CULTURE SUMMIT

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How a focus on Making Memories drives Puma's engagement

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CULTURE



THE MOMENTS THAT MATTER, THE MEMORIES WE MAKE, THE STORIES WE TELL, THE LEGACY WE LEAVE.

CULTURE IS NOT BUILT IN BOARDROOMS OR IN STRATEGY DOCUMENTS.

IT'S BUILT IN MOMENTS.



THE THREAD

Culture starts with connection

- A single thread moving from one person to another and gradually becoming woven.
- One interaction influences another.
- One thread can become a fabric.



THE MOMENTS THAT MATTER

Big or small, they all matter

Culture is built in everyday moments, which become memories and stories told, and not in curated annual events

MOMENTS→MEMORIES→STORIES →LEGACY→DNA



MEMORIES

The memories we make

- Culture is experienced
- People remember how they felt
- Small moments matter
- Recognition, celebration and support creates belonging.



STORIES

The stories we tell

- Stories create meaning
- Stories build followership
- Stories explain who we are
- Stories travel faster than policies



LEGACY

The legacy we leave

- Legacy is impact that outlives us
- We inherit culture from others
- Some are shaping culture for those to come
- A legacy can be built on lots of small moments.



DNA

How culture becomes embedded

- Memories create connection
- Stories create meaning
- Legacy creates continuity
- Together they become organisational DNA



ONE PUMA

How do we make it flow ?

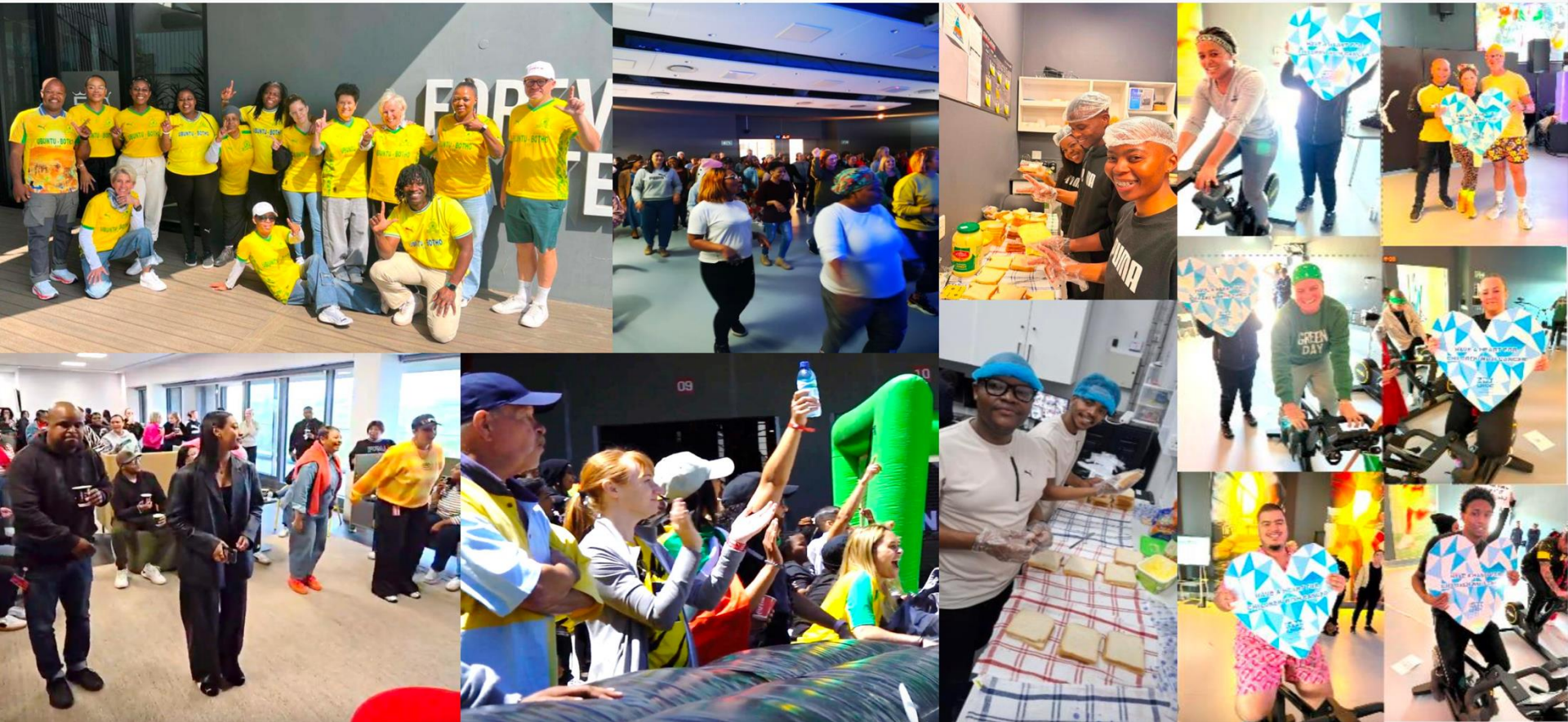
- Same values
- Same culture
- Difference experiences
- One identity

“Be You” while remaining “One PUMA”



OUR MOMENTS, OUR STORIES, OUR MEMORIES, OUR LEGACY

Our organisational DNA



OUR MOMENTS, OUR STORIES, OUR MEMORIES, OUR LEGACY

Our organisational DNA













WHAT WILL YOU DO ?

- What moments will you make ?
- What memories will you create ?
- What stories will you tell ?
- What legacy will you leave ?
- What is your DNA ?

MOMENTS→MEMORIES→STORIES →LEGACY→DNA




THANK
YOU