human unlimited

TRATON
GROUP
1904
BAYER
Leverkusen
Telefónica
StepStone
ThePioneer
Deutsche
Sporthilfe
Kienbaum
HypoVereinsbank
WALTER KNOLL
DOUGLAS
NZZ
WÜRTH

Marketing unlimited

Das Jahr 2007

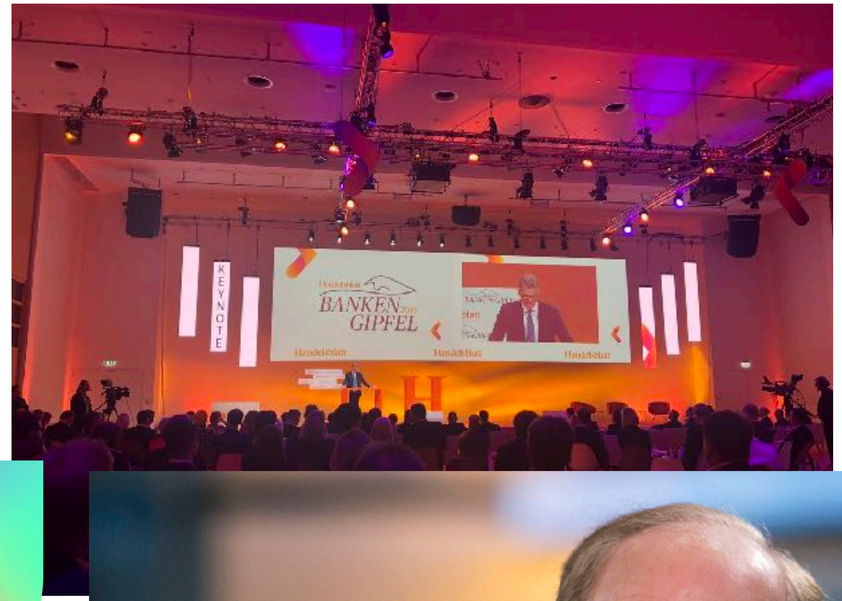
Eine Lektion fürs Leben.

Frank, why do you always want to be creative? Be normal.

GOOD OLD GREY TIMES

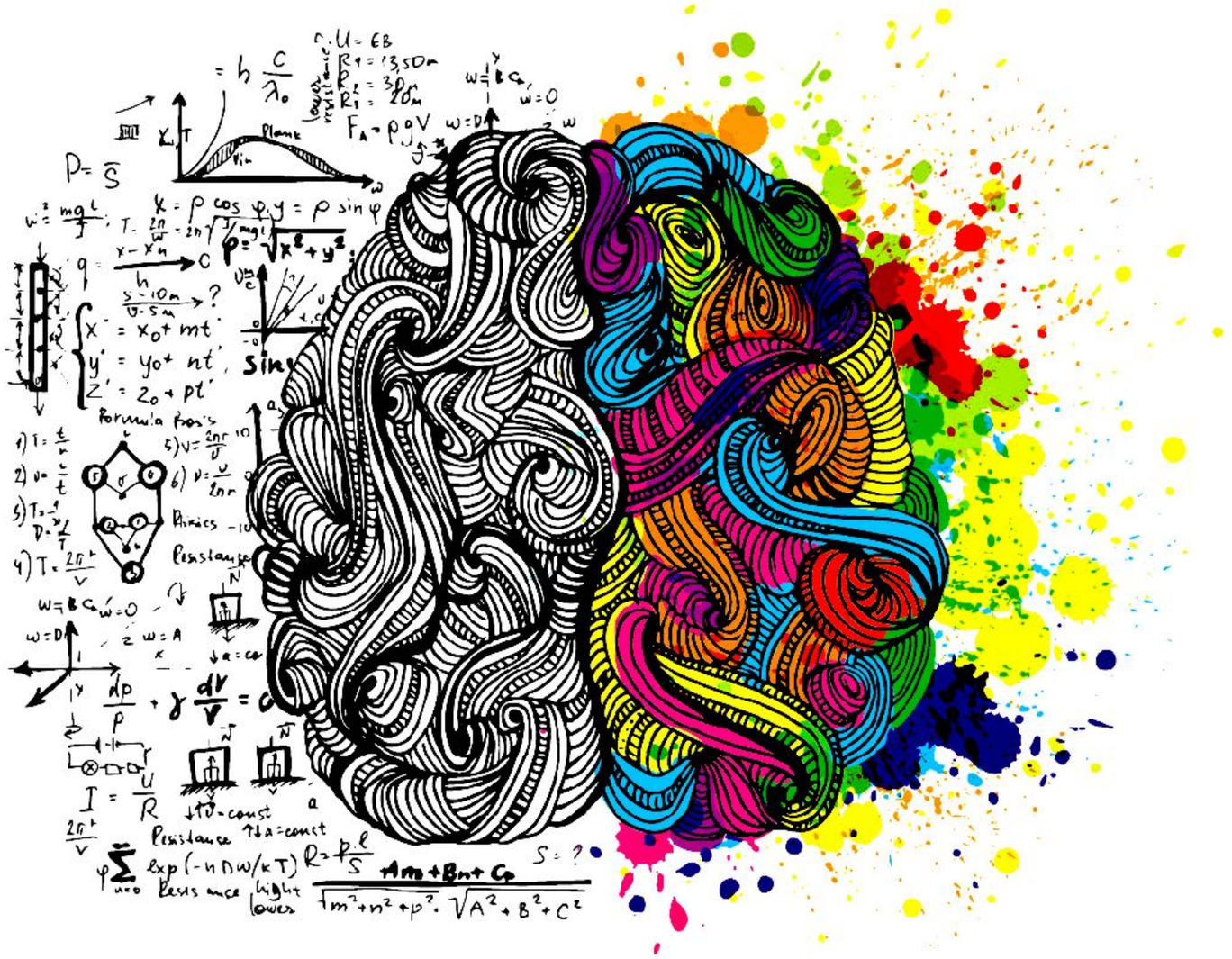
It’s not about what people buy. It’s what they buy into.

