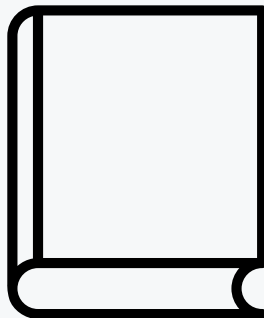


**What if you do not
fulfill**

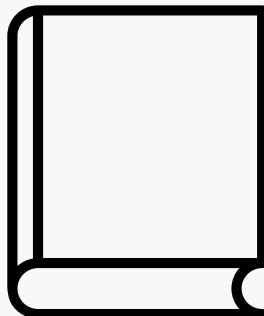
your focus?



In 2017, the **Deutsche Bank** presented a **new direction:**

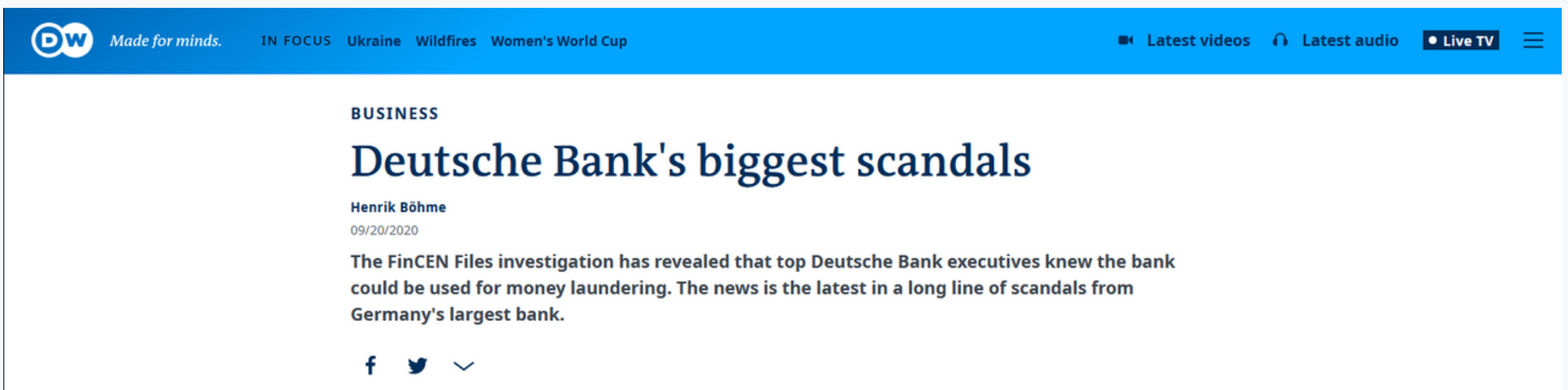
#PositiverBeitrag

#PositiveContribution

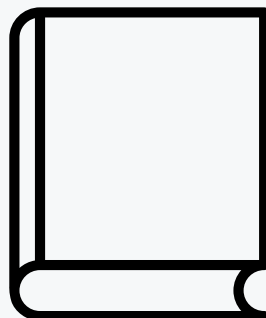




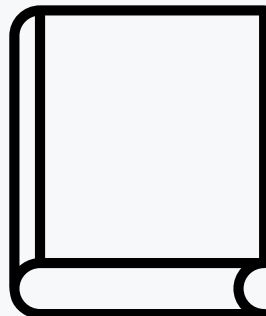
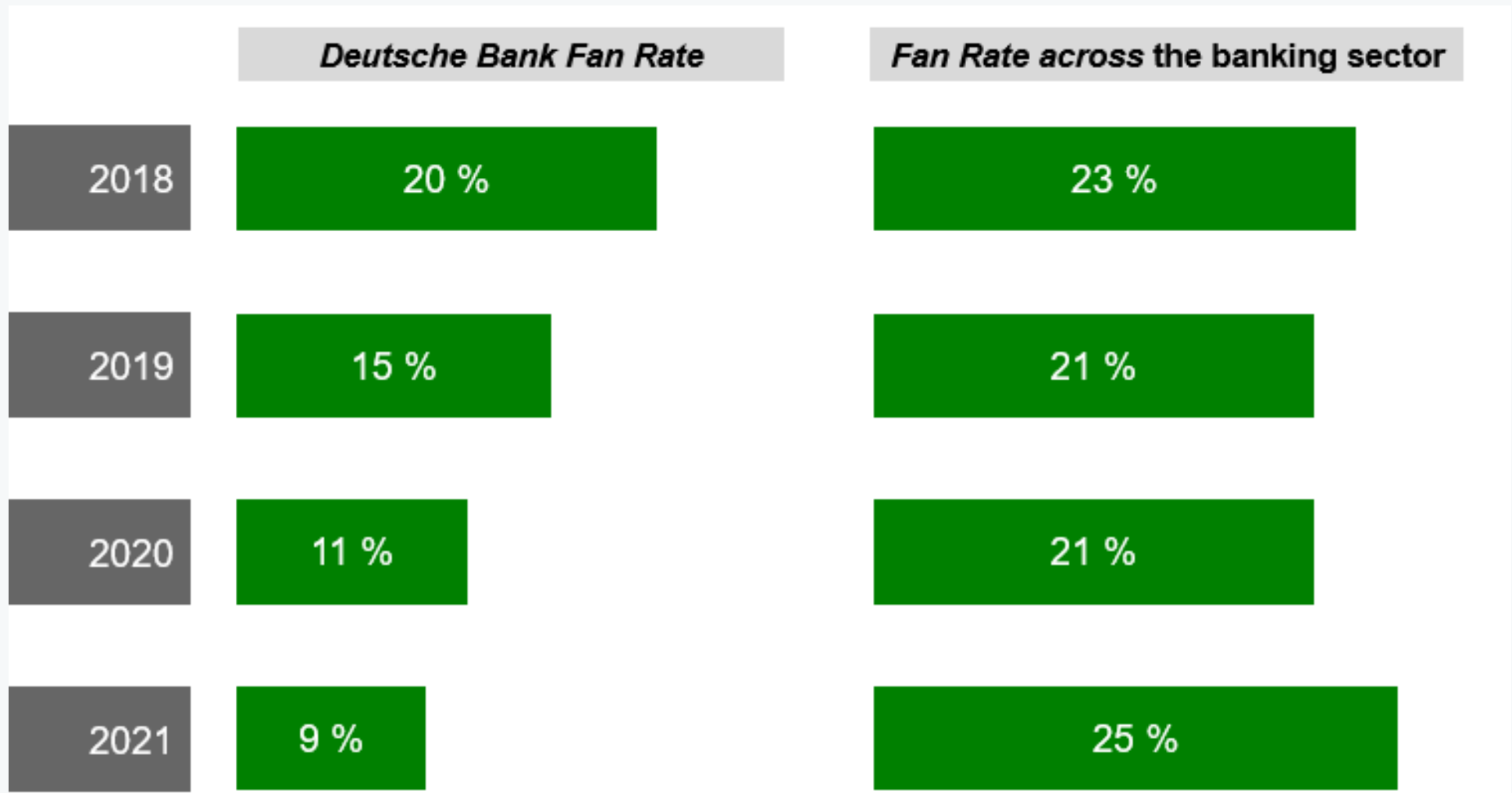
The new **orientation** was intended to **empower** employees



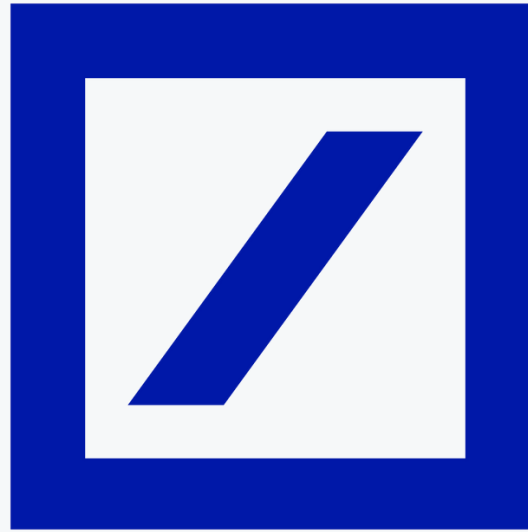
They had been **unsettled** by numerous **scandals** of the previous years



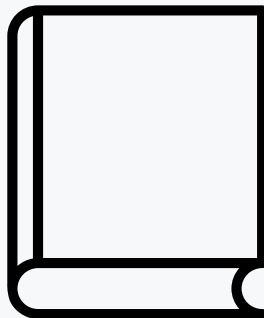
The Result:



Why?



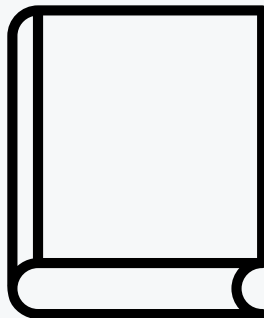
#PositiveContribution
was not perceived as a
genuine corporate culture



Deutsche Bank identified the
need for a different **culture**



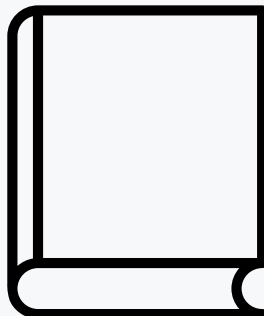
However, their **performance** is
not able to fulfill this **focus**



Customers have to **perceive** the aspects that are **important** to them as a **strength** of the company!



Only then will they become Fans



More in the book

