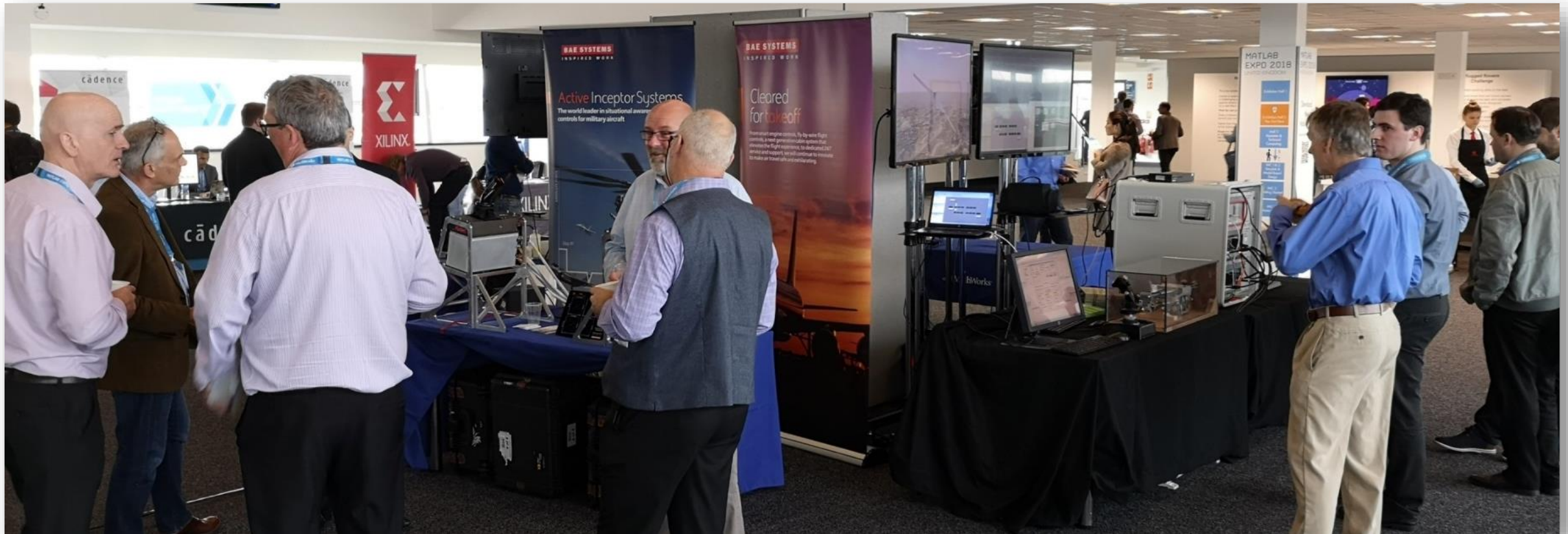


Developing a User Community to Drive Sharing, Self-Learning, and Personal Development

