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TRANSFORMATION STUDY

Cultivating success

Why the effort of establishing a culture of success pays off

EXTRACT

move to transformation

Key findings

- 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".
- A culture of success has a direct impact on the three pillars of customer orientation, profitability and adaptability.

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- A big and important difference between successful companies and less successful ones is their culture.
- Seven building blocks provide orientation on the way to establishing a culture of success.
- 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.

Full version available in German



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Corporate culture and purpose-driven organizations





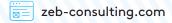
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Contacts



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, 0152 Oslo, NO zeb.se

Stockholm

Biblioteksgatan 11, 111 46 Stockholm, SE zeb.se

Vienna

Praterstraße 31, 1020 Vienna, AT zeb.at

Warsaw

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

Zurich

Gutenbergstr. 1, 8002 Zurich, CH zeb.ch