

do  
more

● YOU'VE GOT THE KNOWLEDGE, SKILLS AND MOTIVATION TO MAKE YOUR MARK HERE AT AT&T BROADBAND. WE'RE COMMITTED TO FURTHERING YOUR DEVELOPMENT, INCREASING YOUR JOB SATISFACTION AND HELPING YOU BUILD A REWARDING CAREER. READ ON TO DISCOVER WHAT'S BEEN IMPLEMENTED WITH THE ABOVE GOAL IN MIND.

*Keep trying. It's only from the valley that the mountain seems high.*

ABRAHAM LINCOLN

IF YOU ARE INTERESTED IN FUTURE GROWTH OPPORTUNITIES WITH AT&T BROADBAND, YOU ARE ENCOURAGED TO CONTACT YOUR SUPERVISOR OR MANAGER FOR MORE INFORMATION.

be  
more

*There is no giant step that does it.  
It's a lot of little steps.*

PETER A. COHEN



**BROADBAND**

AT&T BROADBAND

OPEN  
PROMOTION  
PROGRAM

step up

*The impact we have on each other goes a long way in defining our leadership abilities.*

DAN SOMERS



YOUR NEEDS ARE PRIORITY

Research has shown that your job satisfaction increases when you know where your company is headed and how you fit into the overall plan. You want to know specifically what is expected of you. You desire timely, objective and accurate appraisals of your strengths and weaknesses, measured against specific, and attainable goals. And finally, your rewards should be fairly based on actual, documented performance.

There's an old saying, "What gets measured gets done." Similarly, by measuring employees and providing feedback on those things that matter most to the customer, we increase customer satisfaction. Finally, by establishing and using measures that help grow the business (e.g. customer retention procedures), we increase revenue.

Whatever your job classification, you'll receive objective evaluation with the Performance Management Program (PMP), AT&T Broadband employee appraisal process. The PMP is a structured plan that provides management with practical tools to measure, develop and reward your performance. Standardized job-specific objectives assist you in planning and meeting short term and long term individual, departmental and company goals. Comprehensive, systematically gathered performance documentation highlights your progress. Frequent communication (e.g. quarterly

evaluation) promotes constructive feedback and finally, a guaranteed annual review informs you of, and integrates with, clearly-defined merit increase and promotion opportunities.

To become familiar with all you can gain through the PMP, ask your supervisor or manager how you can utilize the program, not only to leverage the most benefit from your current position, but also to chart an upward career course.

EXPECT OBJECTIVE EVALUATION

THE FIVE-STEP PMP PROCESS.

- 1 Clarify AT&T Broadband and system goals.
- 2 Set individual goals.
- 3 Gather performance data.
- 4 Analyze the data.
- 5 Provide constructive feedback.

# set goals

ANTICIPATE ADVANCEMENT

Standards and structures are important to the extent that they meet the expectations and produce favorable results for all involved. At AT&T Broadband, we know that for many individuals, an ability to continue moving up the career ladder is crucial.

In conjunction with the PMP, we've developed a proficiency program relevant to your respective

AT&T Broadband division. Each job has a set of defined standards, written and practical exams. As you voluntarily accomplish established proficiencies at your current level, and subsequently meet the requirements of the position to which you aspire, you will automatically achieve a higher classification to that next level position covered by the program.

*If we did all the things we are capable of doing, we would literally astonish ourselves.*

THOMAS EDISON

THE CSSR PROFICIENCY PATH

The AT&T Broadband Customer Service and Sales Representative (CSSR) Proficiency Program encompasses the following professional path: CSSR I, CSSR II and Advanced CSSR. As a self-promoting process, there are no deadlines with regard to acquiring established proficiencies; you may proceed according to your own schedule of time and increasing talent. As such, your decision and ambition hold the primary key to accelerated vertical movement.

Note: Employees within each CSSR classification must complete current position proficiencies as well as those at the successive level prior to attaining advanced credentials and benefits.

**CSSR I**  
The following are foundational requirements of the CSSR I position: New Hire Orientation, Foundations of Customer Service and Sales I, and a basic troubleshooting course.

**CSSR II**  
Requirements of the CSSR II position include: Part I of the AT&T Broadband Office Operations and Fulfillment course, and completion of the NCTI Tech\* for Non Tech course or an advanced Troubleshooting training program.

**ADVANCED CSSR**  
CSSR applicants desiring advanced placement must take part in the Leadership Skills for Frontline Employees program as well as Part II of the AT&T Broadband Office Operations and Fulfillment course.

\*NCTI courses may be substituted by other equivalent Technical Training Courses that assure the attainment of relevant job competencies.

THE TECHNICAL PROFICIENCY PATH

The AT&T Broadband Technical Proficiency Program encompasses the following Technical Path: Installer, Advanced Installer, Service Technician, System Technician, Advanced Technician and Headend Technician. Like the CSSR proficiency plan, field personnel may meet requirements and proceed to the next career level at a self-determined pace. Employees in this job group may also have the option of challenging the program at various levels, thus accelerating advancement.

Note: Employees within each Technical classification must complete current position proficiencies as well as those at the succeeding level prior to attaining advanced credentials and benefits.

**INSTALLER**  
Baseline requirements for the Installer designation include 0-3 months technical experience, a high school diploma or equivalent and acceptable completion of designated practical exams and the completion of required job skills and new hire orientation.

**ADVANCED INSTALLER**  
Advanced Installers must take the \*NCTI Installer Technician course, pass written and practical exams, and job performance standards of the PMP.

**SERVICE TECHNICIAN**  
In addition to passing relevant written and practical exams, Service Technicians must also execute the \*NCTI Service Technician course or equivalent training program.

**SYSTEM TECHNICIAN**  
System Technicians must pass written and practical system exams and complete the \*NCTI System Technician course or equivalent training program.

\*NCTI courses may be substituted by other equivalent Technical Training Courses that assure the attainment of relevant job competencies.

**ADVANCED TECHNICIAN**  
Besides passing written and practical Advanced Technician exams, individuals wishing to attain this position must complete the \*NCTI Advanced Technician course or equivalent training program.

OUR COMMON BOND

- RESPECT FOR INDIVIDUALS
- DEDICATION TO HELPING CUSTOMERS
- HIGHEST STANDARDS OF INTEGRITY
- INNOVATION
- TEAMWORK