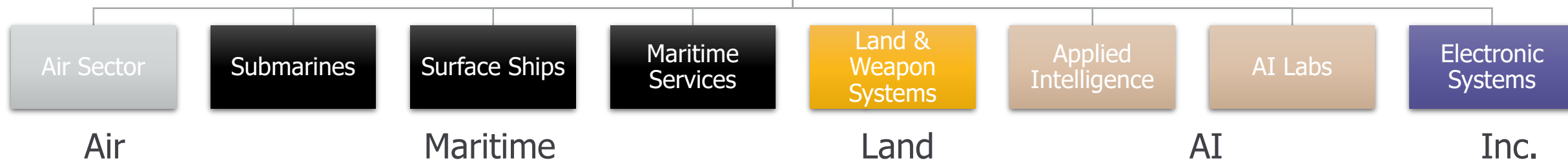


Matthew Offredi and Rayner Saggars

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

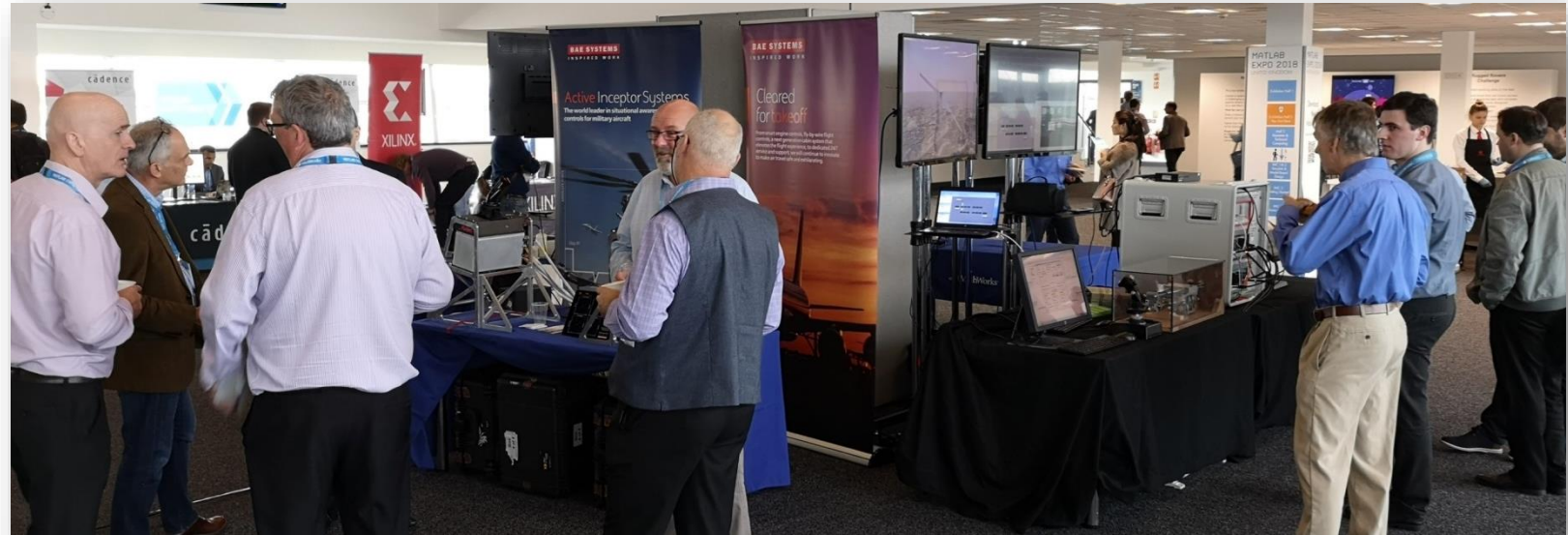
Continuously improve
competitiveness and efficiency

Advance and further
leverage our technology

Self Organised – Events to bring a community together

A coordinated program of events

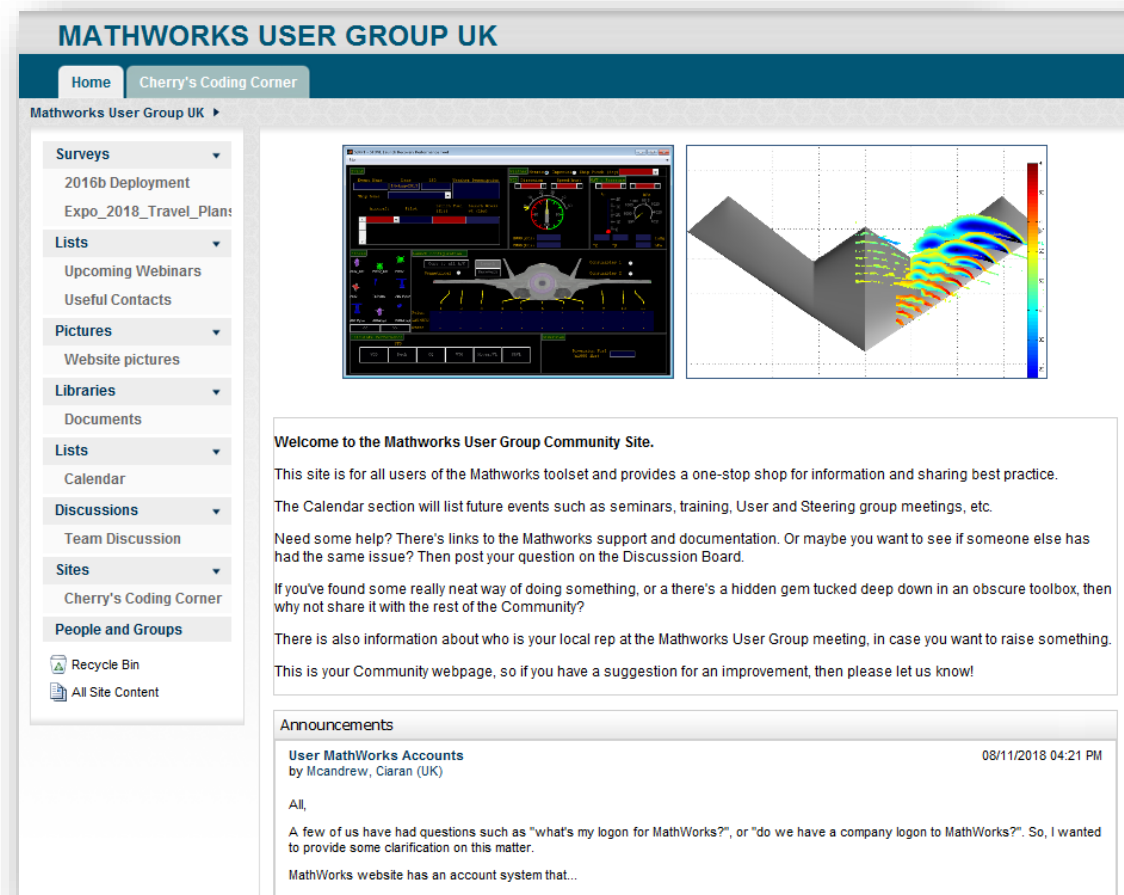
- Technical Sessions
- Local/UK User Forums
- MATLAB EXPO
- MathWorks Events



