

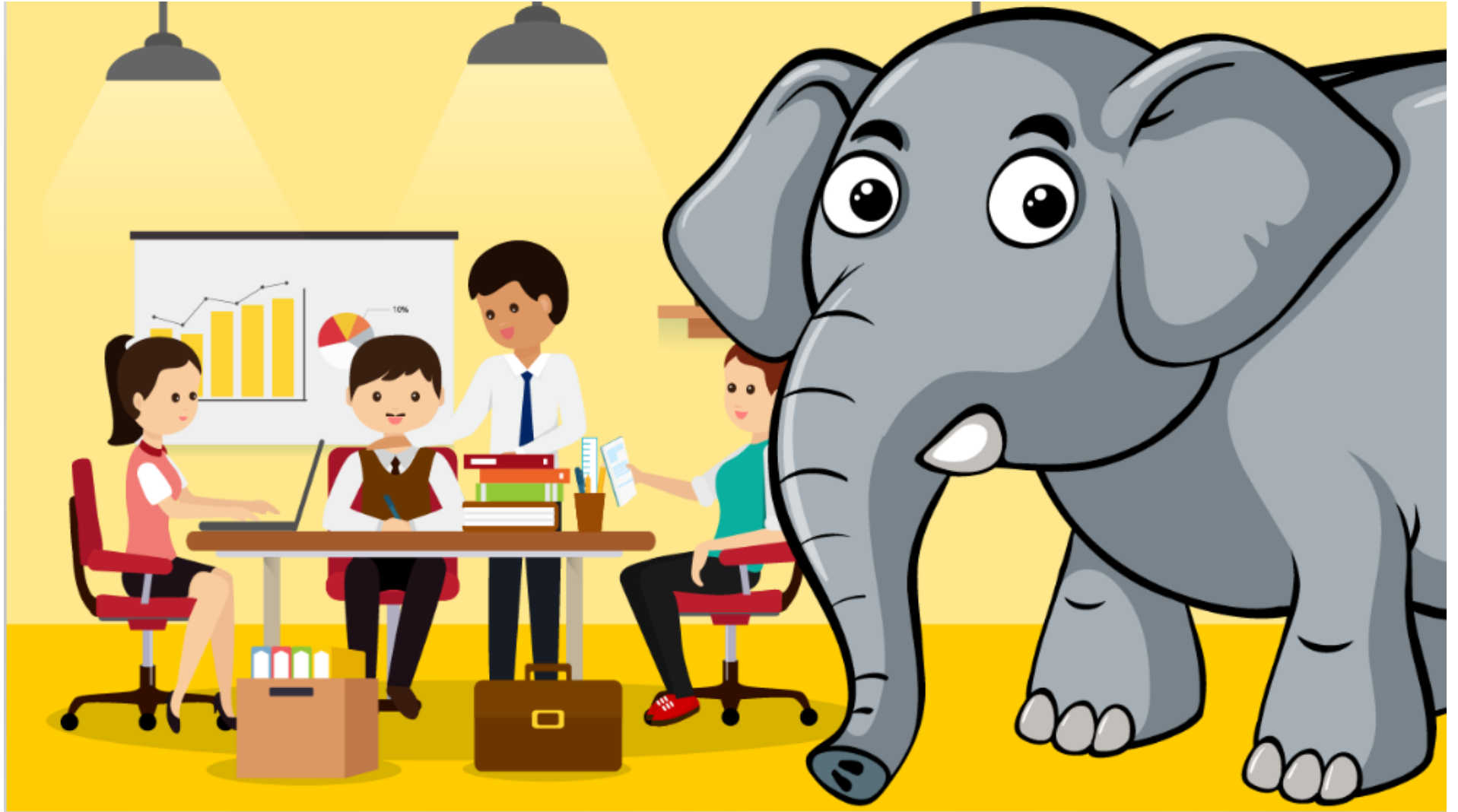
Raising Culture Vultures for a Digital Age

Daliyana Hamid, Global Engagement Director
Verena Amonat, VP Global Engagement & Employee Feedback



Deutsche Post DHL
Group

Hello!