AJ LAFLEY
CEO Procter & Gamble



Without a sense of purpose, no company, either public or private, can achieve its full potential. It will ultimately lose the license to operate from key stakeholders.

Larry Fink,
CEO Blackrock


Planck
Formula Basis
Physics
Resistance
Resistance
light
lower

Performancedruck

Attraktionsdruck

Transformationsdruck

Engagementdruck

Gesellschaftsdruck

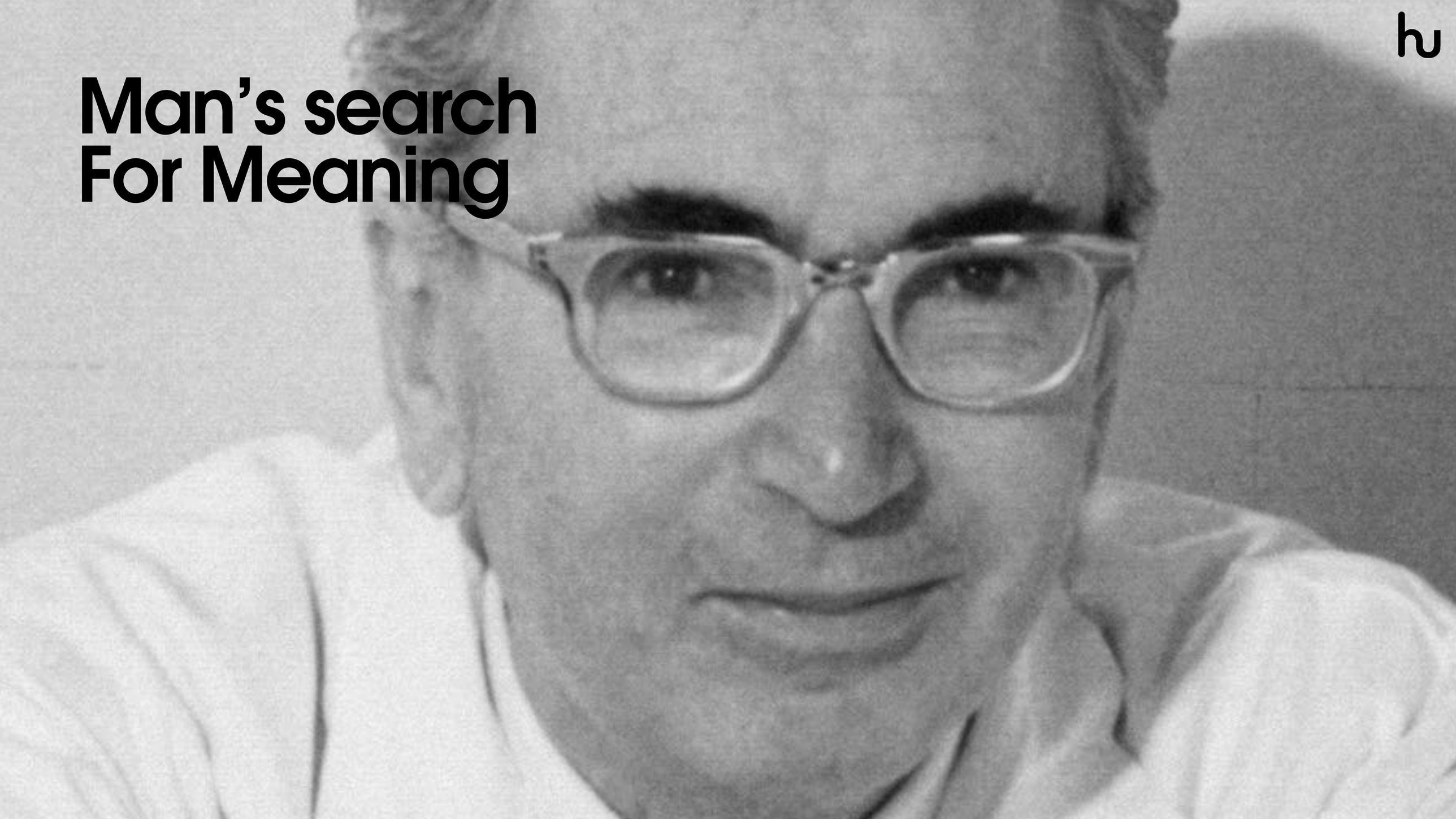
Sozialdruck

Transformation
=
Schmerztherapie

Purpose

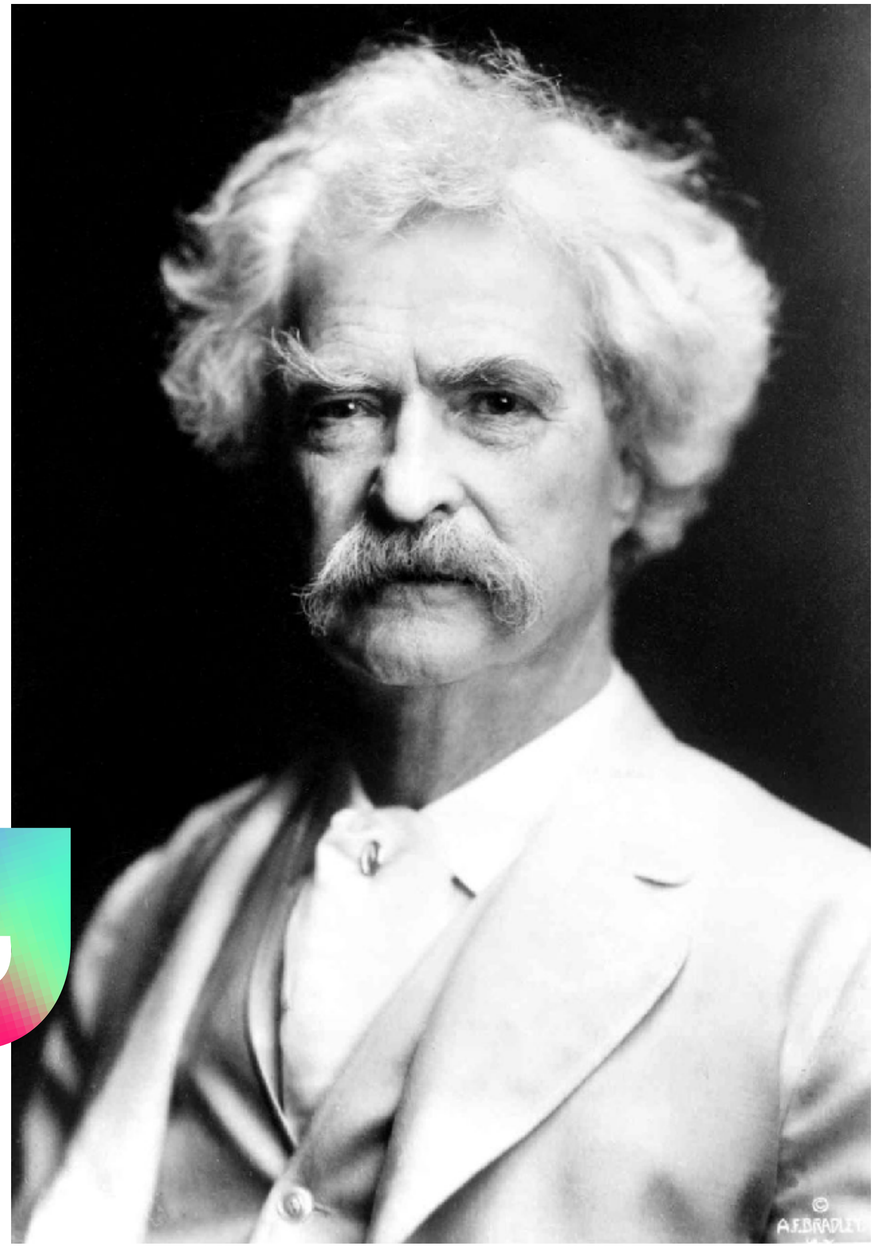
Find your reason for being.
And doing.