Sharing User Experiences connects a community that otherwise may not have known it existed

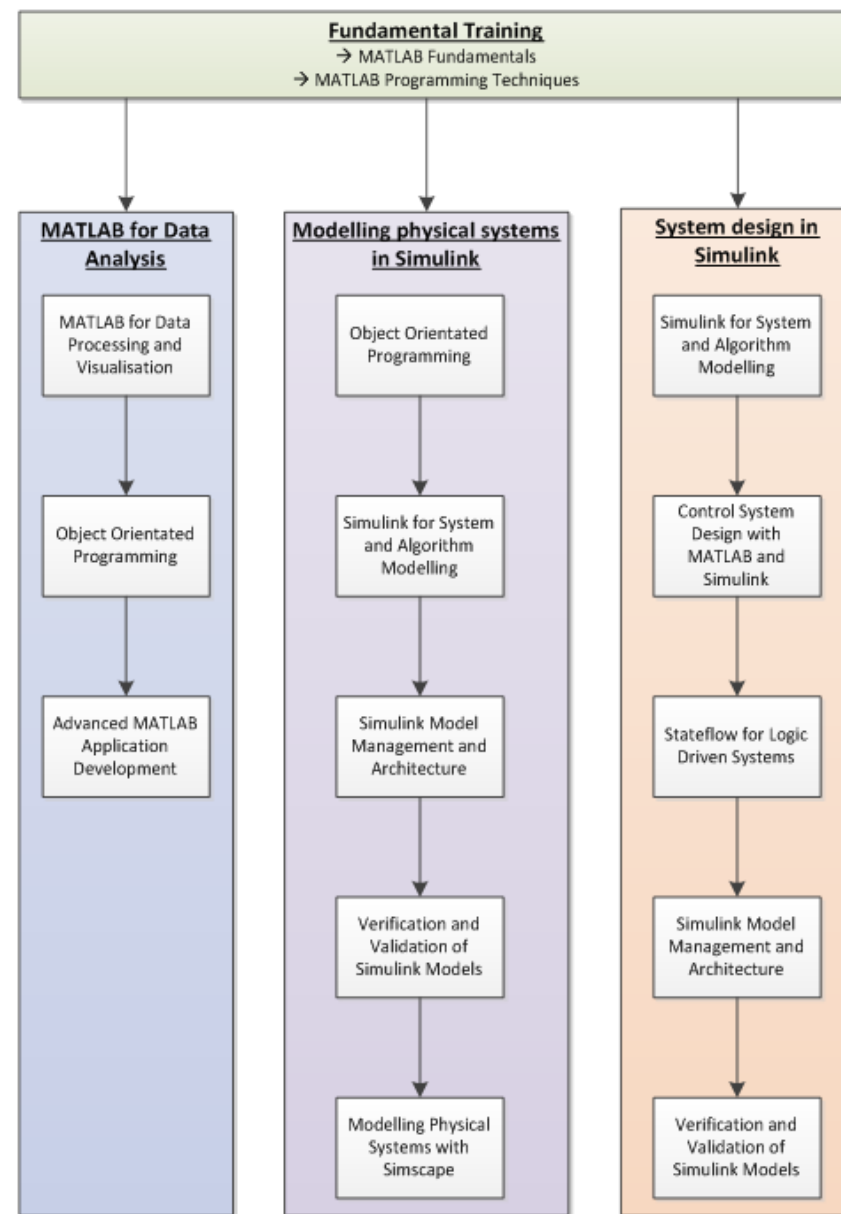
Communication across organisational boundaries

