

TRANSFORMATION STUDY

Cultivating success

Why the effort of establishing
a culture of success pays off

Key findings

- 1** The way we look at the importance of corporate culture has recently undergone a radical change. Ever more companies are aiming for a “culture of success” rather than a “feel-good culture”.
- 2** A culture of success has a direct impact on the three pillars of customer orientation, profitability and adaptability.
- 3** A big and important difference between successful companies and less successful ones is their culture.
- 4** Seven building blocks provide orientation on the way to establishing a culture of success.
- 5** A culture of success can be developed through targeted measures.

What's in it for you?

Companies are only slowly realizing that **culture is the basis for everything** – even for a **healthy bottom line**.

As part of our Transformation Study, we asked financial services providers about “soft factors” such as open-mindedness and trust, but also about hard facts such as compensation and profitability.

The result: **successful companies care much more about their culture than less successful ones**.

It is true that working on corporate culture for the long term requires a great deal of effort. But it pays off: in terms of higher-performing employees, improved customer satisfaction and increasing profitability.

This study analyzes what “culture of success” means in real life and **how the structures of successful banks and insurance companies differ** from those of less successful ones. And, what is more, our numerous practical tips provide valuable impetus for successful change.

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available
in German**



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Contacts



Christian von Schirach,
Senior Manager
cvonschirach@zeb.de
Hamburg office



Dr. Christina Block
Manager
christina.block@zeb.de
Berlin office



Nico Hahn
Senior Consultant
nico.hahn@zeb.de
Munich office



Laura Klempau
Senior Consultant
laura.klempau@zeb.de
Hamburg office

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Münster
Hammer Straße 165
48153 Münster, DE
zeb-consulting.com

Amsterdam
Gustav Mahlerplein 28,
1082 MA Amsterdam, NL
zeb-consulting.nl

Berlin
Friedrichstr. 102,
10117 Berlin, DE
zeb-consulting.com

Frankfurt
Taunusanlage 19,
60325 Frankfurt, DE
zeb-consulting.com

Hamburg
Kurze Mühren 20,
20095 Hamburg, DE
zeb-consulting.com

Kyiv
42–44 Shovkovychna Str.,
1601 Kyiv, UA
zeb-consulting.com

London
107 Cheapside,
EC2V 6DN London, GB
zeb.co.uk

Luxembourg
2, rue Edward Steichen,
2540 Luxembourg, LU
zeb.lu

Milan
Via Santa Maria Segreta 6,
20123 Milan, IT
zeb-consulting.it

Munich
Theresienhöhe 13a,
80339 Munich, DE
zeb-consulting.com

Oslo
Tollbugata 8B,
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Stockholm
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Vienna
Praterstraße 31,
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zeb.at

Warsaw
ul. Krolewska 18,
00-103 Warsaw, PL
zeb.pl

Zurich
Gutenbergstr. 1,
8002 Zurich, CH
zeb.ch