

KULTUR & FORANKRING

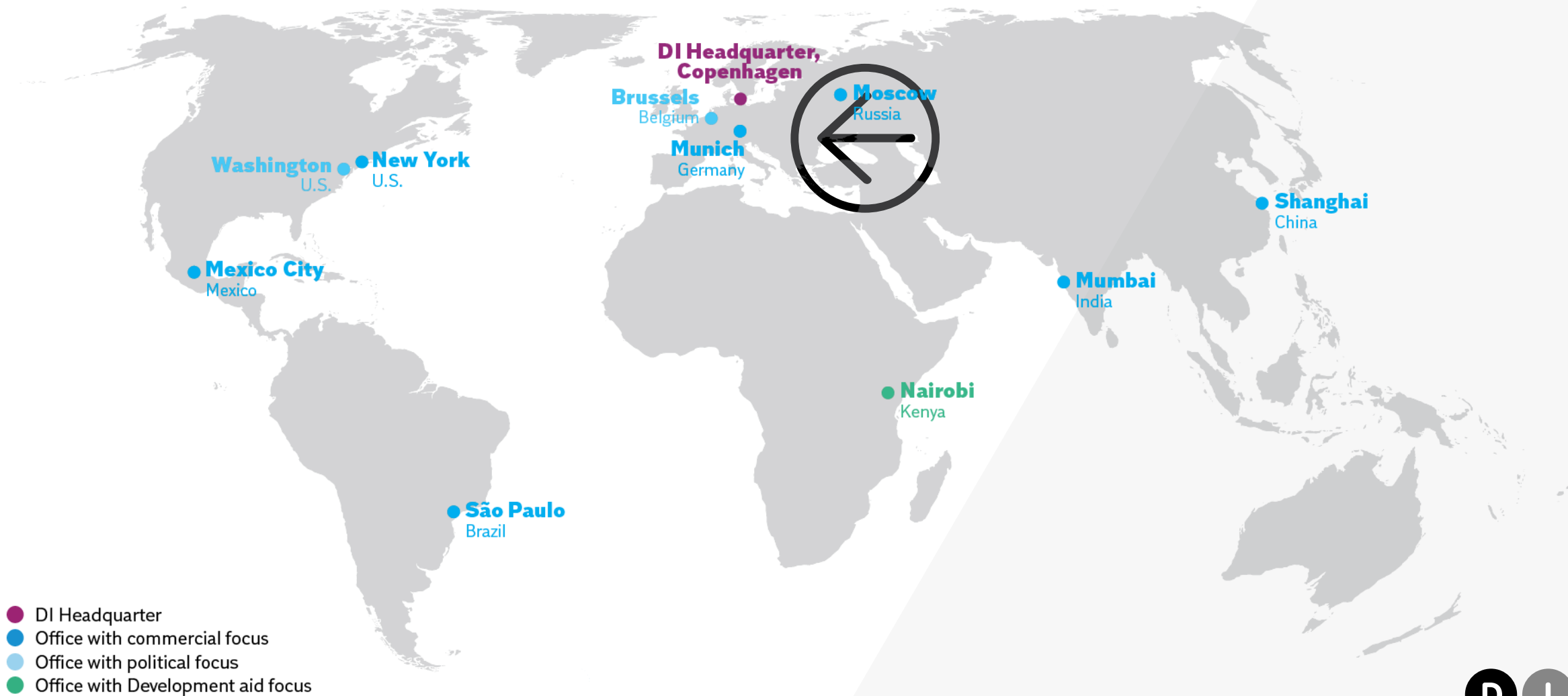


Robert P. Perz
Project Director
11 May 2020



DI TYSKLAND

Dansk Industri

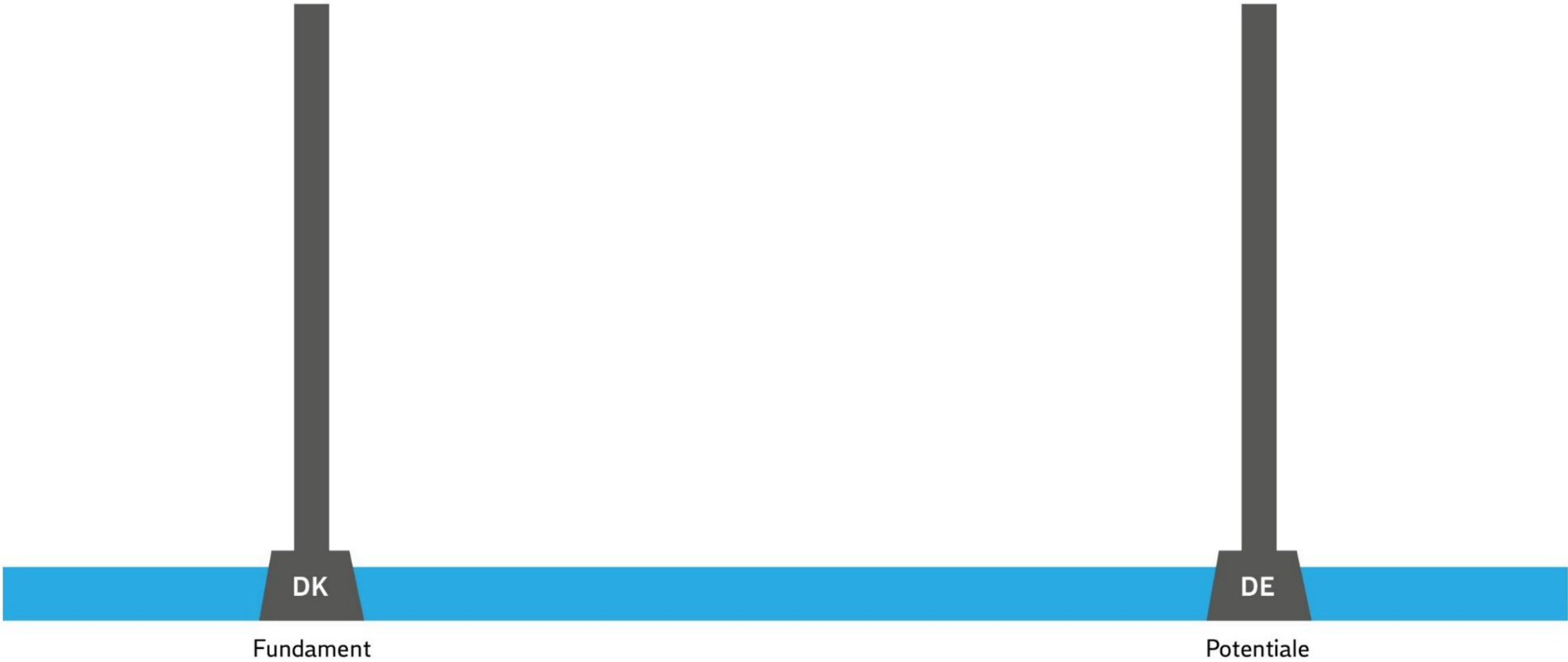


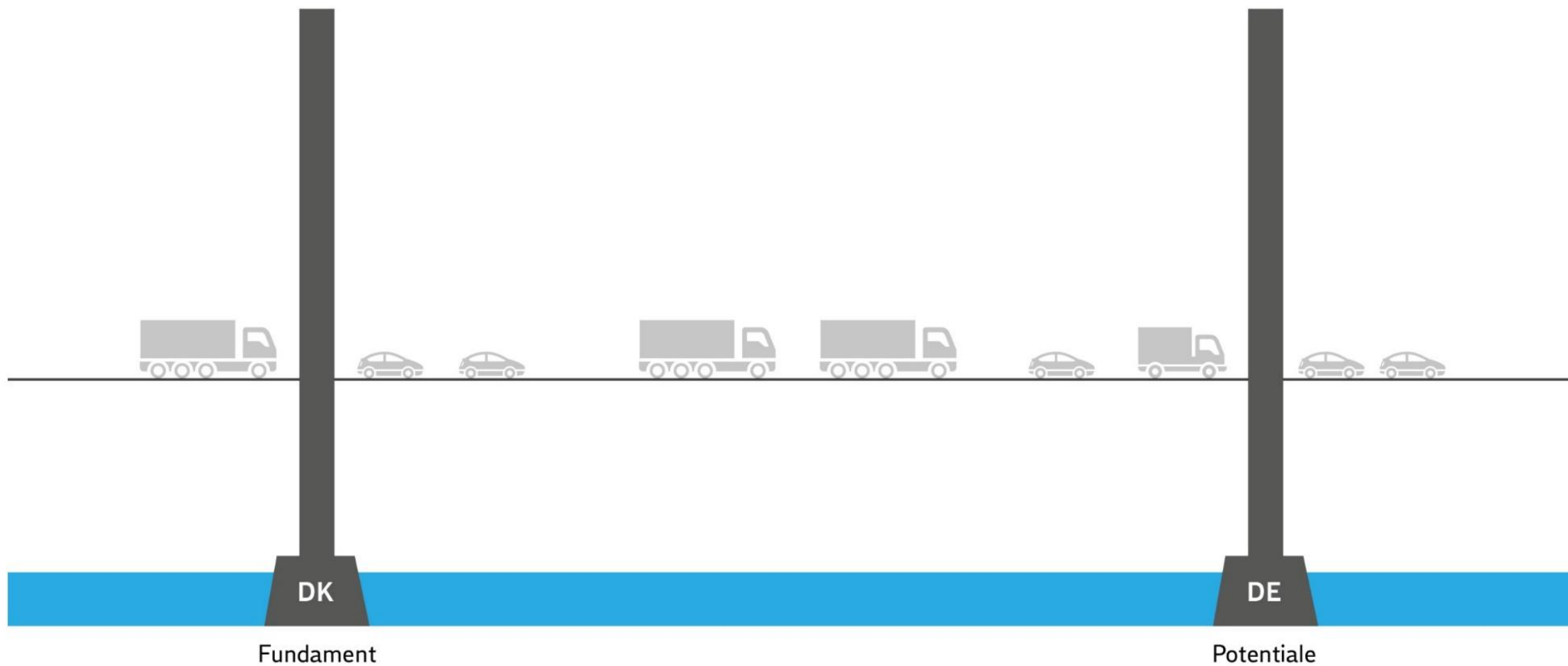
..Lad os starte med at bygge broen til Tyskland...