- Workspace/SharePoint/Intranet page
- Newsletter
- App-store



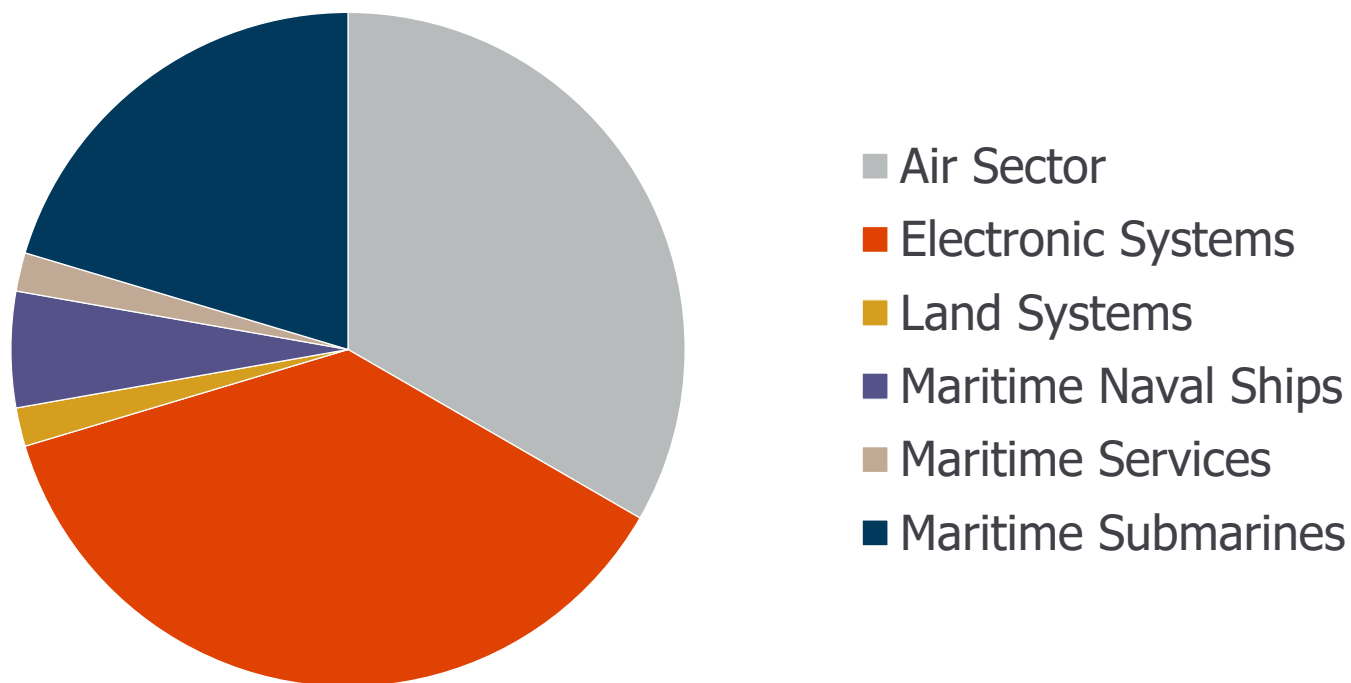
Learning and Development: Self-led, Self-Paced & Self-Challenged

