



We give every household
extra time and money

**CULTURE EATS EVERYTHING FOR
BREAKFAST**



Back in 2020, we were asking ourselves how we could change the way we work today and shape our company's future.



DISCOVERY

- Prioritization by business value & customer impact
- Customer-oriented product development
- Data-driven decision making
- Planning of the product development
- Top down & bottom up
- A culture of falsification
- Mentoring & coaching
- Problem orientation
- Error, learning & feedback culture



DELIVERY

- Focus
- Output vs. Outcome/Impact
- Prioritization
- No fairytales, only results through traction



GENERAL

- Culture, Leadership and Skillset, e.g.
- Agile, Lean & Design Thinking
 - Vision, Mission, Purpose, Goals, Strategies & Actions
 - Cross-functional collaboration
 - Trust, Empowerment, Autonomy, Commitment
 - Transparency & clarity
 - Intrinsic Motivation & Passion
 - Employee Satisfaction
 - Reward & recognition
 - Responsibility & accountability

The foundation of a successful transformation process lies in a sustainable cultural change.

"Culture could be described as 'the way we get stuff done around here.'"

- Roger Dean Duncan -

"Culture is what you are and what you do. That's your DNA. It is not in your KPI, OKR, mission statement etc."

- Learning from the Samurais and applied for today -

"Culture eats strategy for breakfast."

- Peter Drucker -

The foundation of a successful change process lies in a sustainable cultural change.

CULTURE



100+ topics were being worked on in the past 2.5 years to improve our company. These are some examples...



Every topic is worked on in a build-measure-learn logic to change our culture on an organizational level

PROCESS

METHODS

BOTTOM-UP



Understand the problem Define the work package Prioritize Build a x-funct. team Create a solution Get the approval Present result in the Kickoff Implement Measure Learn and improve



Building a stable foundation and a successful product organization takes constant perseverance and passion – and never gets boring.



We give every household
extra time and money

THANK YOU FOR YOUR
ATTENTION