DIGITALIZATION



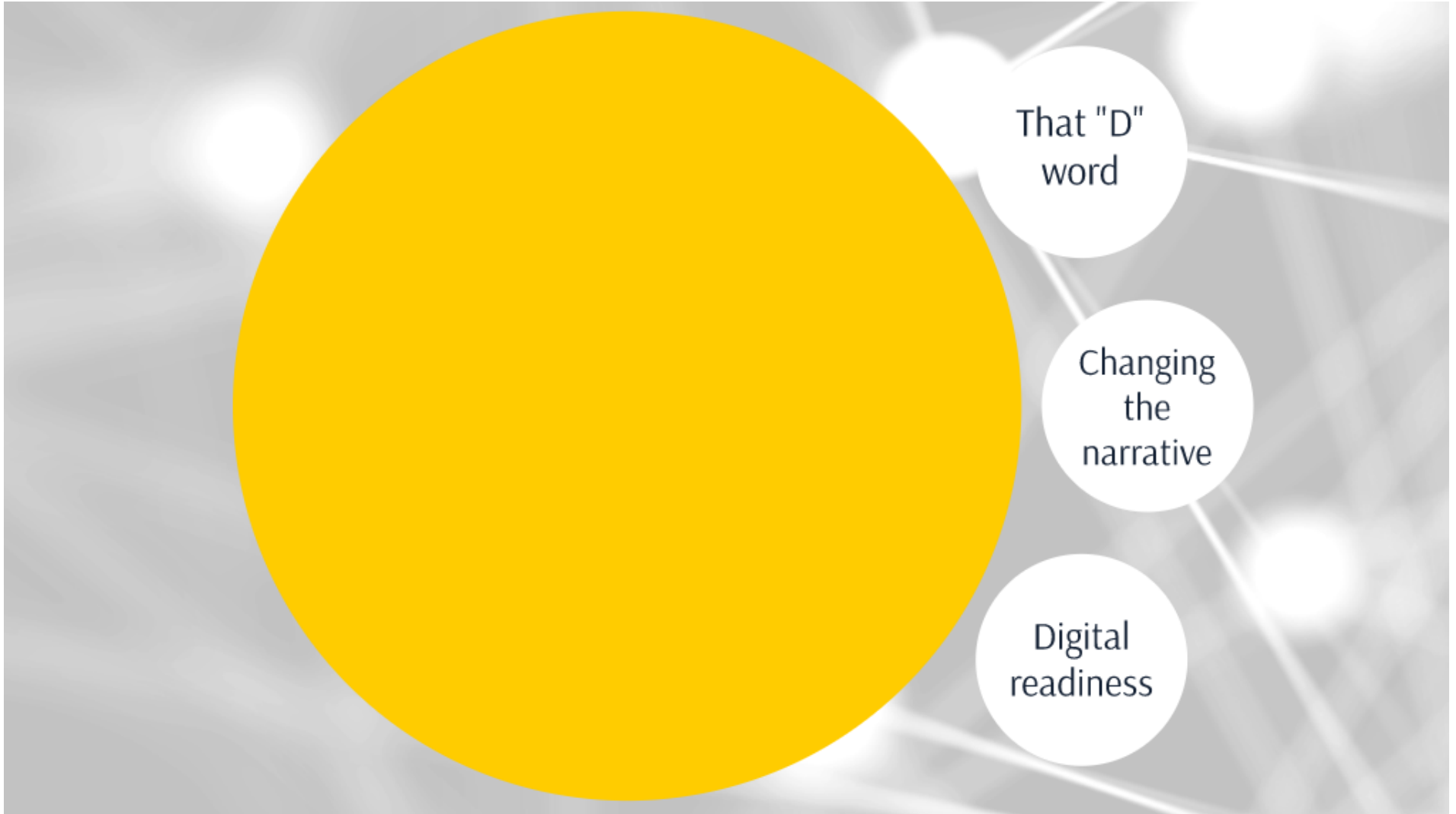
CULTURE
CULTURE
CULTURE
CULTURE

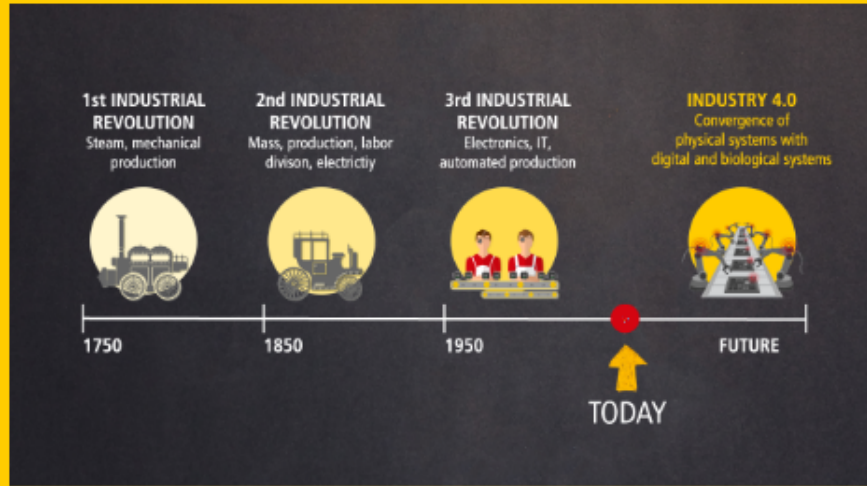
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That "D" word

Changing the narrative

Digital readiness

1st INDUSTRIAL REVOLUTION

Steam, mechanical production



1750

2nd INDUSTRIAL REVOLUTION

Mass, production, labor division, electricity



1850

3rd INDUSTRIAL REVOLUTION

Electronics, IT, automated production



1950

INDUSTRY 4.0
Convergence of physical systems with digital and biological systems



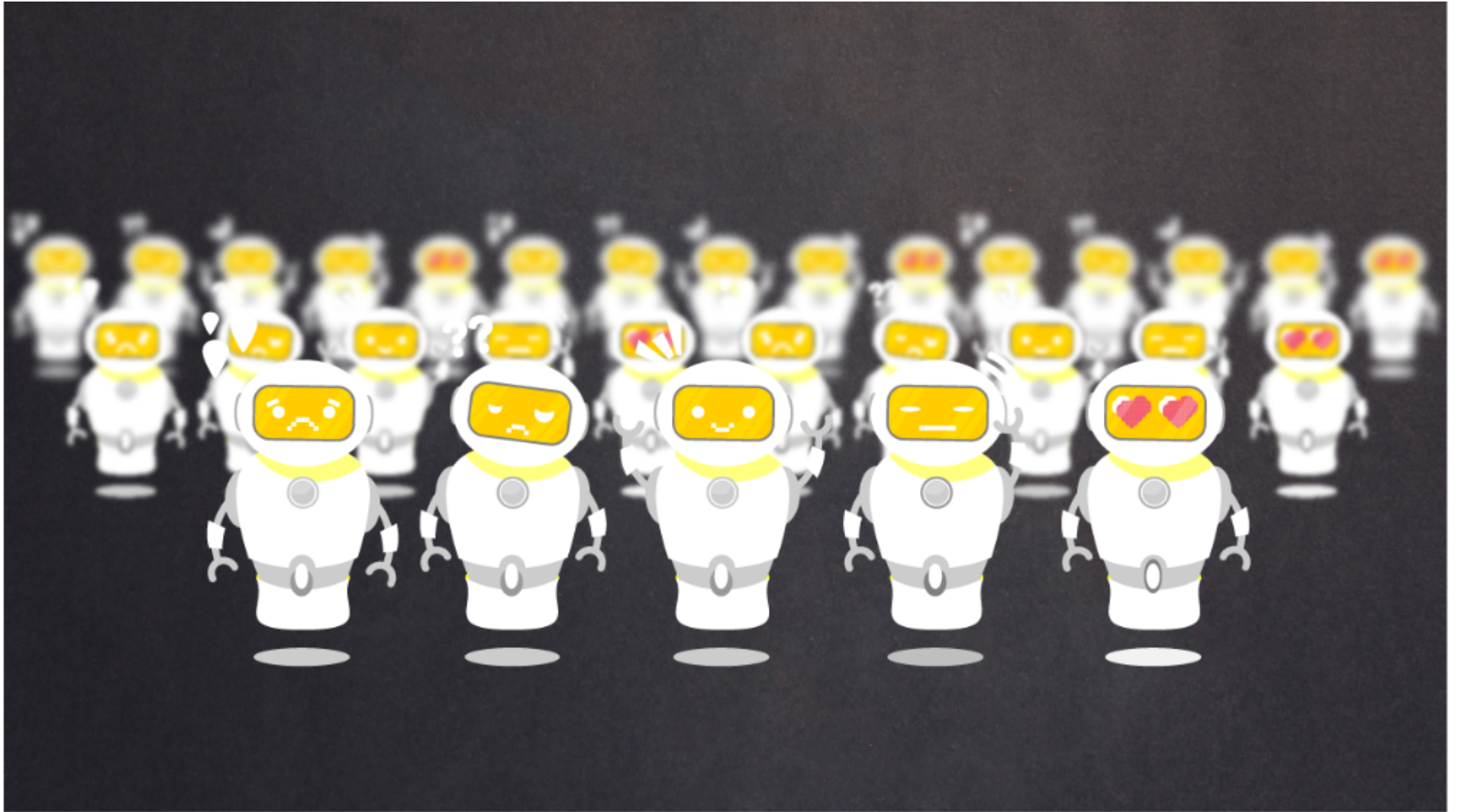
FUTURE

TODAY









dig·i·tal·i·za·tion \ dĭj'ĭ-tl-ĭ-zā'shən \ noun

1. Digitalization is the **change** associated with the application of **digital technology** in all aspects of **human society**.
2. Digitalization inherently **enables new types of innovation** and creativity in a particular area rather than simply enhancing and supporting traditional methods.