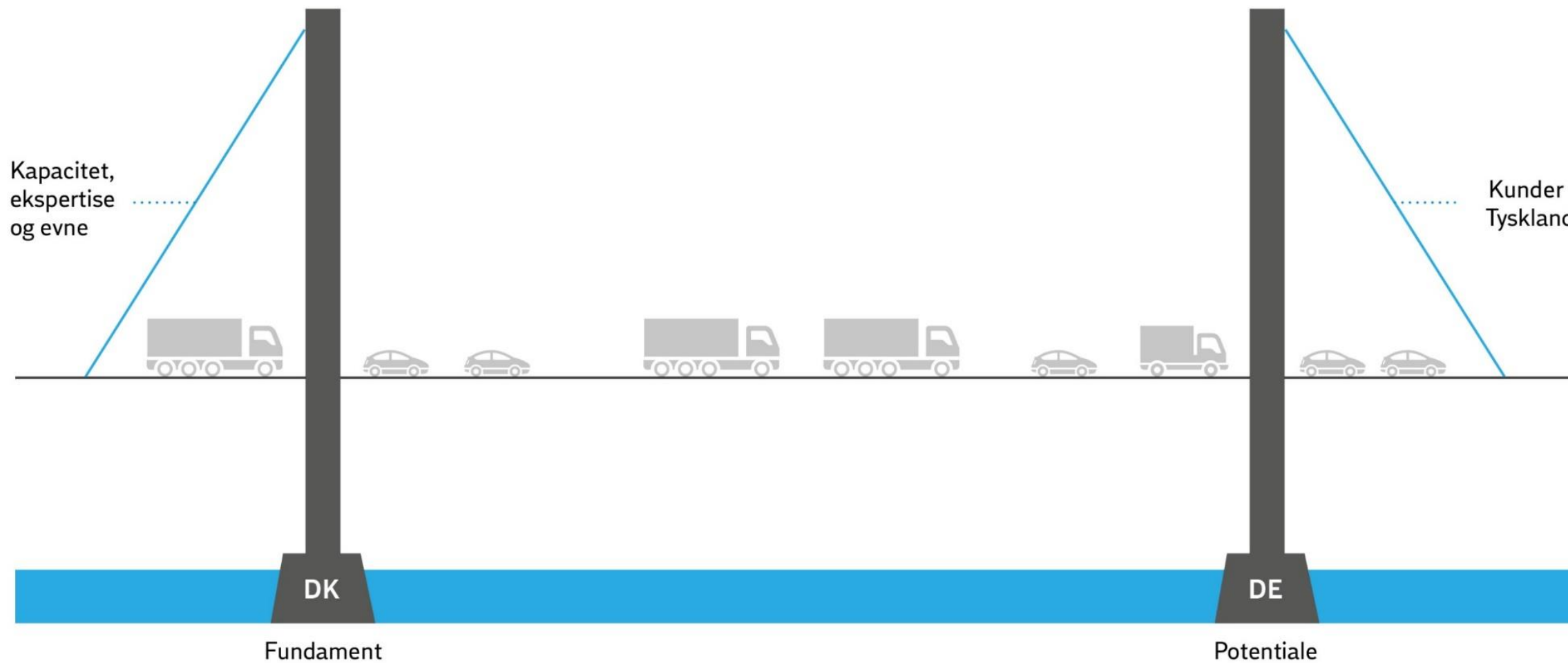


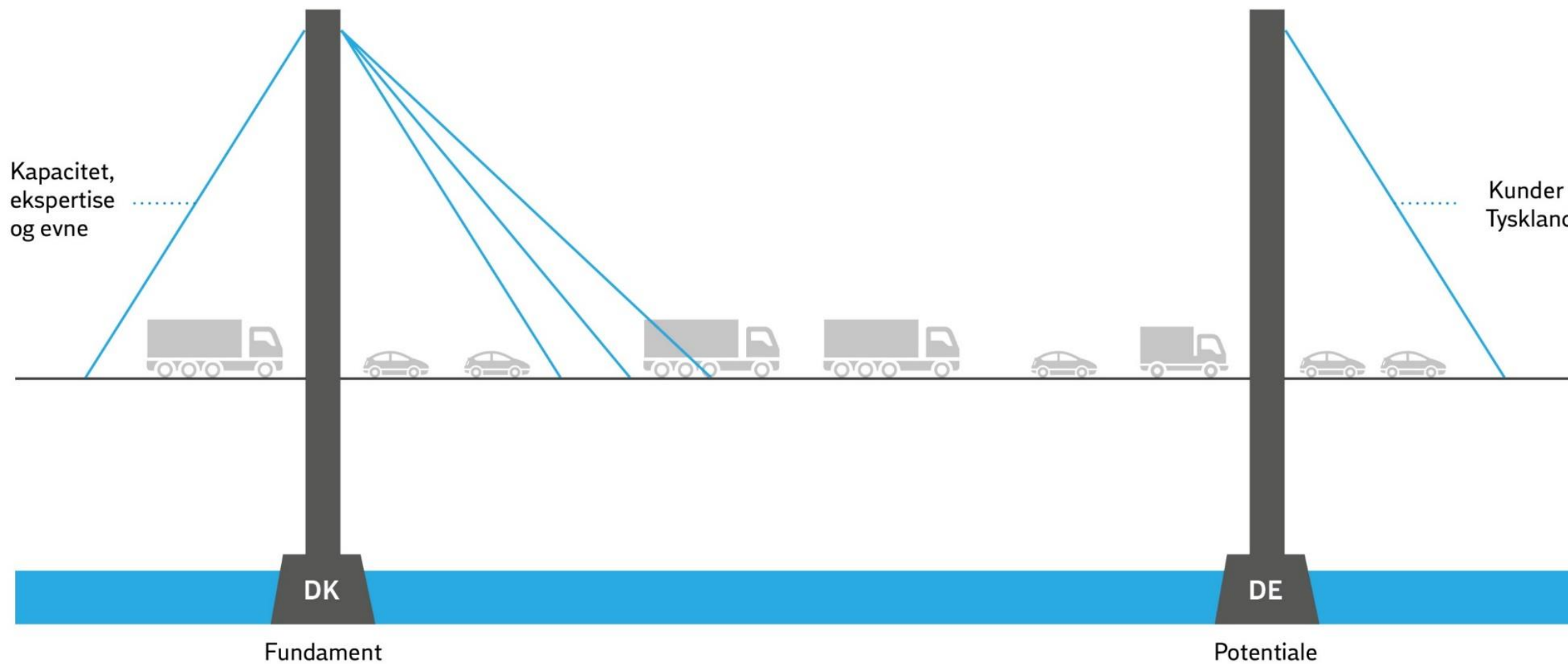
DK

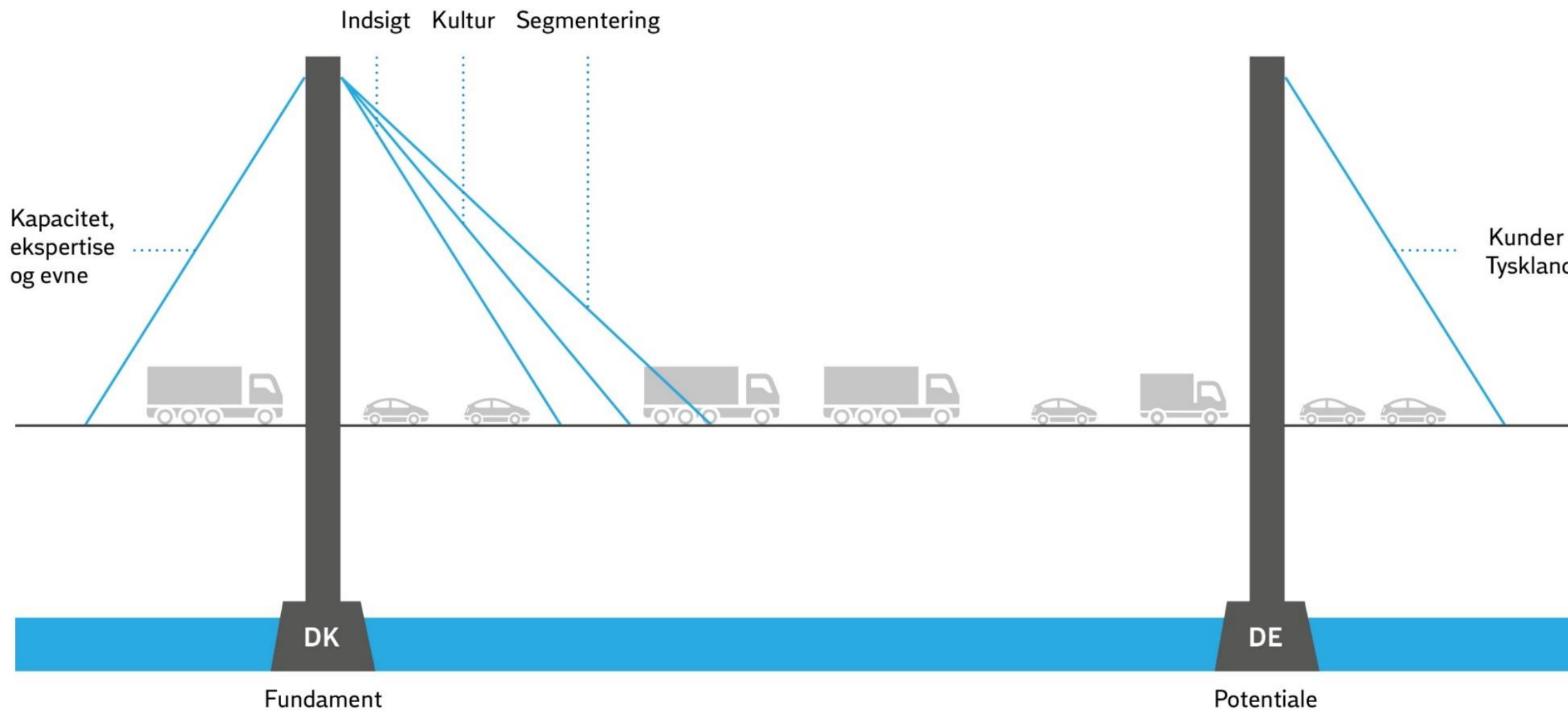
DE

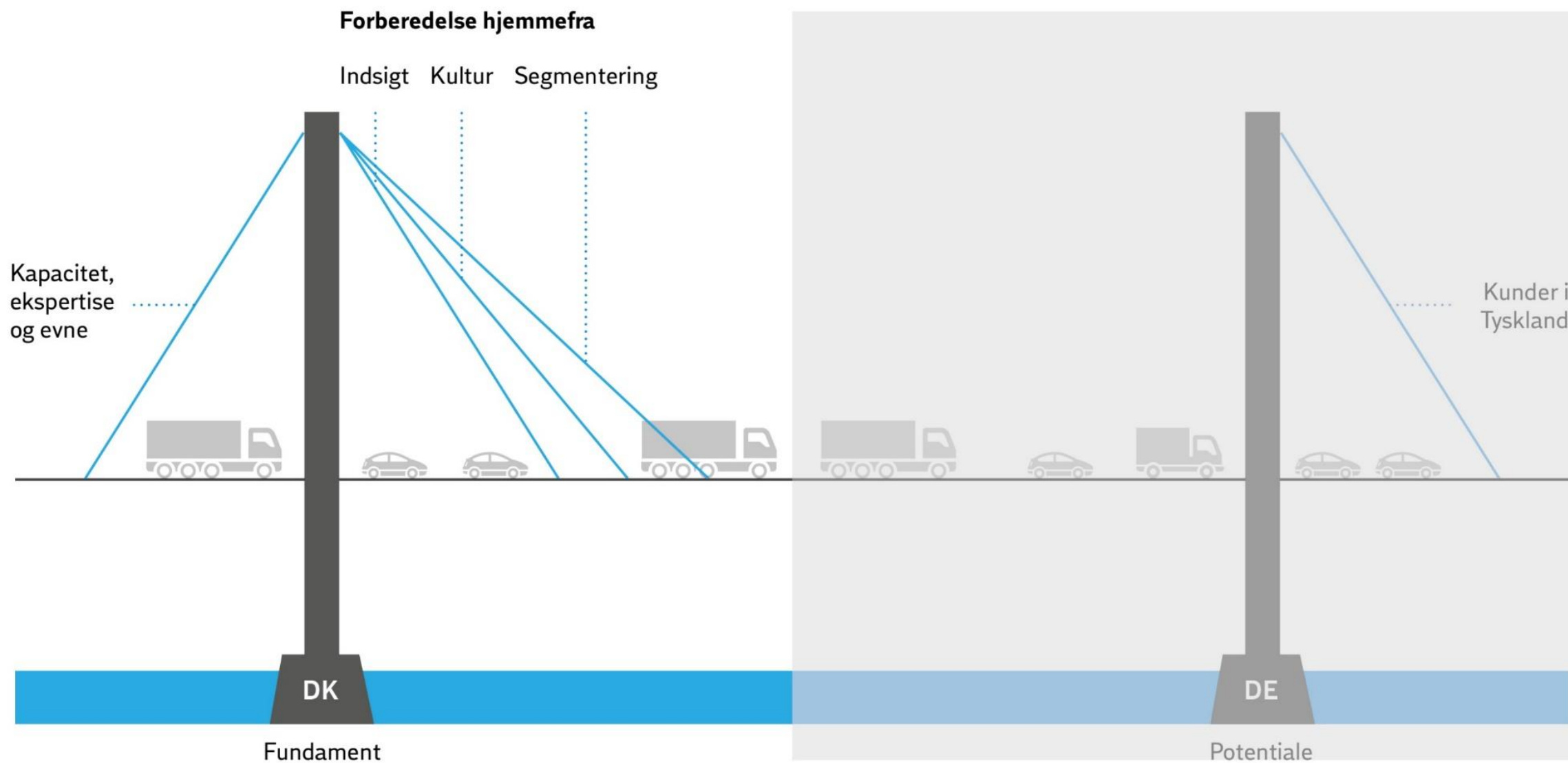