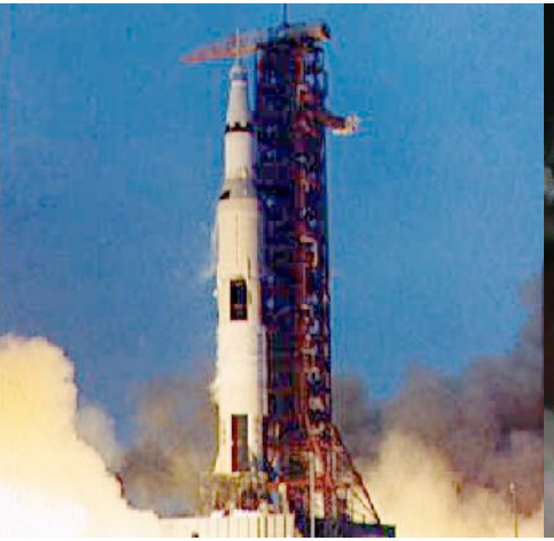
Man's search For Meaning



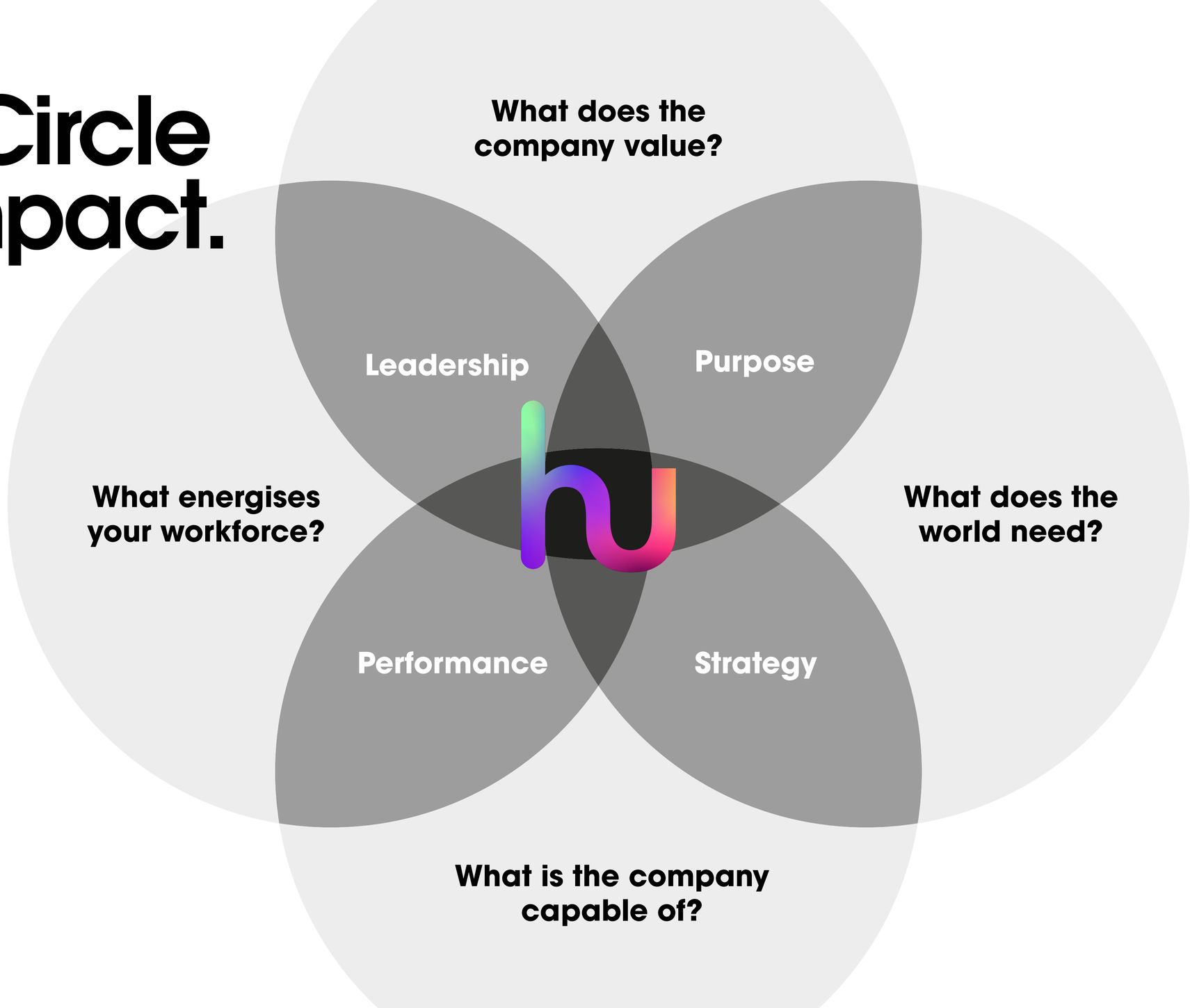
Die beiden wichtigsten Tage deines Lebens sind der Tag an dem du geboren bist und der Tag an dem du entdeckst wofür.

Marc Twain





The Circle of Impact.



SUSTAINABLE DEVELOPMENT GOALS

Purpose.
Vision.
Mission.