Source: Wikipedia, 2016

associated with the application
of human society.



DIGITALIZATION



CULTURE
CULTURE
CULTURE
CULTURE

CULTURE
CULTURE
CULTURE
CULTURE

IS YOUR COMPANY
CULTURE READY
FOR THE DIGITAL AGE?

“

I think top management believes in digital, but too often, decisions are made on short-term considerations and **too much on efficiency gains**

“

We need more of a **start-up approach** to allow for more **entrepreneurs** and **risk-taking**

“

Our **culture is prohibiting** us from becoming truly digital e.g. risk aversion, hierarchical and **traditional ways of working**

i

I

**Culture &
Capabilities**





SMART Car Deliveries

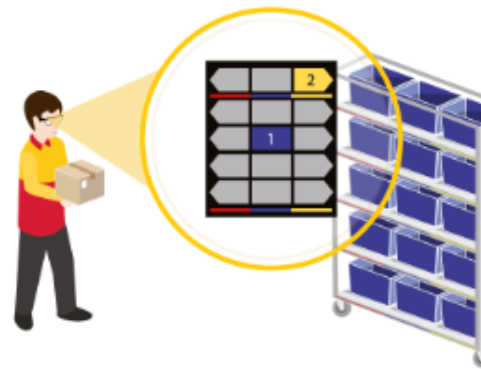


Technology
exploitation

Business
exploration



Allyouneed
MARKTPLATZ



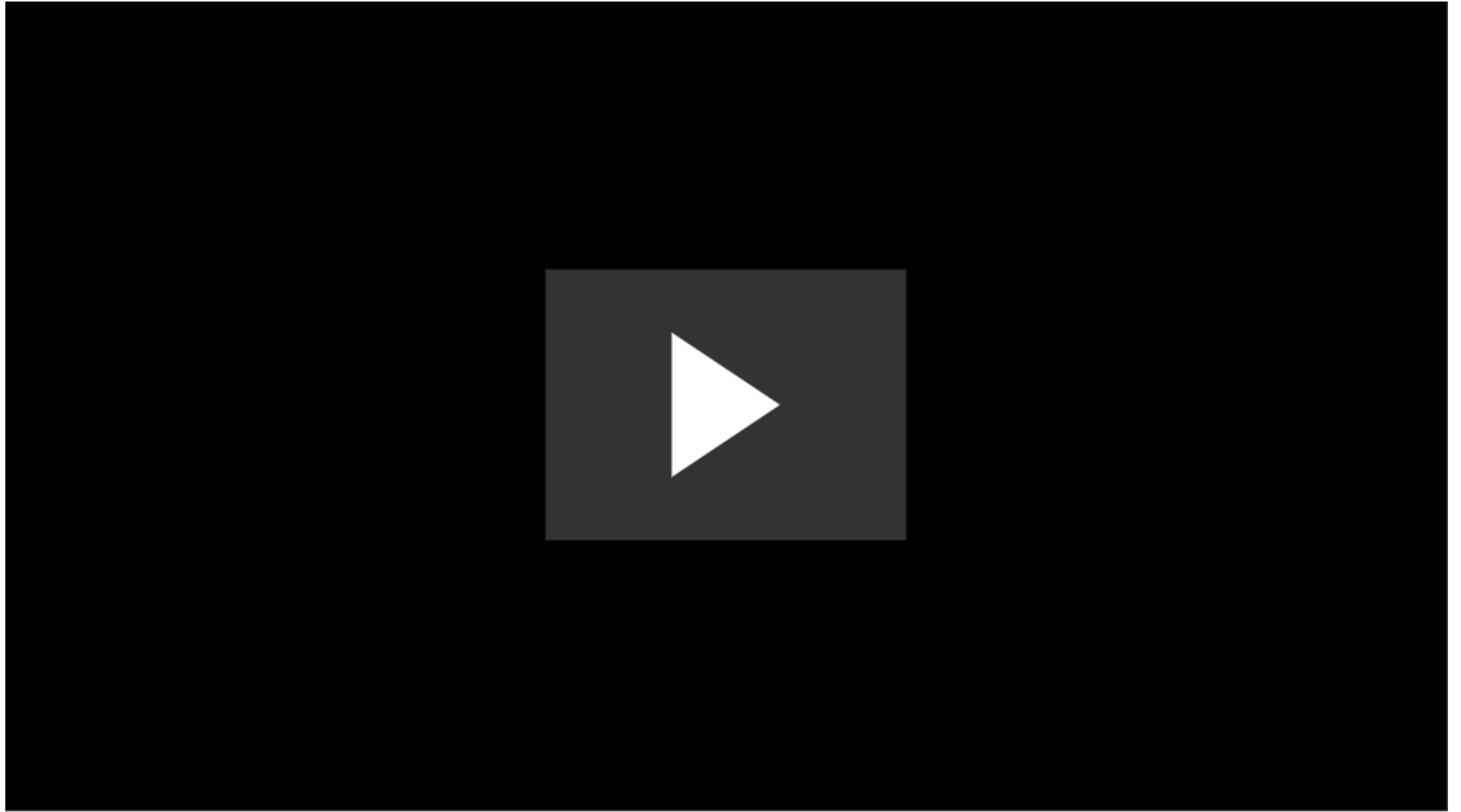
salsodo!
realtime logistics

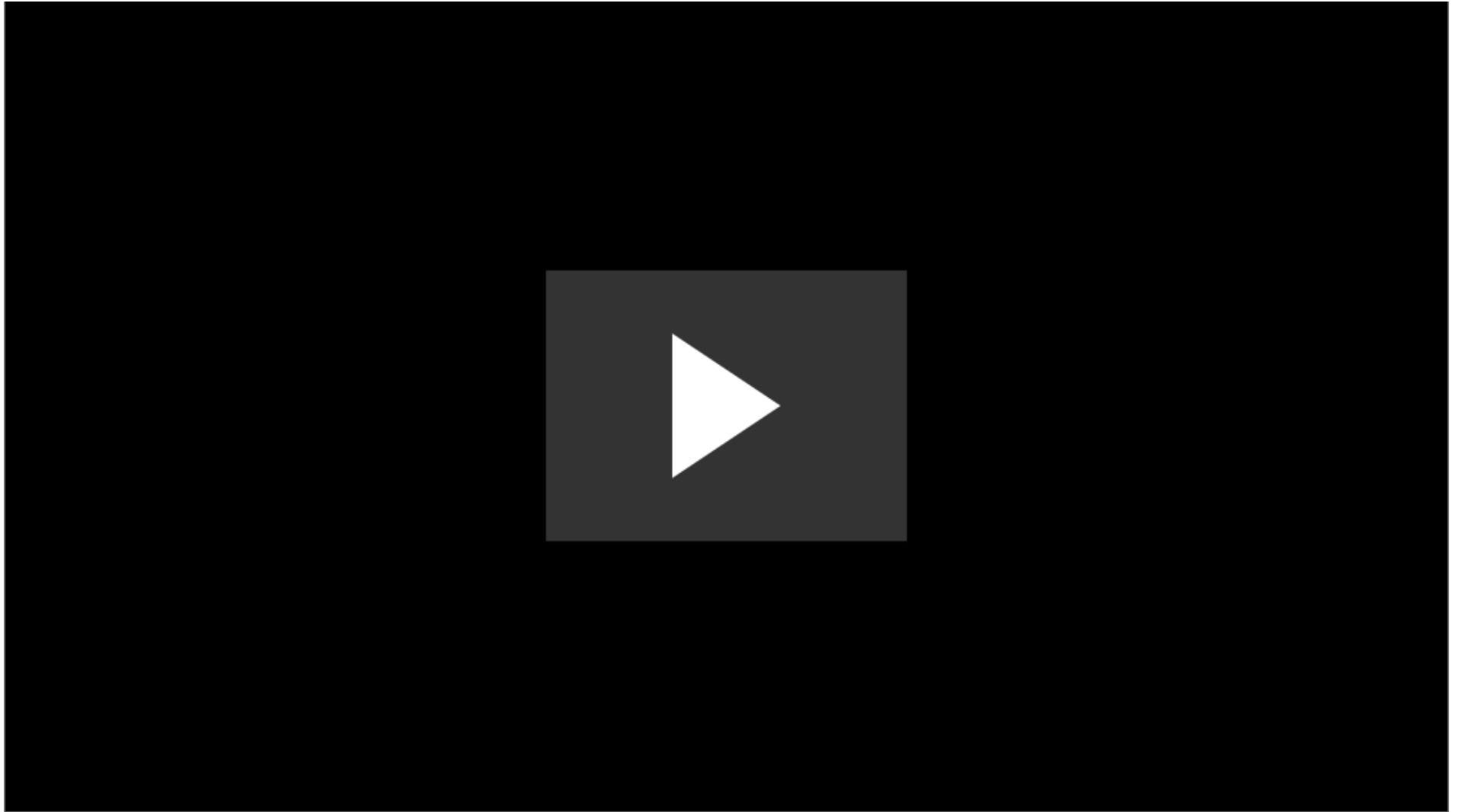


i

I

**Culture &
Capabilities**





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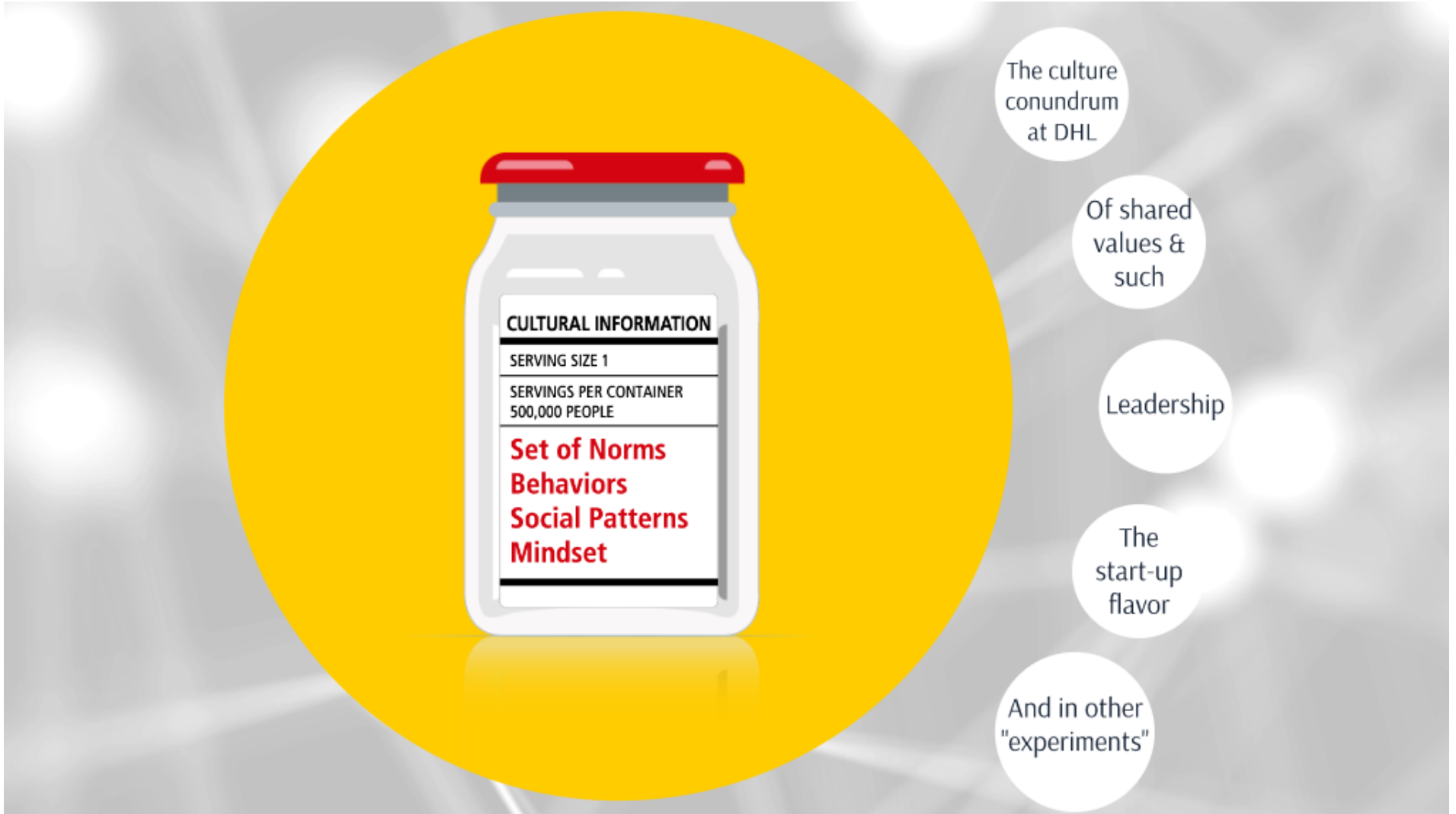
The culture conundrum at DHL