- 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

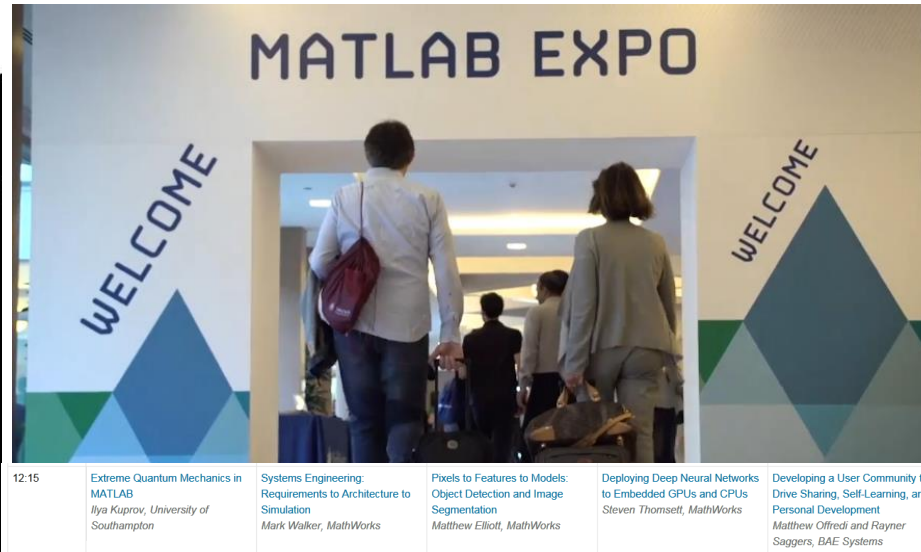
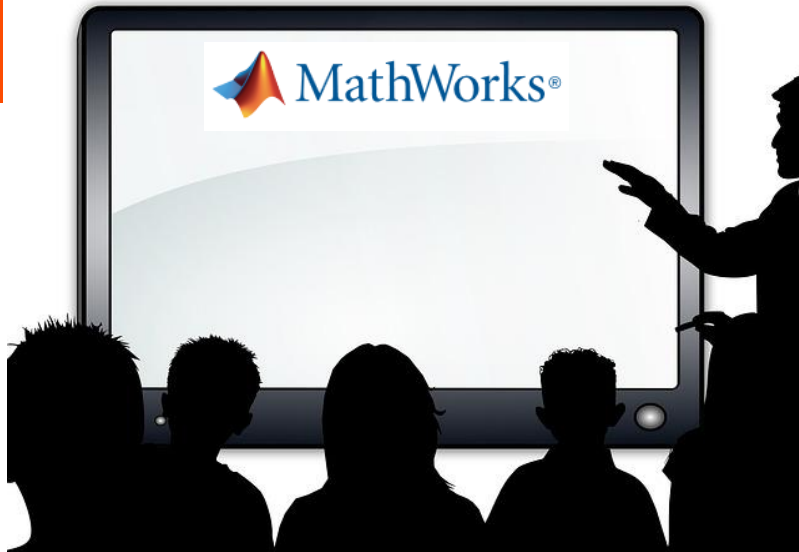
BAES UK Cody™ players by business



Cody™ Leaderboard

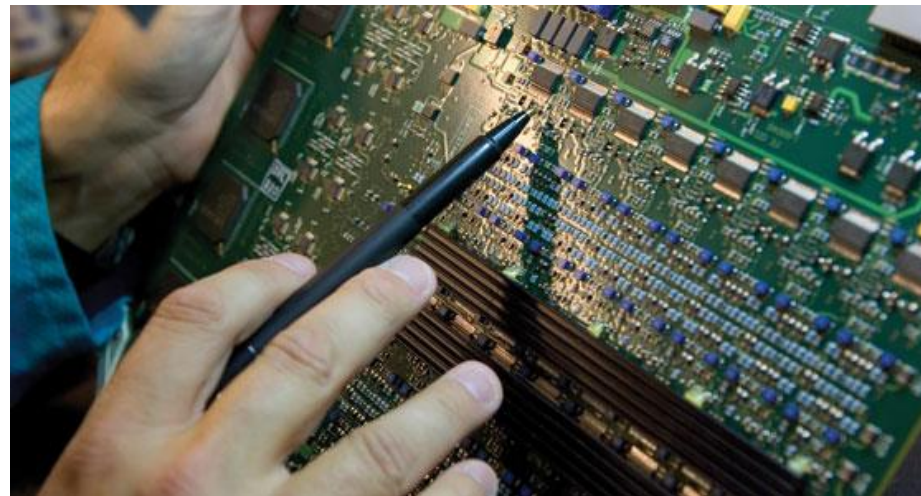
Rank	Name	Score	Badges
1	James Rogers	640	4 →
2	James Dale	460	2 ↑
3	Tom Wood	430	2 ↓
4	Steve Thompson	320	2 ↓
5	Ben Latham	320	2 ↑
6	Neil Riley	300	2 ↑
7	Colin Richardson	250	1 ↓
8	David Phipps	210	1 ↑
9	Andrew Phipps	160	1 ↑
10	Andrew Phipps	150	1 ↓
11	John Taylor Jones	140	1 →
12	Richard Bond	130	2 →
13	Steve Bond	130	1 →
14	Phil Phillips	130	3 ↑
15	Harriet Donaldson	110	1 ↓
16	Chris Armstrong	30	1 ↓
17	Phil Lifford	30	1 ↓
18	William Hall	20	1 ↓
19	Chris Phipps	0	0 →
20	Markus Webb	0	0 →
21	Adam Cherry	0	0 →
22	Michael Cook	0	0 →
23	Thomas Cook	0	0 →

