

SIBUR BUSINESS PRACTICES

SIBUR Business Practices: a year after launch.

On 13 March 2019, SIBUR launched a free platform to educate its partners on its best practices that have a proven track record of success.

Since the launch, over 1,200 SIBUR's customers have registered for the platform, with over 1,100 of them trained by now. The training is very popular among the Company's employees as well, with more than 1,300 joining it this year. Accessible from every corner of the globe, the online courses have opened up new knowledge to SIBUR's partners and employees from 15 countries and 81 Russian cities.

The project has also received high accolade from the expert community, coming as the second best LMS (learning management system) in THE BEST E-LEARNING RUSSIA 2019 contest in September 2019.

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SIBUR Business Practices offers both classroom and online sessions, with the latter organised as webinars, video lectures and online courses. Its curriculum covers three areas: SIBUR's Products, Effective Production and Management Practices.

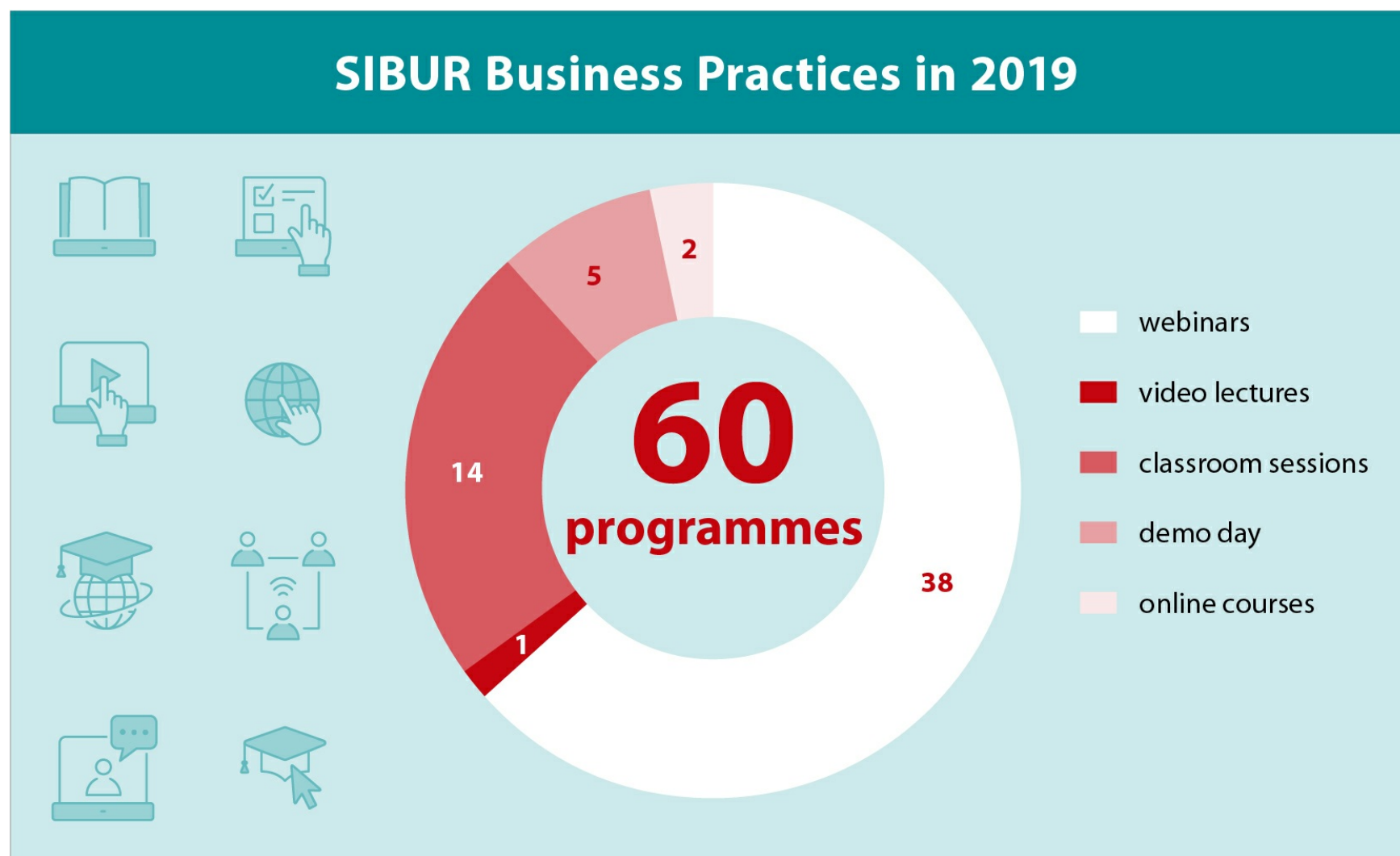
SIBUR pays special attention to training in its products and technologies to help its partners maximise efficiency.

