

LEADERSHIP GUIDELINES

TRANSLATION INTO EIGHT FIELDS OF ACTIVITY

CUSTOMER ORIENTATION

SOLUTIONS FOR OUR CUSTOMERS
INFORMATION
ADDED VALUE

PROTOTYPES

ARE HIERARCHIES STILL UP TO DATE?

ENTREPRENEURSHIP

SHARPEN AWARENESS
CORPORATE CULTURE
STRATEGIC THINKING
CREATE A FRAME
START UP

LEARN

IDEA CREATIVITY
SERVICE
ACTIVELY OBTAIN INFORMATION
LEARN FROM EACH OTHER

FEEDBACK CULTURE

PROCESS
CONTINUOUS IMPROVEMENT

ROLE MODEL

LISTEN TO
COURAGE
COOPERATION
WILLINGNESS TO TAKE RISKS
FREE SPACE
LEADER
LEADERSHIP
SUSTAINABILITY
LET GO OF OLD PATTERNS

DIVERSITY

EQUAL TREATMENT
TOLERANCE
SELF-REFLECTION

EXCHANGE OF EXPERIENCES

NETWORKING

COOPERATION

INTERDISCIPLINARY WORK
NO SILO-THINKING
ONE FOR ALL - ALL FOR ONE

LEADERSHIP

MINDSET & SKILLS
OPENNESS OF RESULTS
FREE SPACE
MOTIVATION

CHANGING VALUES

IDEAS
VALUES

TRUST

TRADITION
TRANSPARENCY

CULTURE

WORK-LIFE BALANCE
DYNAMICS
AGILITY