How Can I Learn Matlab\Simulink



12:15	Extreme Quantum Mechanics in MATLAB Ilya Kuprov, University of Southampton	Systems Engineering: Requirements to Architecture to Simulation Mark Walker, MathWorks	Pixels to Features to Models: Object Detection and Image Segmentation Matthew Elliott, MathWorks	Deploying Deep Neural Networks to Embedded GPUs and CPUs Steven Thomsett, MathWorks	Developing a User Community to Drive Sharing, Self-Learning, and Personal Development Matthew Offredi and Rayner Sagers, BAE Systems
-------	---	---	---	--	---

Cody
Onramp
F1

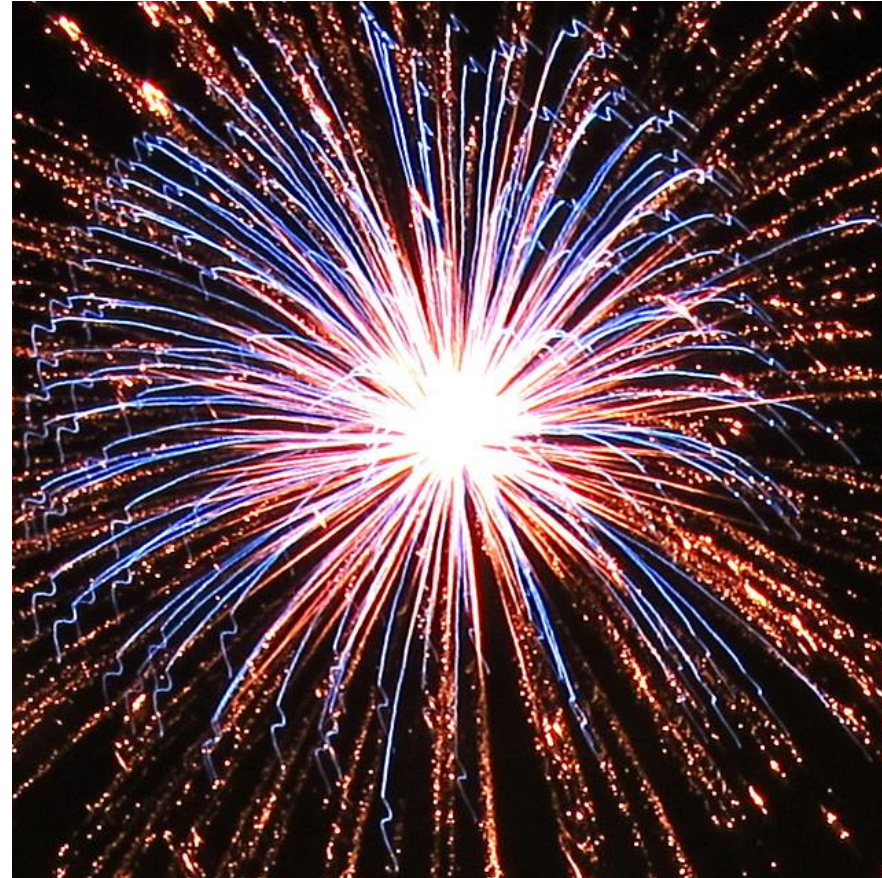


Can it be made to be
“even more” fun?