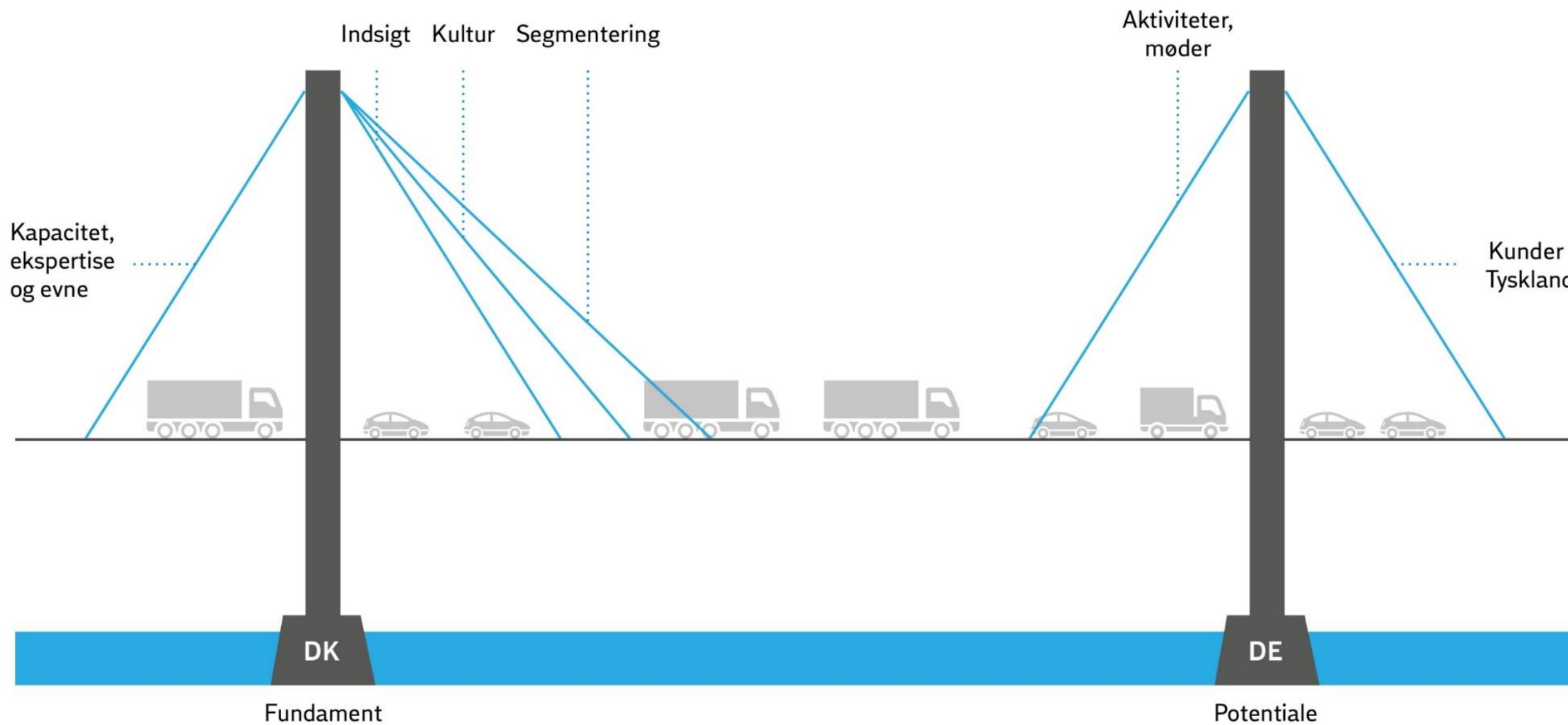


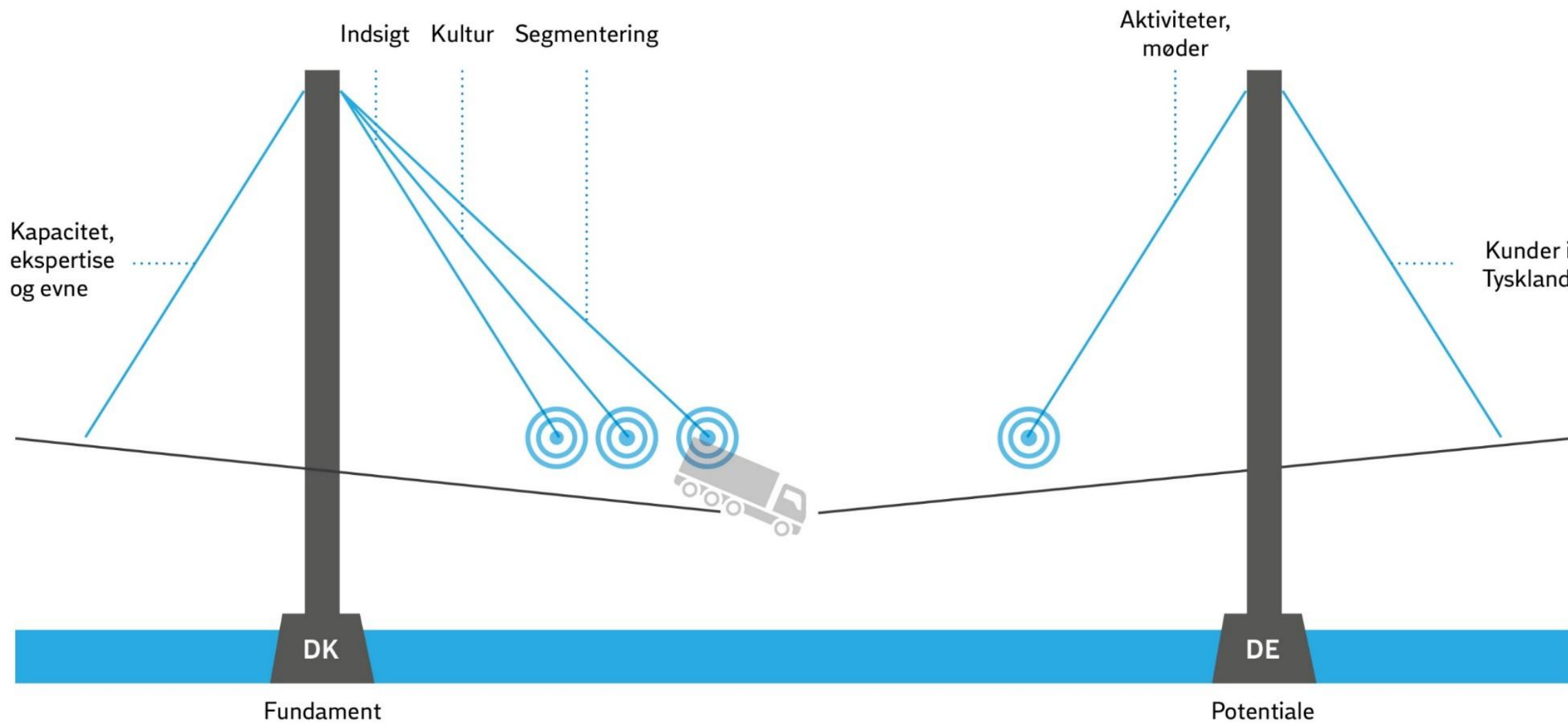




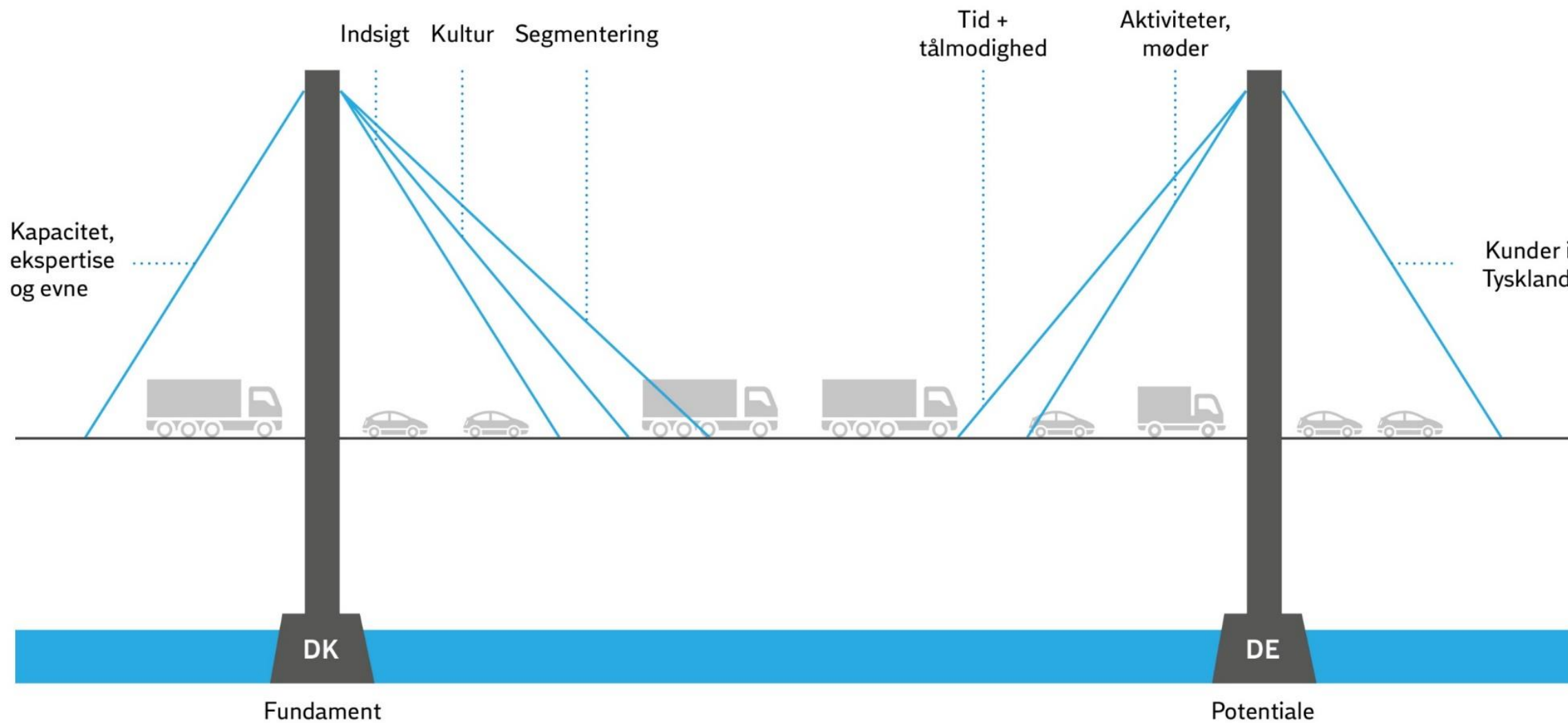


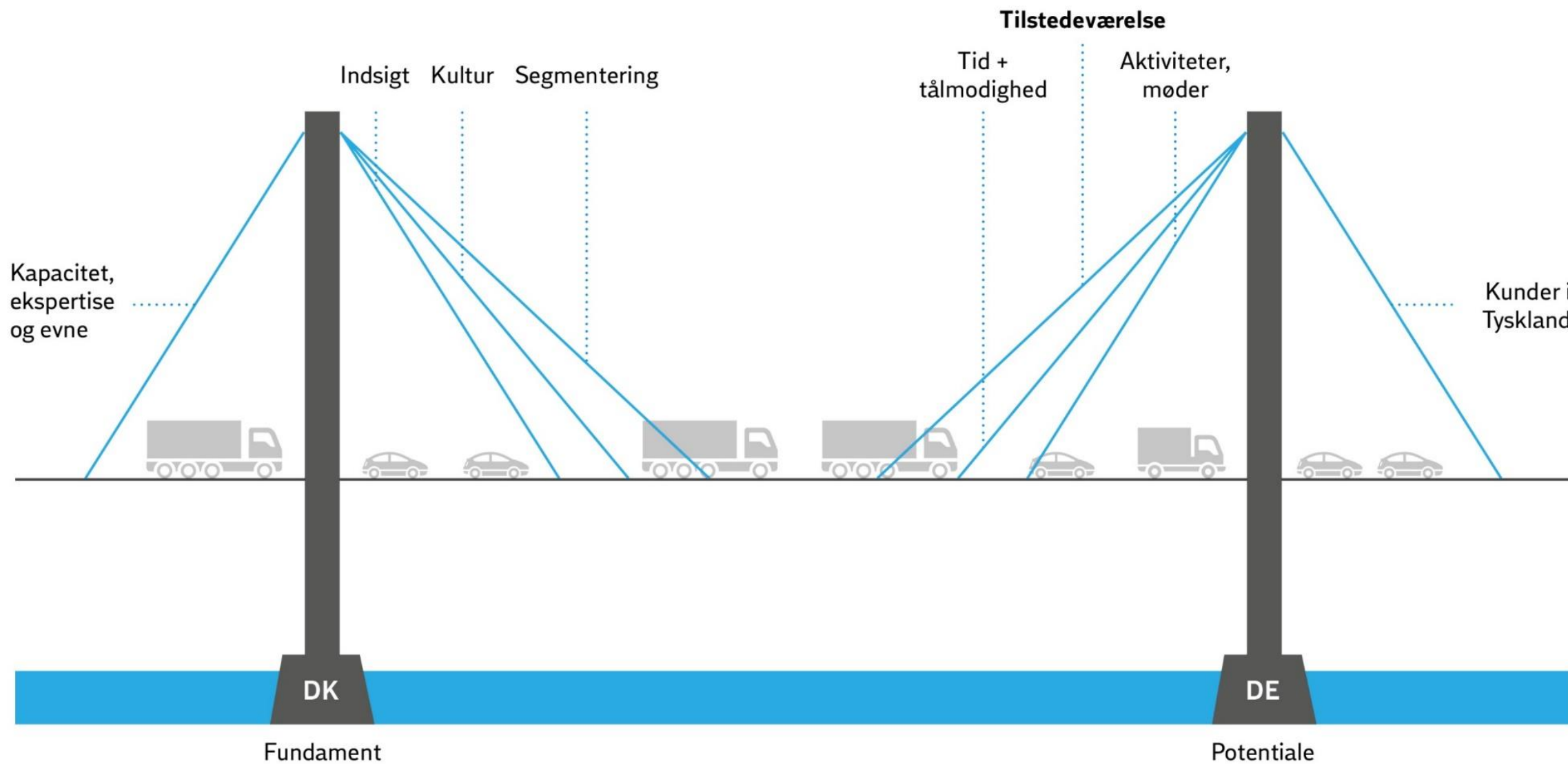