BUSINESS ON PURPOSE

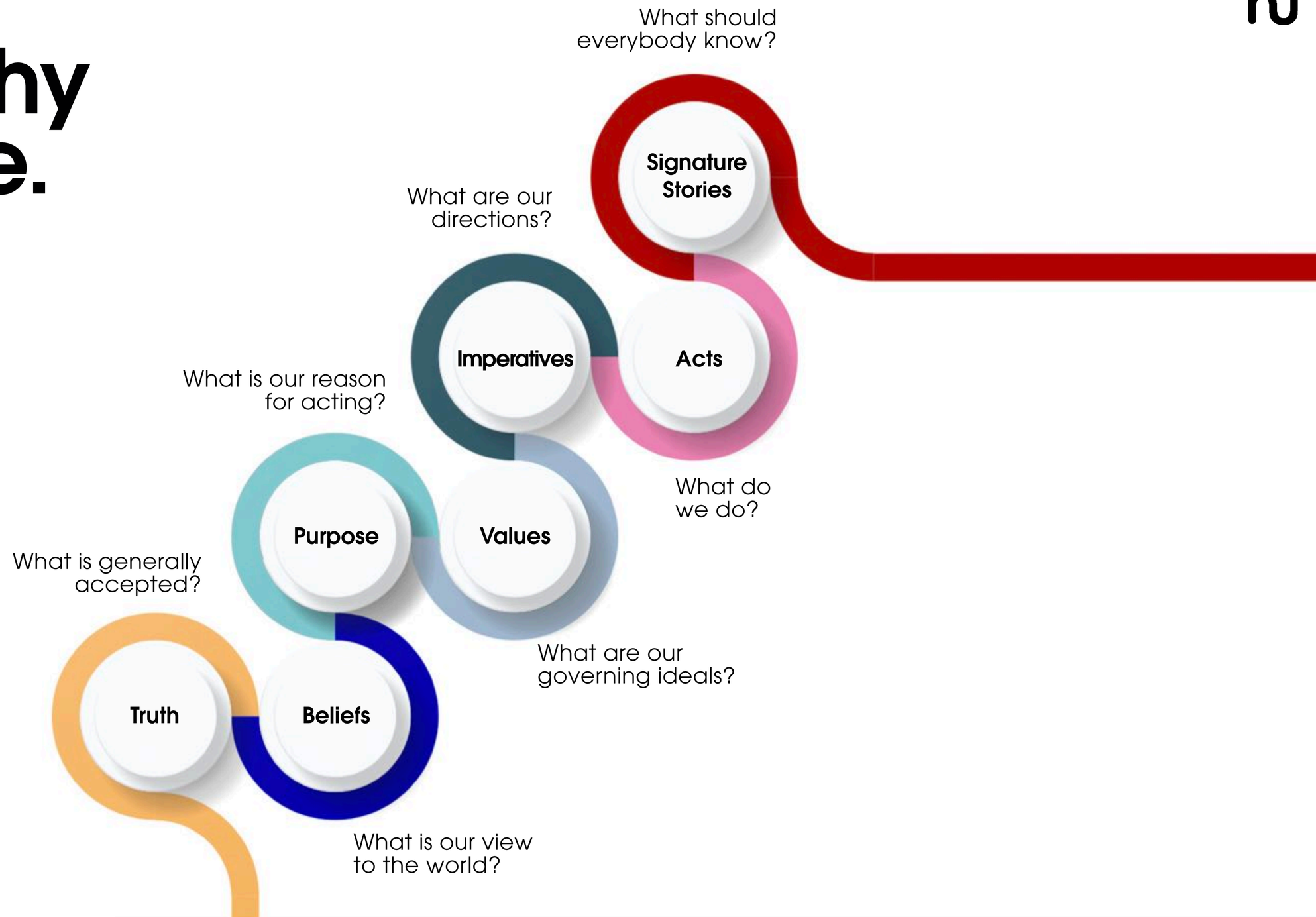
What I think

What I can put into words

What I say to other people

What people actually understand

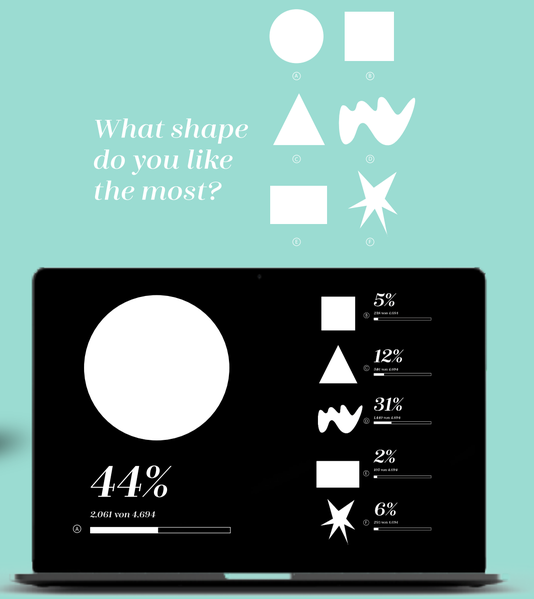
From why to value.