Of shared values & such

Leadership

The start-up flavor

And in other "experiments"



CULTURAL INFORMATION

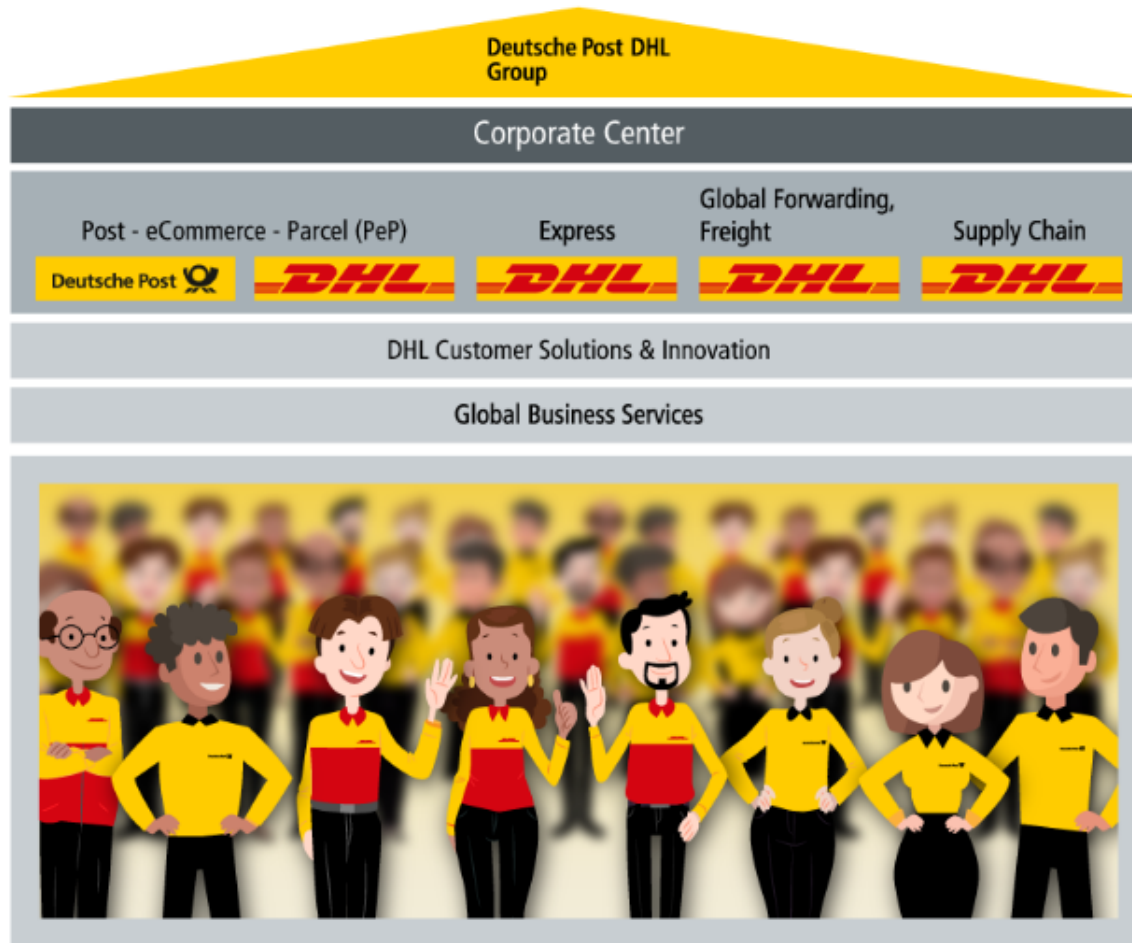
SERVING SIZE 1

SERVINGS PER CONTAINER
500,000 PEOPLE

Set of Norms
Behaviors
Social Patterns
Mindset

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The Wisdom of Yoda



-  **DO.**
-  **DO NOT.**
-  **TRY.**

edutopia

7

1. To deliver excellent quality
2. To make our customers more successful
3. To foster openness
4. To act according to clear priorities
5. To act in an entrepreneurial way
6. To act with integrity internally and externally
7. To accept social responsibilities