Forankring





Forankring

Skab synlighed og tilstedeværelse i markedet mens du "venter".
Det er den bedste investering herfra!



Dansk Industri

Robert P. Perz



(indsæt)

12

okt

18



Kulturforståelse og hvordan det bruges...



Kultur

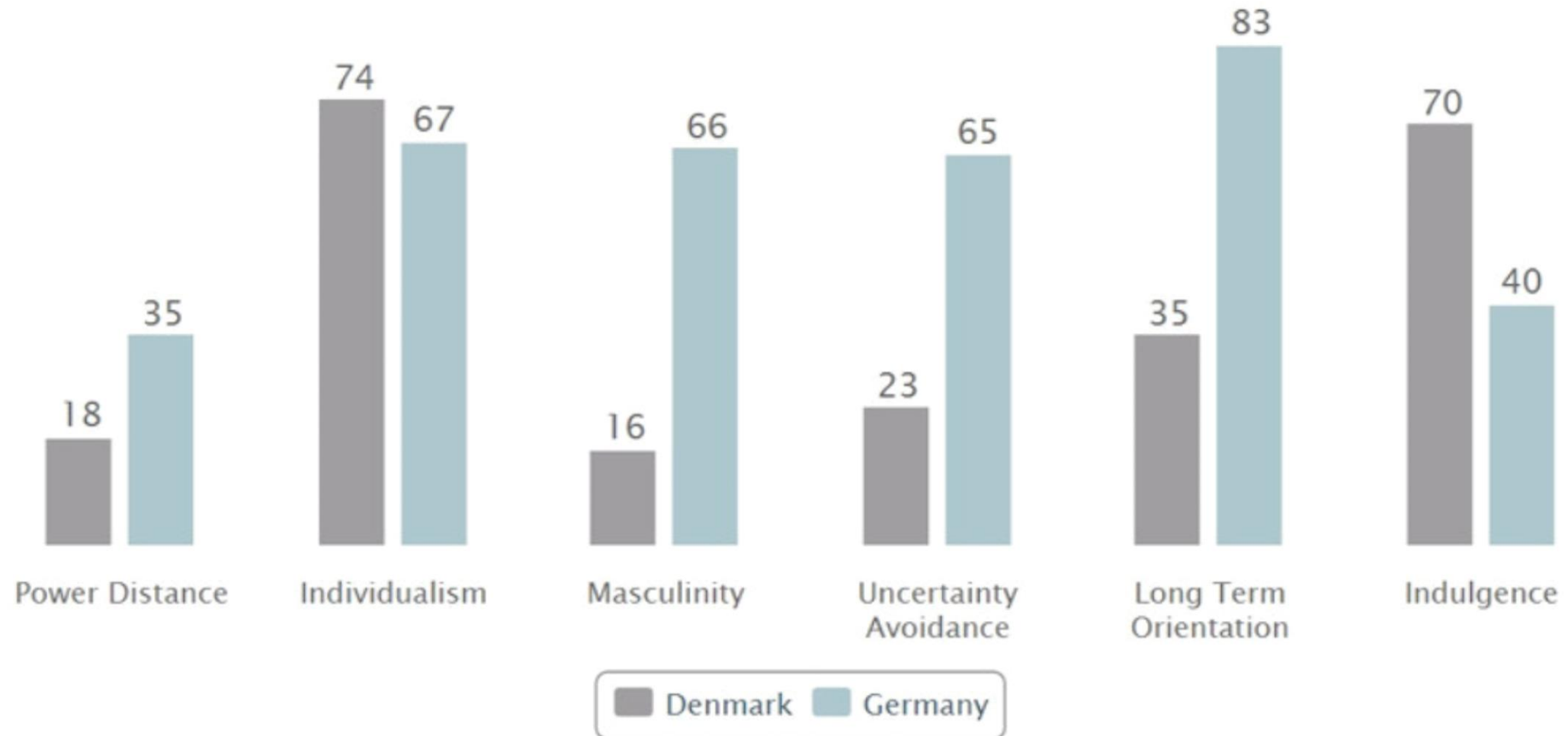


”Kultur er som modvind
på cykelstien:

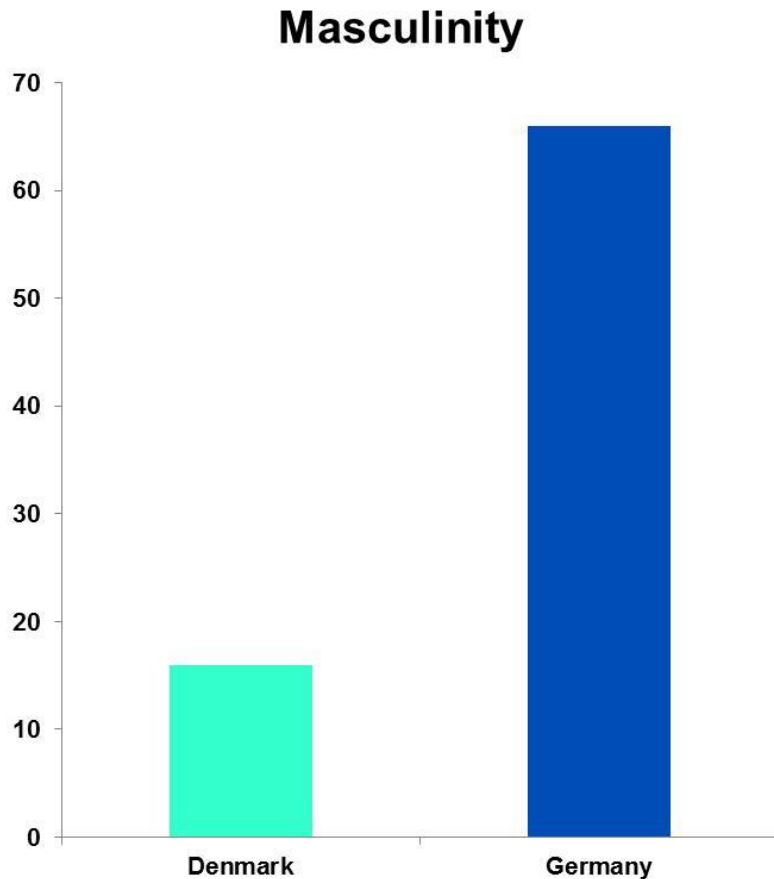
..man opdager den først, når man skifter retning...”



Denmark in comparison with Germany



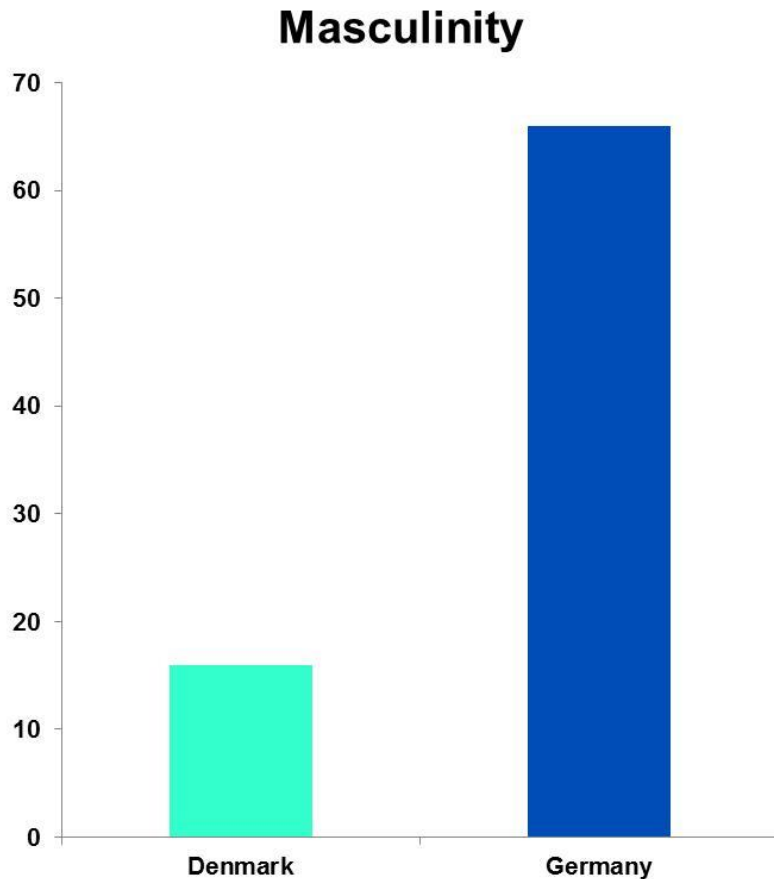
Maskulinitet



Elitært:

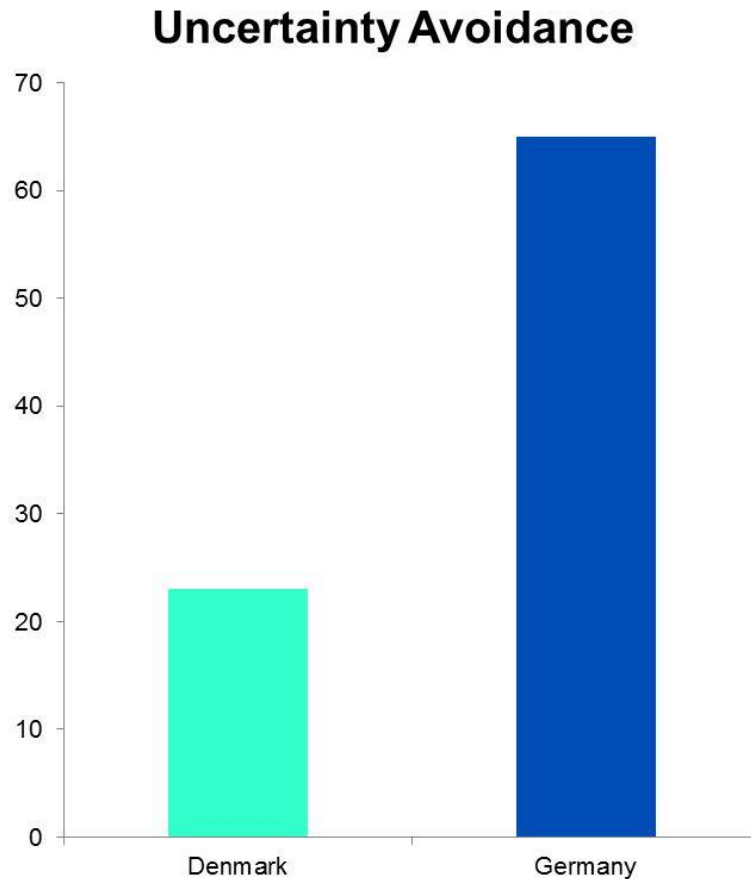
- Vi er de bedste
- Vis, hvem du er
- Anerkendelser skal frem i lyset
- Symboler
- Dit salgsmateriale og din optræden skal tale ind i dette !!!

Maskulinitet



- Styrke
- Selvtillid
- Værdi
- Anerkendelse
- Og det handler også om kundens eller samarbejdets position i dette

Usikkerhed



Tillid:

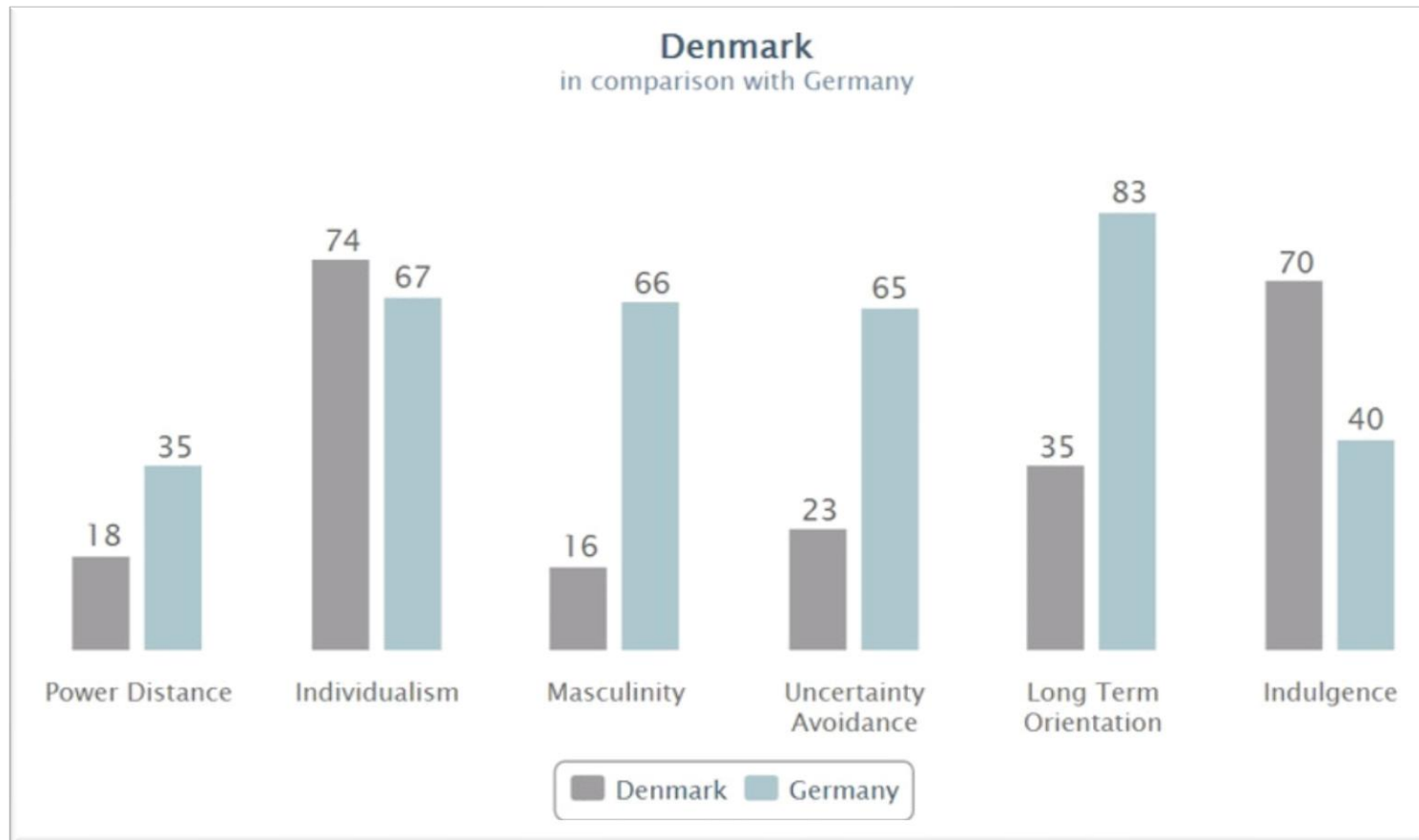
- Referencer
- Certificeringer
- Dokumentation
- Forberedelse til alle møder
- Skab veje for "nul-fejl" i processen
- Vær konkret