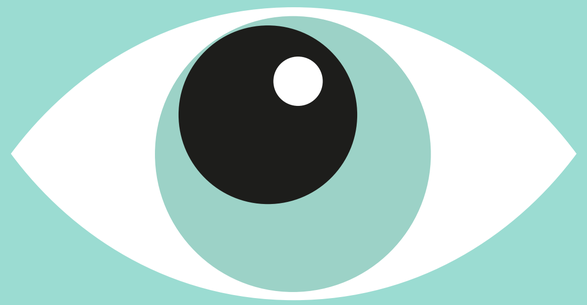


DOUGLAS

BEAUTIFUL ON PURPOSE.

FIVE DAYS, FIVE SENSES HAPPENING





Open all eyes to the wonder of our uniqueness, bring it to life and make life more beautiful.

HR TOOLBOX PURPOSE & VALUES
OVERVIEW

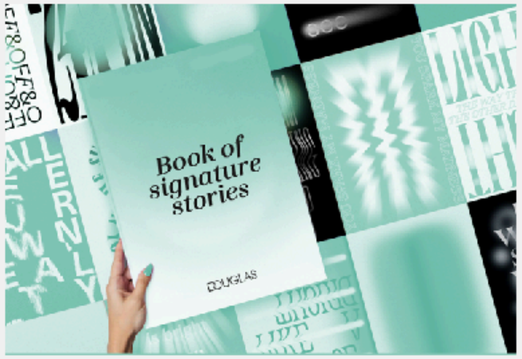
TOOL: CEO & HR GUIDE

TOOL: LEADERSHIP GUIDE