The Apology

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



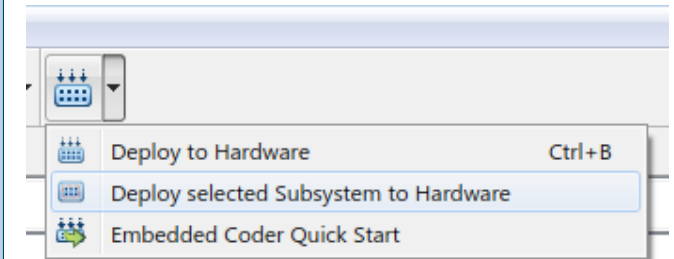
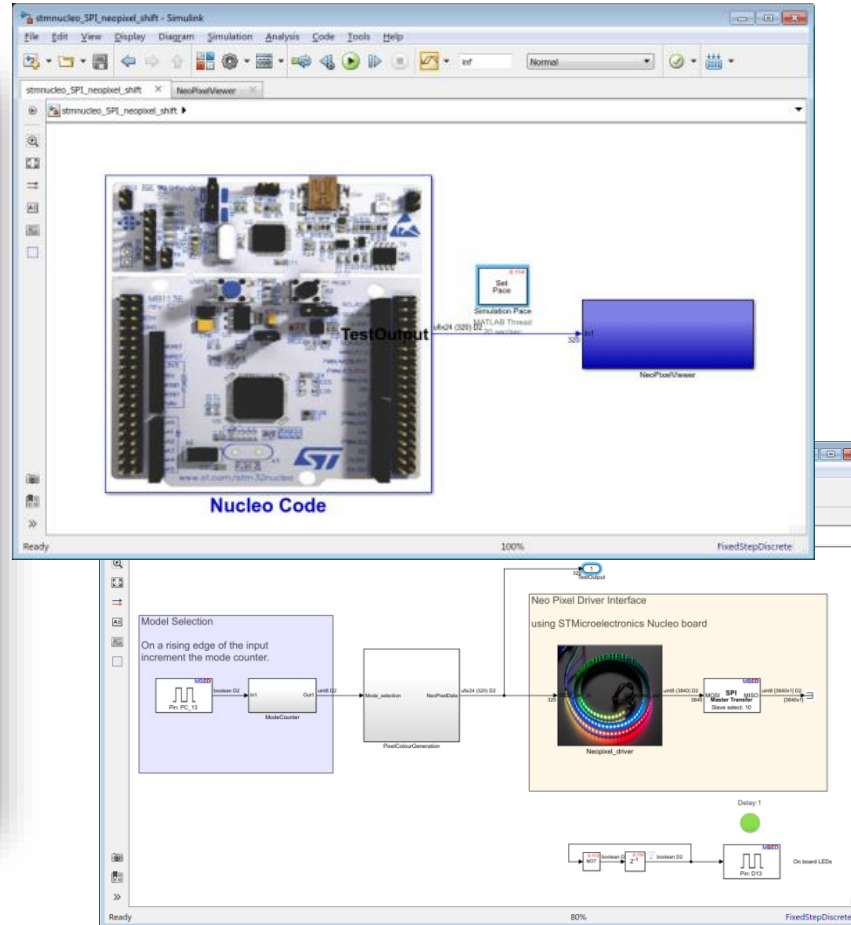
However...



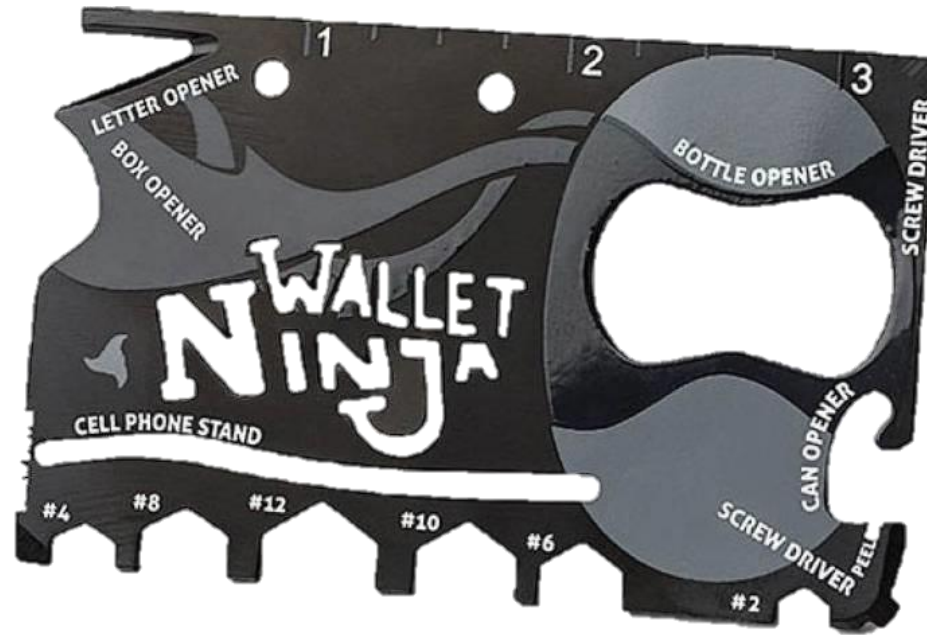
Learning Simulink can be fun – A Christmas Challenge