Murphys Law

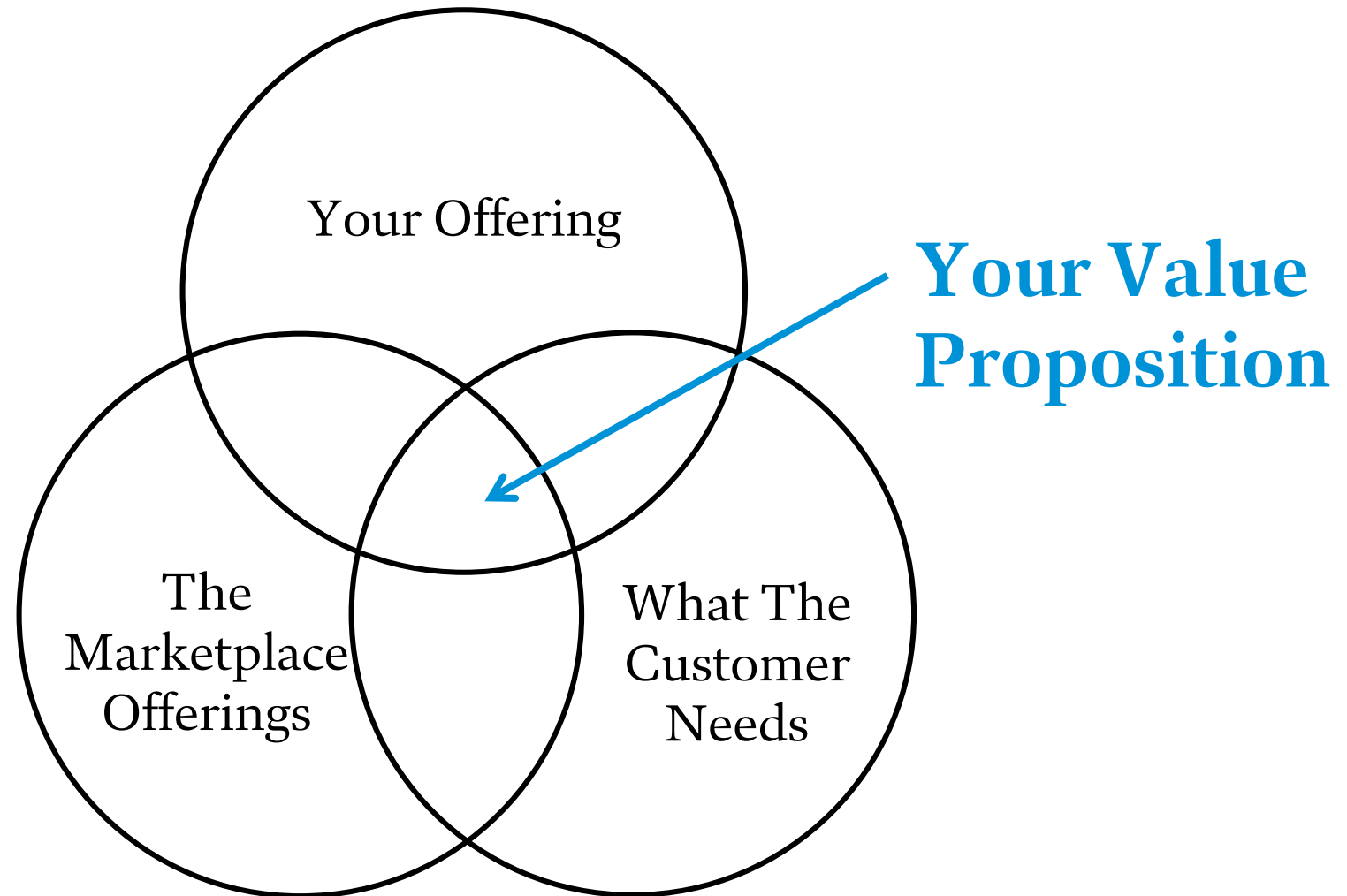
CMA (Cover My A..)-faktor

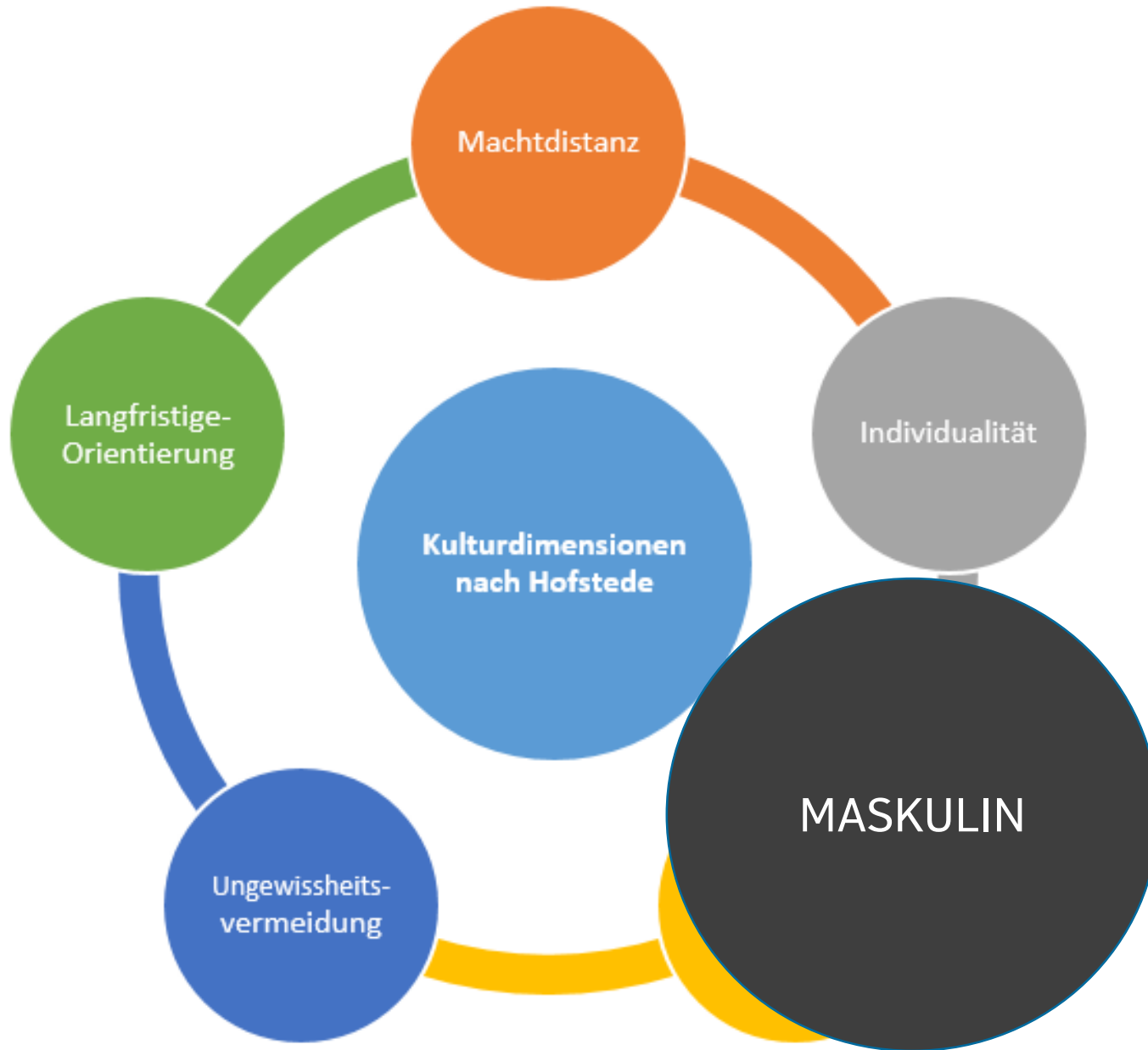


Tidshorisont

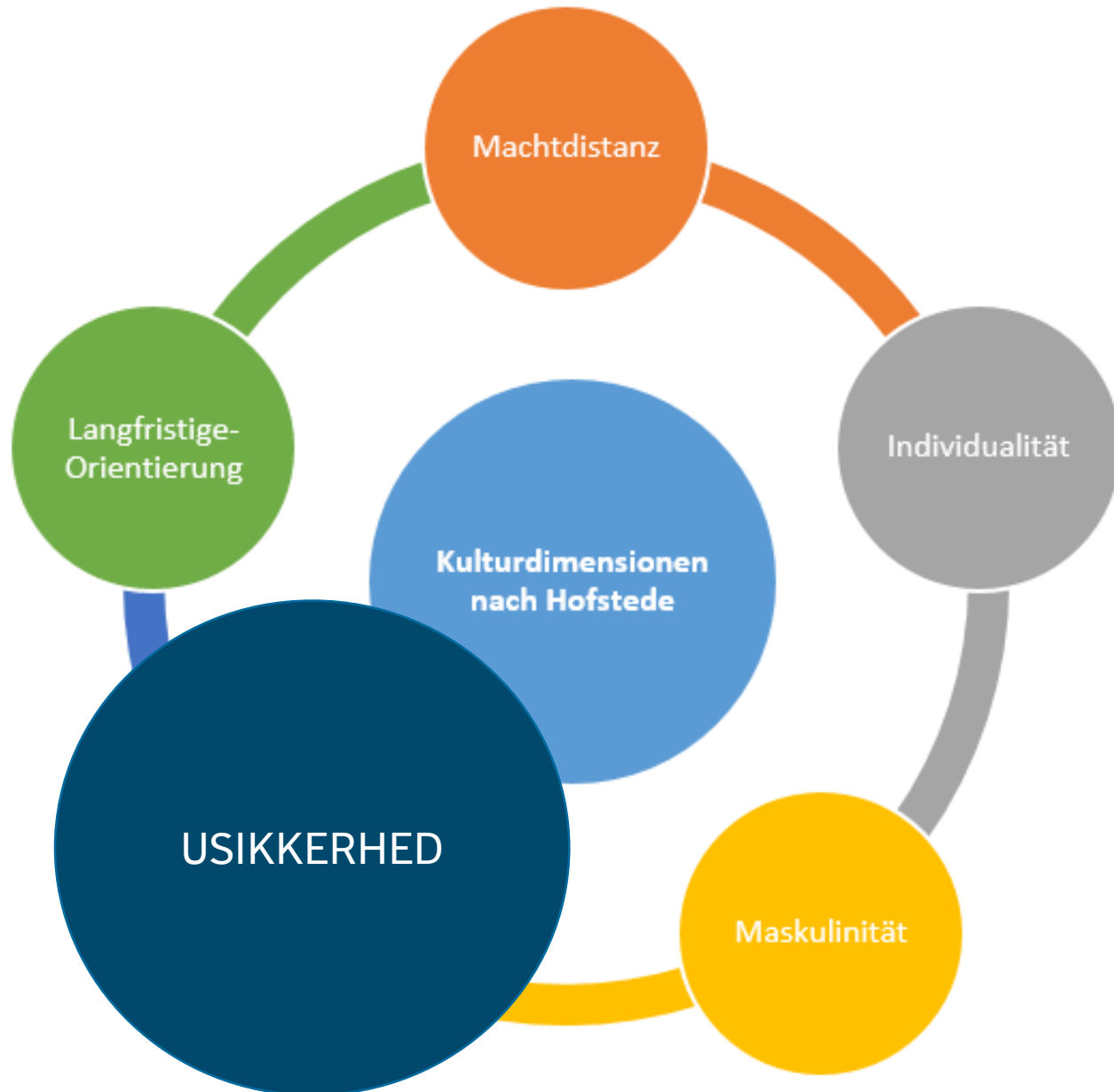


Value Proposition

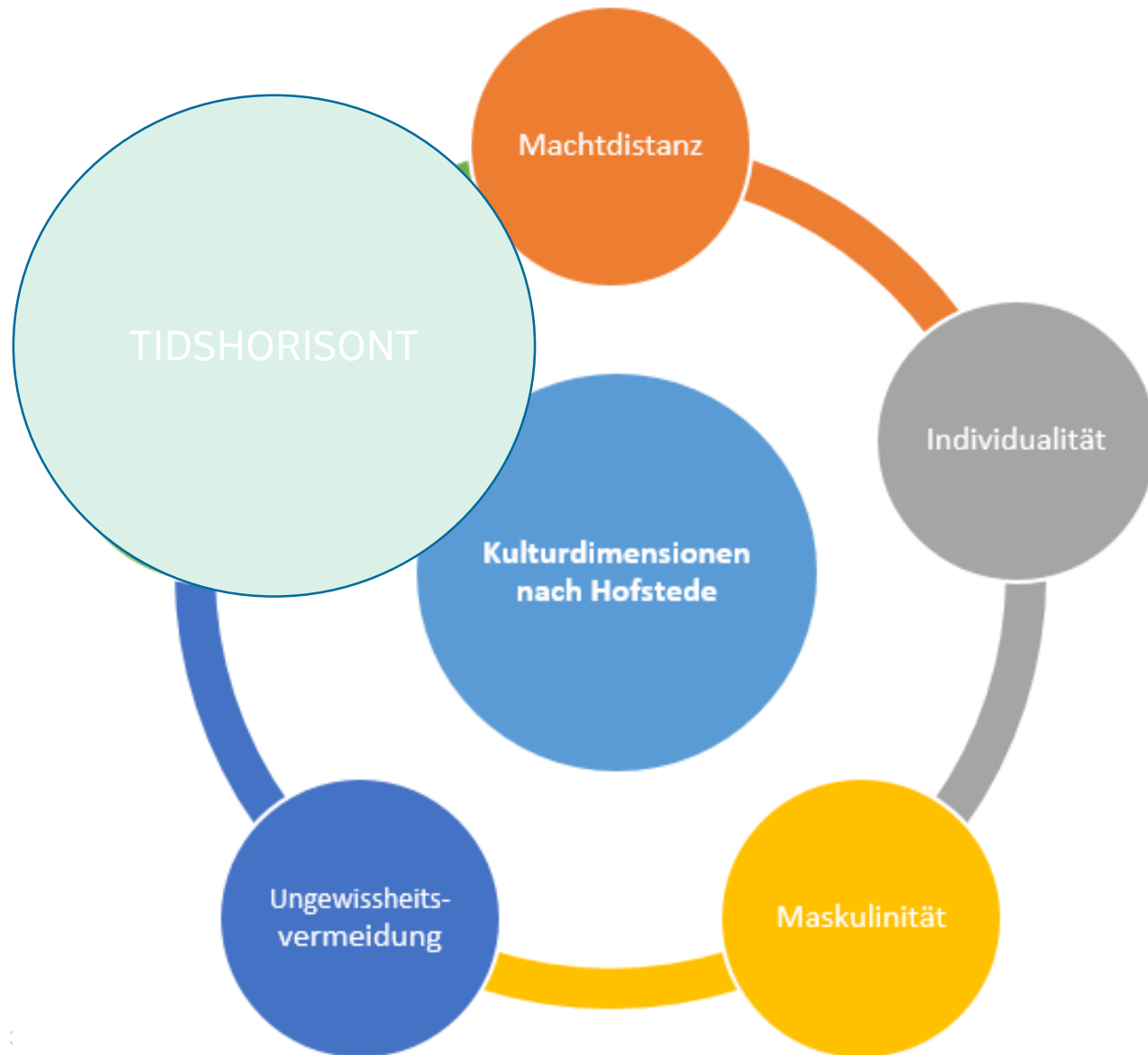




- Dynamisch
- Progressiv
- Innovativer
- Marktführend
- Agil
- Stark



- Stabil
- In allen Phasen dokumentiert
- Zertifiziert
- Präzise
- Vestas, Velux, MAN, VW AG



- Langjähriger
- Zukunftsorientiert
- Seit 1903 ...
- (historisch/traditionell)

SUCCESKRITERIERNE

- ☐ Brug kulturindsigt til din fordel
- ☐ Tilpas budskab
- ☐ Præcis positionering
- ☐ Tillid over tid
- ☐ Tilstedeværelse over tid



KOMMUNIKÉR

- ❑ Fordele og Styrke
- ❑ Tryghed i samarbejdet
- ❑ Langsigtet udsyn

KONTAKT

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