Respect & Results



Pace
Power
Passion
Pride



Passion
Entrepreneurship
Excellence
Teamwork



Passion
Expertise
Right 1st Time
Can Do



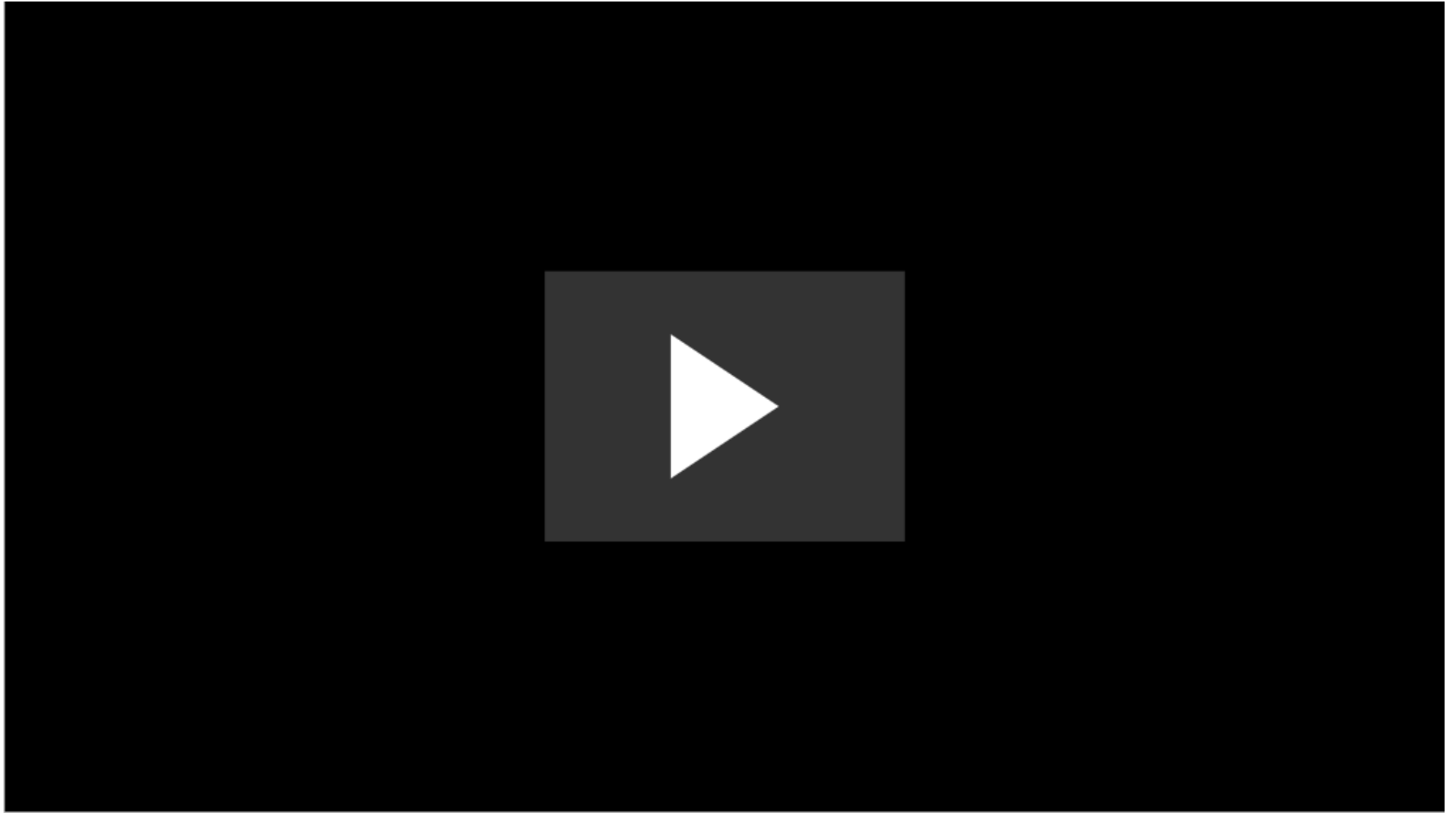
Passion
Right 1st Time
Can Do

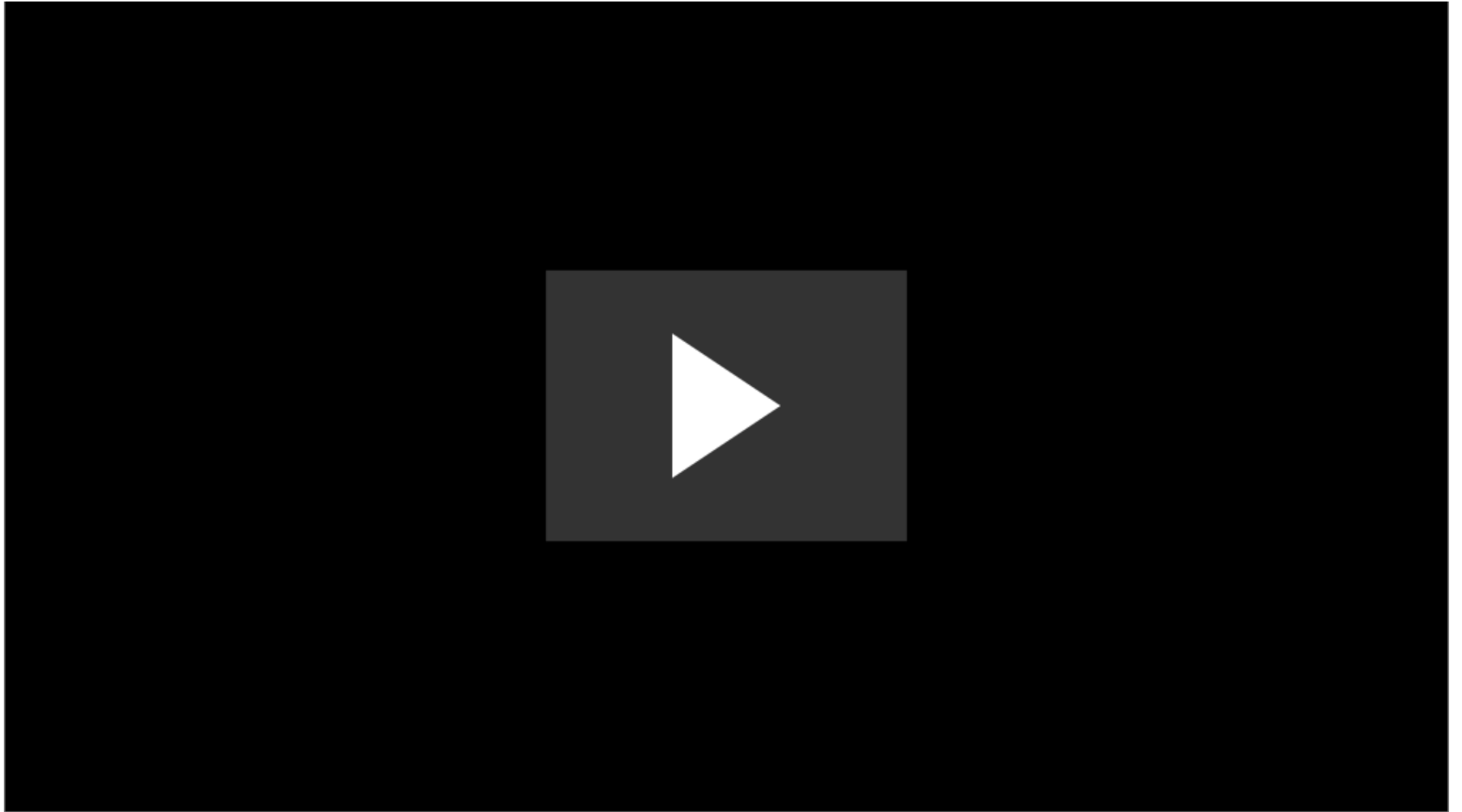


Anpacker
Veränderungsgestalter
Verantwortungsnehmer
Lösungsfinder




Speed
Passion
Right 1st Time
Can Do









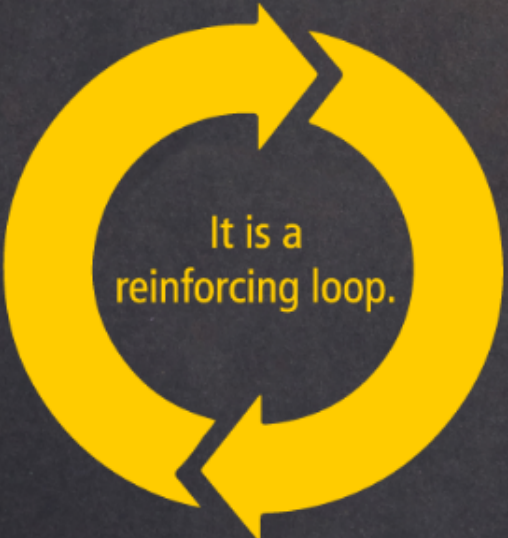


**Great leadership is key to
seeding the right culture &
engaging our people**

Leadership
&
engagement

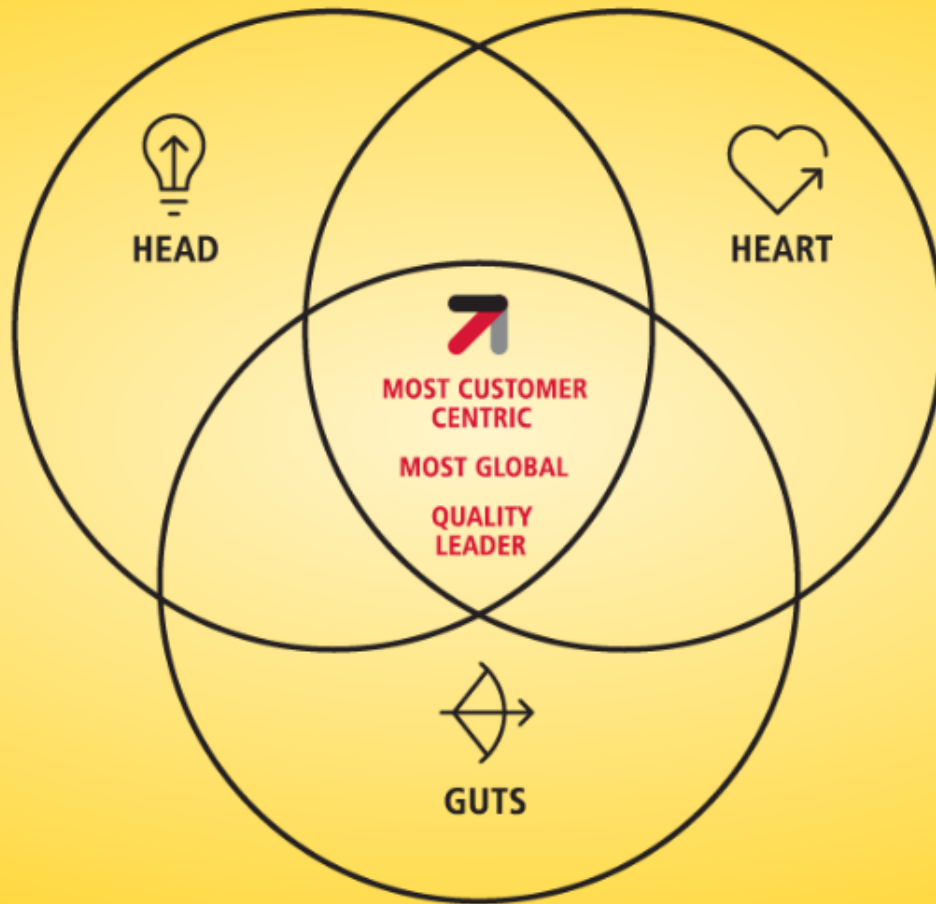
Leadership
attributes

Great leadership
engages
employees.



It is a
reinforcing loop.

Engaged employees
expect
great leadership.





FUCK UP NIGHTS





Mindfu

Workin'
Lot



FIVE ELEMENTS of WORKING OUT LOUD

John Stepper

Relationships

ARE AT THE
OF WOL



Generosity

WE ARE
WIRED FOR
RECIPROCAL
ALTRUISM



Visible Work

AMPLIFY
WHO YOU
ARE &
WHAT YOU DO



EXTENDS
YOUR
REACH

Purposeful Discovery

HAVING A LEARNING
GOAL IN MIND
ORIENTS YOUR ACTIVITIES



Growth Mindset

DEVELOP AN OPEN,
CURIOUS APPROACH TO
WORK & LIFE



Sketchnote by: Tanmay Vora | @tnvora | QAspire.com



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When digitalization is
an enabler ...