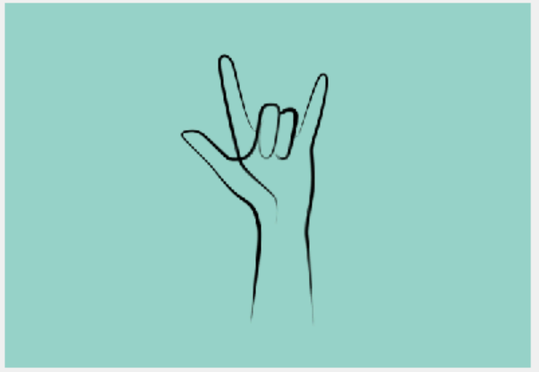
TOOL: WORKSHOPS

TOOL: BEAUTIFUL WALL

TOOL: SIGNATURE STORIES

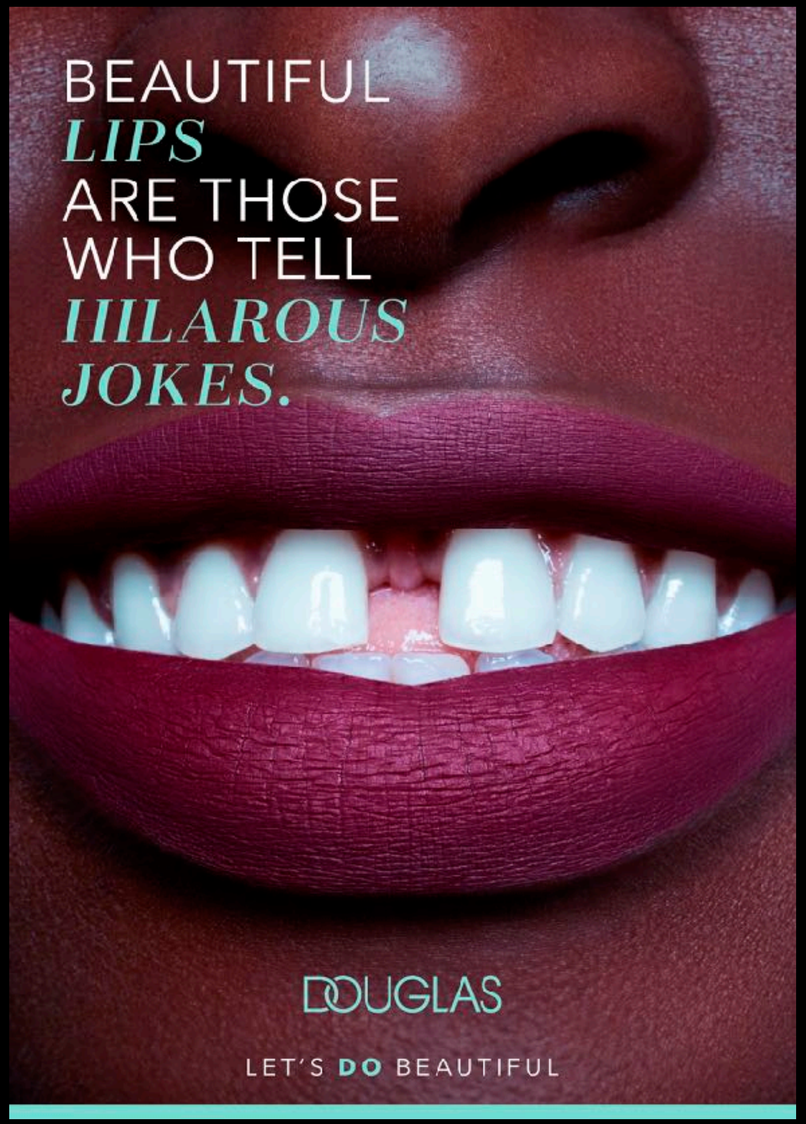


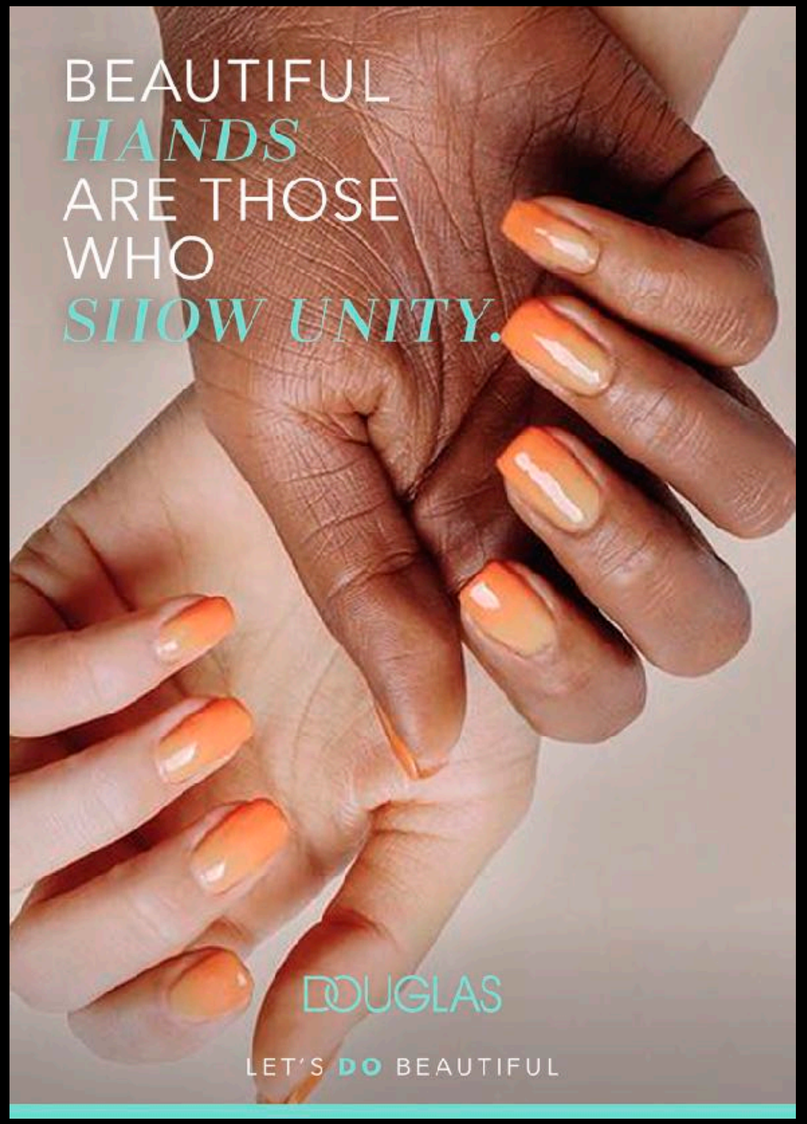
TOOL: SIGN

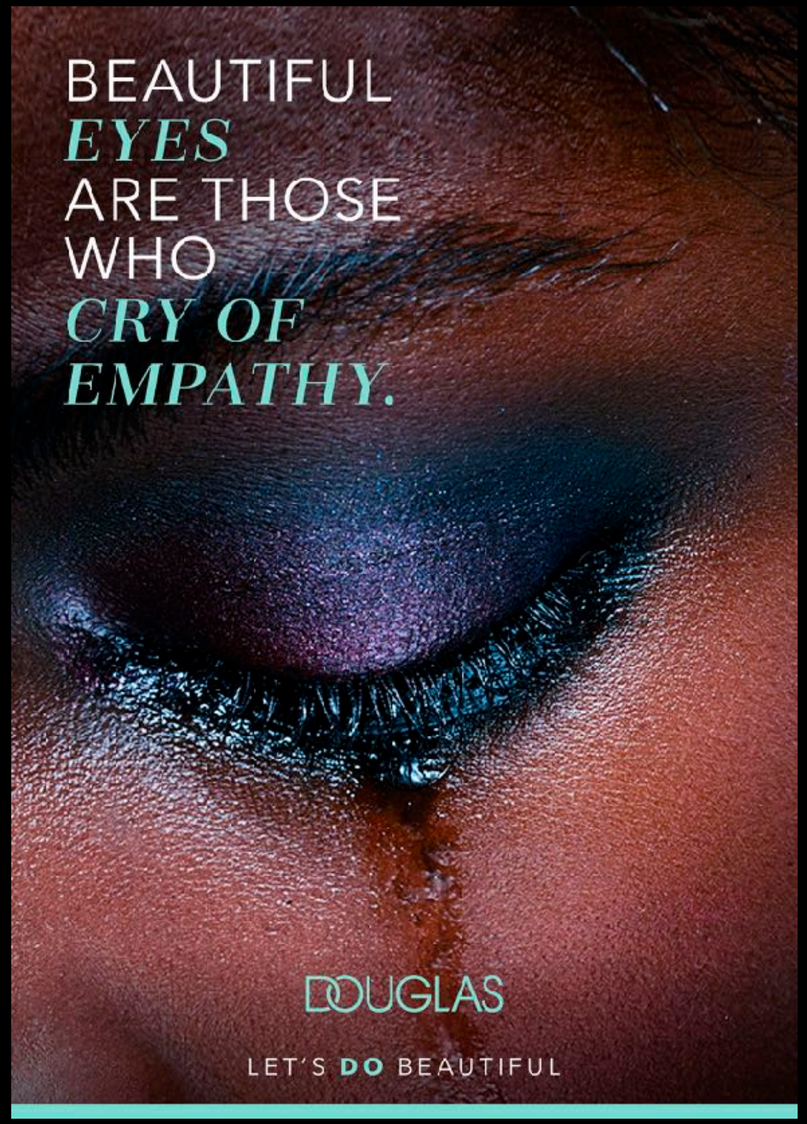


DOUGLAS

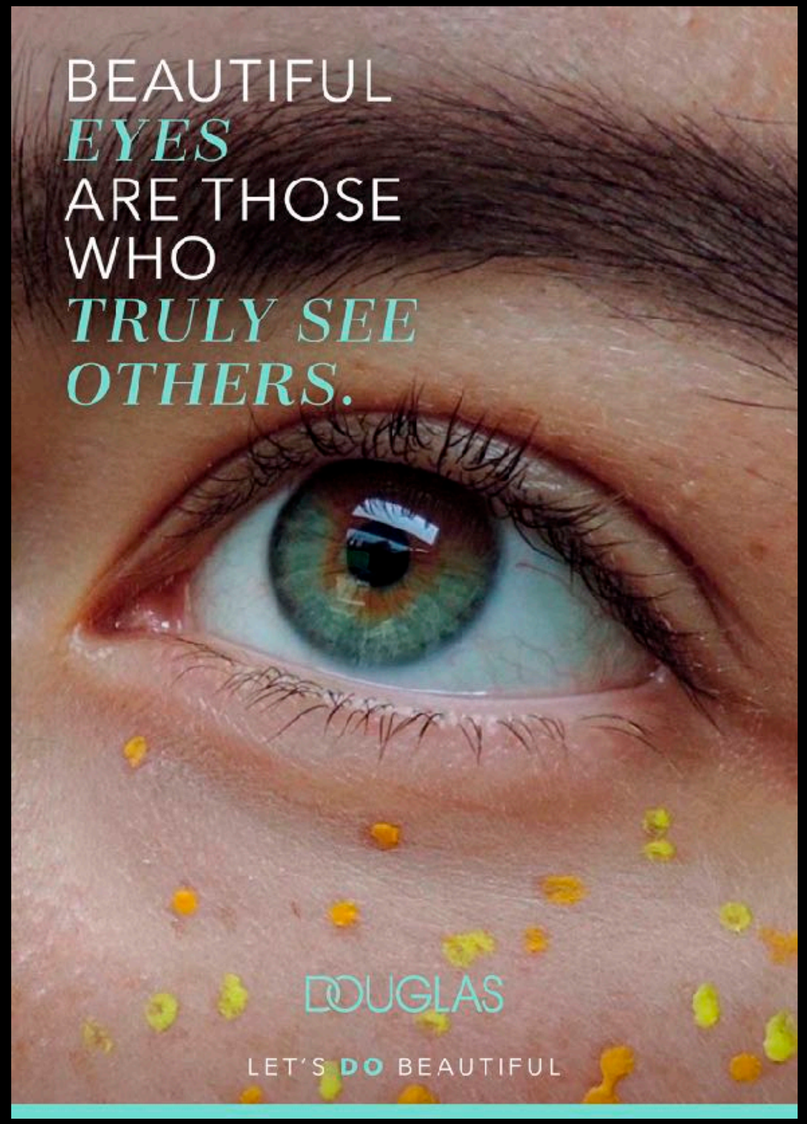
THE NEW BRAND CAMPAIGN.




BEAUTIFUL
HANDS
ARE THOSE
WHO
SHOW UNITY.
DOUGLAS
LET'S DO BEAUTIFUL


BEAUTIFUL
EYES
ARE THOSE
WHO
CRY OF
EMPATHY.
DOUGLAS
LET'S DO BEAUTIFUL

BEAUTIFUL
HANDS
ARE THOSE
WHO
REACH OUT
TO HELP.
DOUGLAS
LET'S DO BEAUTIFUL


BEAUTIFUL
EYES
ARE THOSE
WHO
TRULY SEE
OTHERS.
DOUGLAS
LET'S DO BEAUTIFUL

Danke. Schön.

human unlimited

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