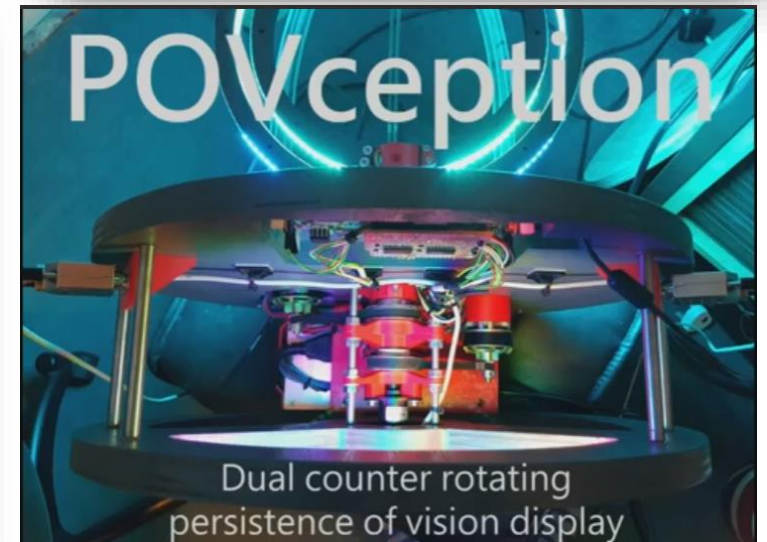
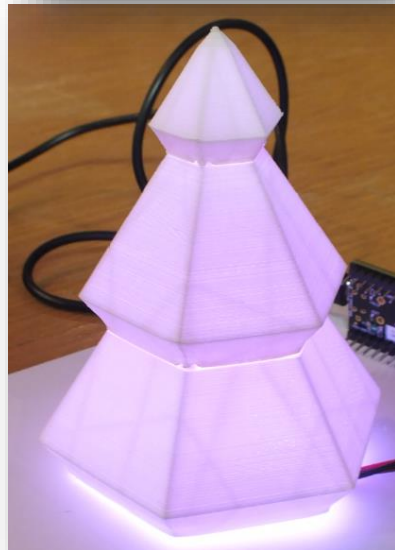
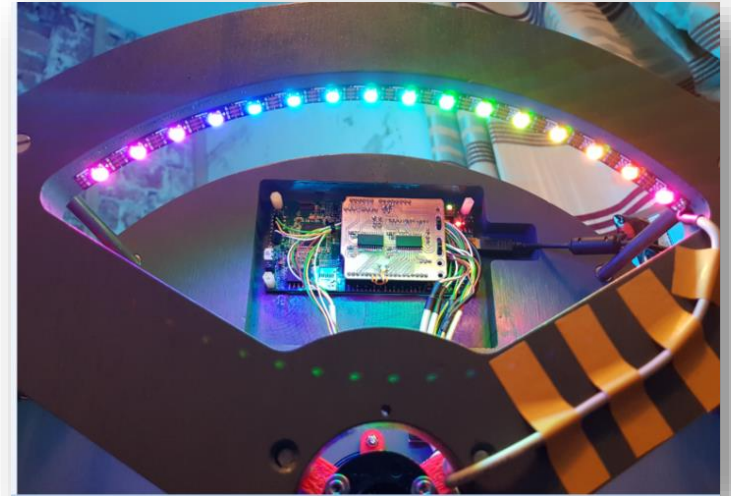
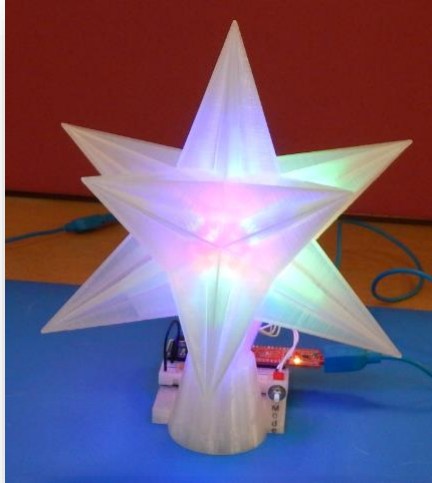
A small Graduate group are challenged to make a sample projects using Matlab/Simulink in advance



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