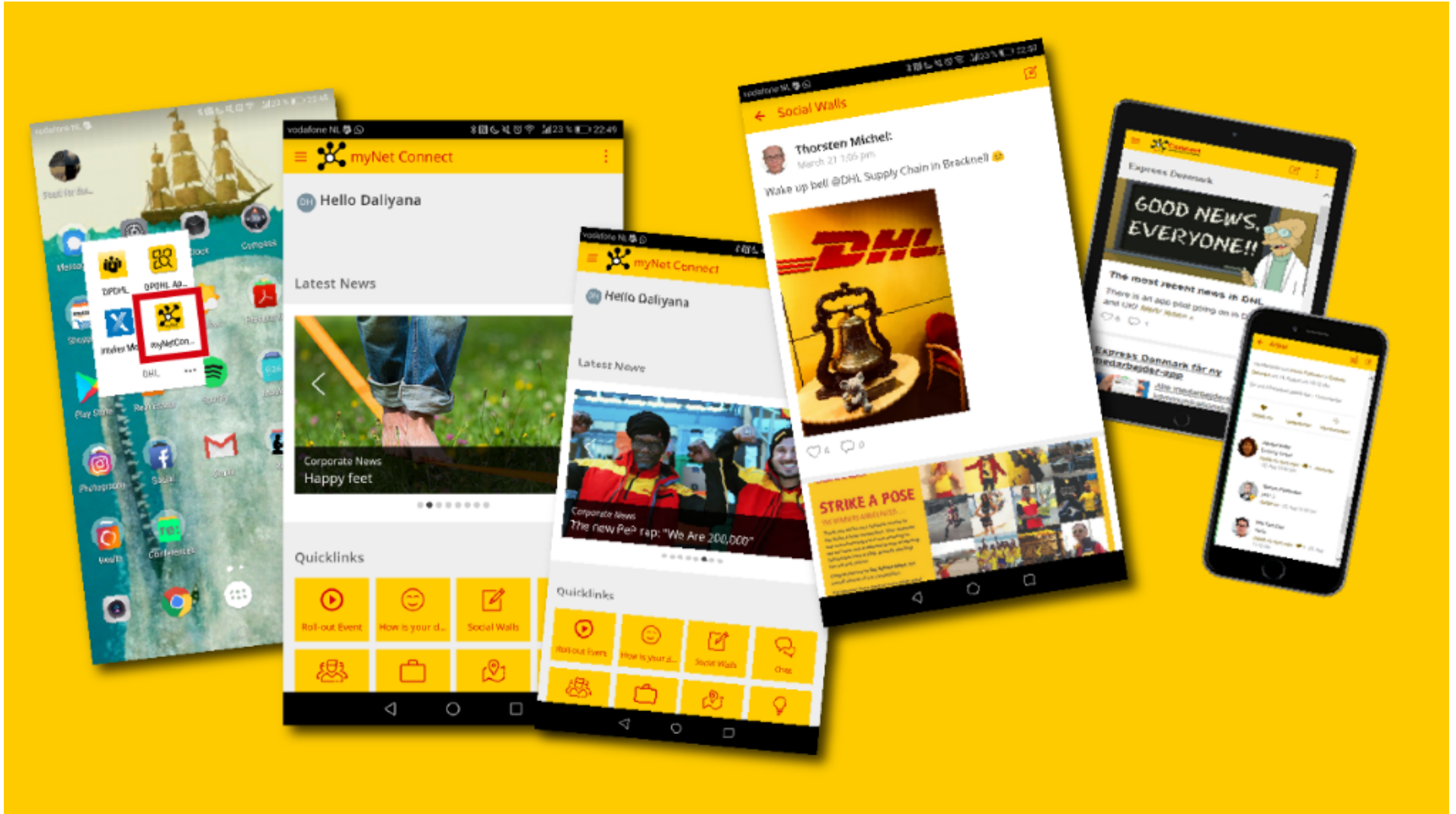


Digital
comms
2.0



Employee
feedback
2.0







90%

**use the app
actively**



81%

**now more aware
of Group topics
and want more!**



82%

**actively read all
published news**



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I MAKE
A DIFFERENCE



**CLEAR
PURPOSE**

I understand how my role contributes to my company's success and that adapting to our customers' needs keeps us competitive

I HAVE
A VOICE



**TRUE
INVOLVEMENT**

I see my ideas and suggestions count and we are continuously improving the quality of everything we do

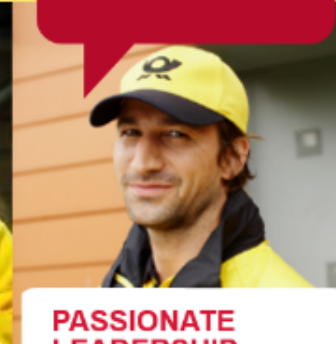
I CAN
GROW



**GREAT
LEARNING**

I can continuously learn to provide excellent service to our customers

I AM
INSPIRED



**PASSIONATE
LEADERSHIP**

I see my manager leads by example and inspires me to do my best work even in challenging times

I FEEL
VALUED



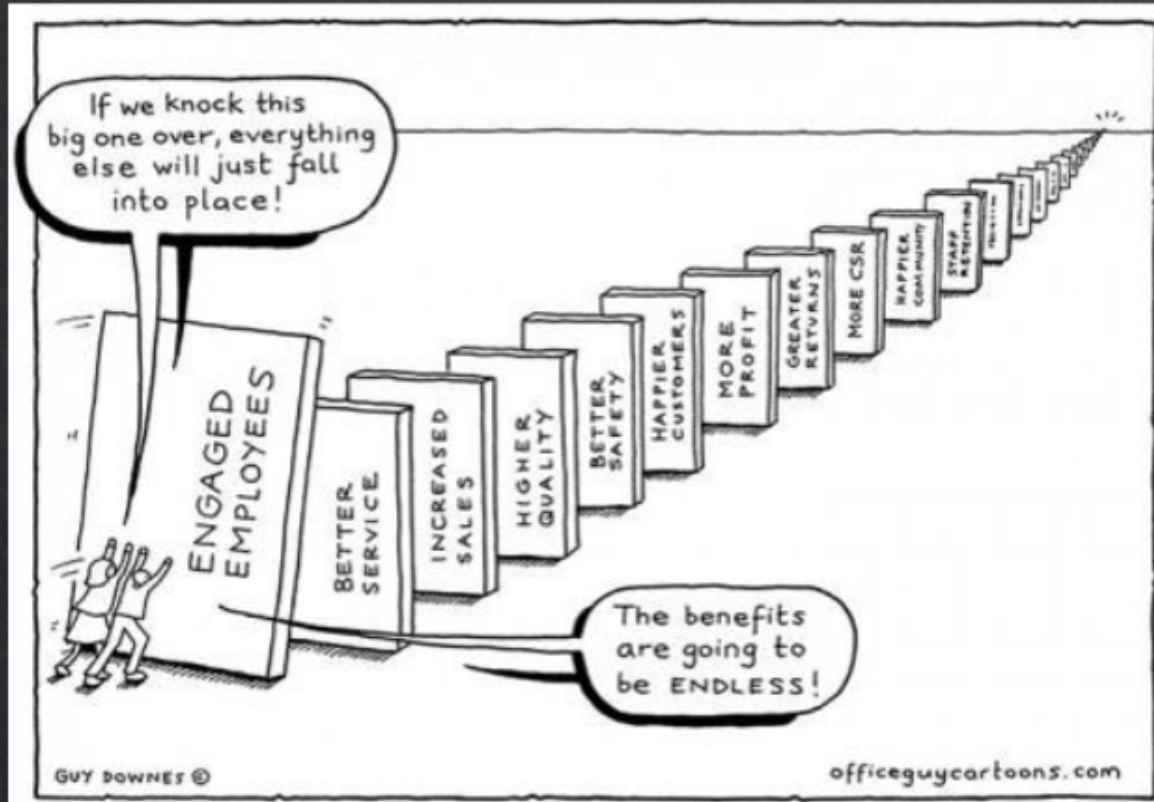
**ENCOURAGING
RECOGNITION**

I am recognized for my great work and my manager is interested in me as a person

BUILDING A GLOBAL COMMUNITY OF CERTIFIED SPECIALISTS

IT TAKES A VILLAGE

- **Experiment**, experiment, experiment
- **Curate** impactful cultural practices
- **Cultivate** communities of culture vultures



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