As part of efficiency sessions, SIBUR's customers can learn more about lean production and sustainable development. On top of that, they can visit SIBUR's sites to gain a clear and deep insight into the Company's production system.

"The story of SIBUR's production system and its rollout is very exciting," says Sergey Milkov, Chief Process Engineer at Khimsorbent, following a session he attended in person. "I've learnt a lot about how the system's changed the facility and boosted its financial and operating results. We're keen to implement those best practices at our plant. Overall, I'm really impressed with the session, and I will recommend it to my colleagues. As a chief process engineer, I'm eager to gain some new production-related knowledge, but I would also like to take part in training sessions for managers."

The Management Practices programme, which so far has proven to be the most successful, gives information on the best ways to build and nurture a proper management culture, while also improving personal and team performance.

In less than a year since its launch, the platform has evolved into a full-fledged educational project that continues developing. Today it offers as many as 60 programmes compared to only three available at the start of the project.



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What makes the project stand out is the engagement of external experts, both domestic and international, willing and ready to share their expertise with SIBUR's partners. Among the project's many speakers were [Dave Logan](https://businesspractices.ru/programs/video_lesson/85/) (https://businesspractices.ru/programs/video_lesson/85/), sociologist, professor at the USC's Annenberg School for Communication and Journalism and author of four best sellers, Patrick Kirby (https://businesspractices.ru/programs/video_lesson/132/), Wood Mackenzie's principal analyst, [Andrey Kurpatov](https://businesspractices.ru/programs/video_lesson/86/) (https://businesspractices.ru/programs/video_lesson/86/), a renowned psychotherapist and creator of a system of behavioural psychotherapy and thinking methodology, and [Asya Kazantseva](https://businesspractices.ru/programs/webinars/93/) (https://businesspractices.ru/programs/webinars/93/), a popular science journalist, neurobiologist and author of three books on human behaviour.

All in all, SIBUR's training sessions featured 56 speakers, including its in-house experts.

Regular feedback from customers helps adding new formats to the platform. For instance, the first [SIBUR's Digital Capabilities online demo event](https://businesspractices.ru/programs/webinar/112/) (https://businesspractices.ru/programs/webinar/112/) held on 12 September was participated by over 100 customer representatives. Key speakers at the event included members of the Management Board, Pavel Lyakhovich and Vasiliy Nomokonov, and company experts. They spoke about the company's best practices in process digitalisation and digital initiatives launched. During the online event, customers could ask any questions about the platform and vote on the most interesting topics for the next year's webinars. Event organisers generally agree that the online format has proved effective and plan to develop it extensively in 2020.

English-language webinars aimed at sharing expertise with the company’s foreign partners are another important item on the platform development agenda. The first English webinar titled New Developments in BOPP Films Portfolio (<https://businesspractices.ru/programs/webinar/109/>) was held on 11 November.

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An anonymous customer survey was carried out to recap the year. It covered 13% of those who received training on the platform. Training programmes scored 4.2 out of 5 in the customer survey, with 99% of respondents saying that they were interested to receive training from SIBUR in other areas.

In 2020, the company will launch its new initiative titled Customer Expertise on the SIBUR Business Practices educational platform. We invite you to take part in our webinars as speakers and share effective business practices followed in your company. If you are ready for such partnerships, please contact us:

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Top 5 webinars in 2019 by the number of participants:

1. SIBUR’s Digital Capabilities online demo event for customers (<https://businesspractices.ru/programs/webinar/112/>)

2. Asya Kazantseva's How the Brain Makes Decisions webinar (<https://businesspractices.ru/programs/webinars/93/>)

3. Webinar "Looking beyond the obvious: how to make effective solutions using the theory of inventive problem solving?"
(<https://businesspractices.ru/programs/webinar/155/>)

4. Team as Manager's Resource webinar (<https://businesspractices.ru/programs/webinar/121/>)

5. E-Workflow Myth Busters webinar (<https://businesspractices.ru/programs/webinar/148/>)