


■ Hey, there
ALL LEADERS





Ever wondered what is the biggest success factor for business performance?



It is
GROWTH CULTURE
But how to achieve it?



Growth culture is dependent on these



pillars

1

2

3

4



**Effective
change
management**

**Freedom for
experiencing
and learning**

**Pleasant
atmosphere to
feel confident**

**Sincere
commitment**



EFFECTIVE CHANGE MANAGEMENT

The world is changing very fast and therefore business models have to CHANGE or STOP!

The direction and results of CHANGE should happen based on:

**Solving
problem of
customers**

**Making
their life
easier**

**Creating new
values &
communi-
cation**



FREEDOM FOR EXPERIENCING AND LEARNING

**Reinvent products
and services**

A

B

**Feel the ownership
of projects**

**Push the results to
the next level**

C

D

**Feel the responsibility
and enjoy the role**

3

PLEASANT ATMOSPHERE TO FEEL CONFIDENT

● Get honest
feedback from
all levels

Build the
atmosphere
by providing
chance for
employees to

● Criticize
everyone
constructively

● Reveal their
hidden thoughts

4

SINCERE COMMITMENT

YOU CAN
ACHIEVE IT BY



Creating
chances for
career growth



Understanding
what employees
need



Being honest & sharing
necessary information



Establishing a growth culture needs patience and strong belief.



Before starting, make sure that your road-map is very well prepared.



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