

Building your BRAND?



Build your CULTURE first!



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Founder, CEO

Transmedia Consultancy

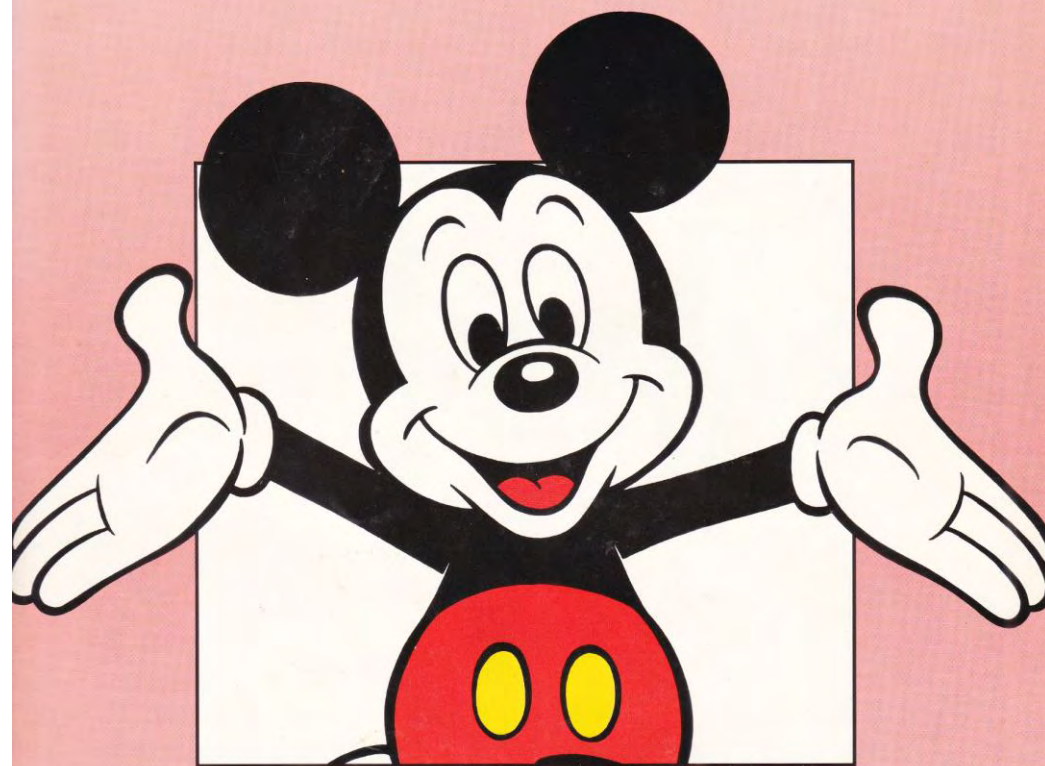
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There's
No Magic
Like
Ours



Welcome to



Disney



You can dream, create, design and build the most wonderful place in the world ... but it requires people to make that dream a reality.

WALT DISNEY



The Walt Disney Company

From Steamboat Willie to International Theme Parks

The Walt Disney Company is a name known throughout the world as a symbol of the finest in quality entertainment. This legacy was developed through more than a half-century of bold, pioneering achievements, imagination and dedicated hard work.

As one of history's greatest dreamers, Walt Disney had the ability to transform

remarkable accomplishments over the years. Here are some of the important dates in Disney entertainment history:

1923 Armed with a small loan and a large imagination, Walt Disney and his brother Roy started their new film business on Kingswell Avenue in Hollywood. Here they produced a series of films combining live-action with animated characters. While fame and fortune were not immediate, Walt and Roy were determined to make their new enterprise thrive. With Walt's creativity and Roy's financial genius, the young men managed to lay the foundation for one of the world's most unique enterprises. With dedication and hard work, they turned the Company into what would become a multi-billion dollar corporation.

1928 He almost started out as "Mortimer," but the name just didn't seem to fit, so he ventured forth into show business as a happy-go-lucky fellow named Mickey. His motion picture debut, *Steamboat Willie*, was the first animated film with fully synchronized sound. It opened in New York City on November 18, 1928.

1932 Impressed with the new three-strip Technicolor process, Walt and his team produced the first full-color cartoon, the Academy Award®-winning *Silly Symphony, Flowers and Trees*.

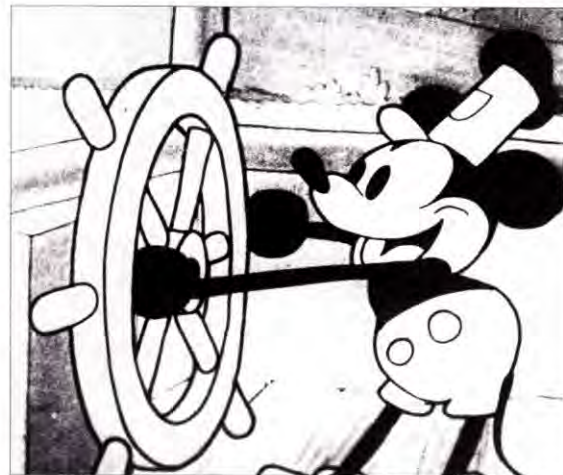
1937 The multiplane camera, a revolutionary development which gave animation the illusion of depth, earned two Academy Awards® for the Company: one for the camera itself, and a second for the animated short in which it was showcased, *The Old Mill*.

1937 After three years of intricate animation production by 750 Disney artists, the Studio released the first full-length animated feature film, *Snow White and the Seven Dwarfs*.

1940 *Fantasia*, the Disney animated classic that introduced stereophonic "Fantasound" to the world of movies, was hailed as a new and exciting form of motion picture art.

1948 *Seal Island* was the Oscar®-winning first in a series of *True-Life Adventures* that brought acclaim from leading conservation and naturalist groups.

1954 While many film companies were fearing the impact of television, Disney



his ideas into reality. "The way to get started is to stop talking and begin doing," he once said, perhaps summarizing the personal philosophy which helped guide his organization to the pinnacle of success in the world of show business.

Walt was a man who believed the public would always accept, above anything else, quality and good taste in entertainment. Time and again throughout his career he risked virtually his entire organization on this belief—often in the face of skepticism and predicted failure. Yet, after seven decades, The Walt Disney Company continues to achieve international success.

Rich in history and tradition, The Walt Disney Company has realized many





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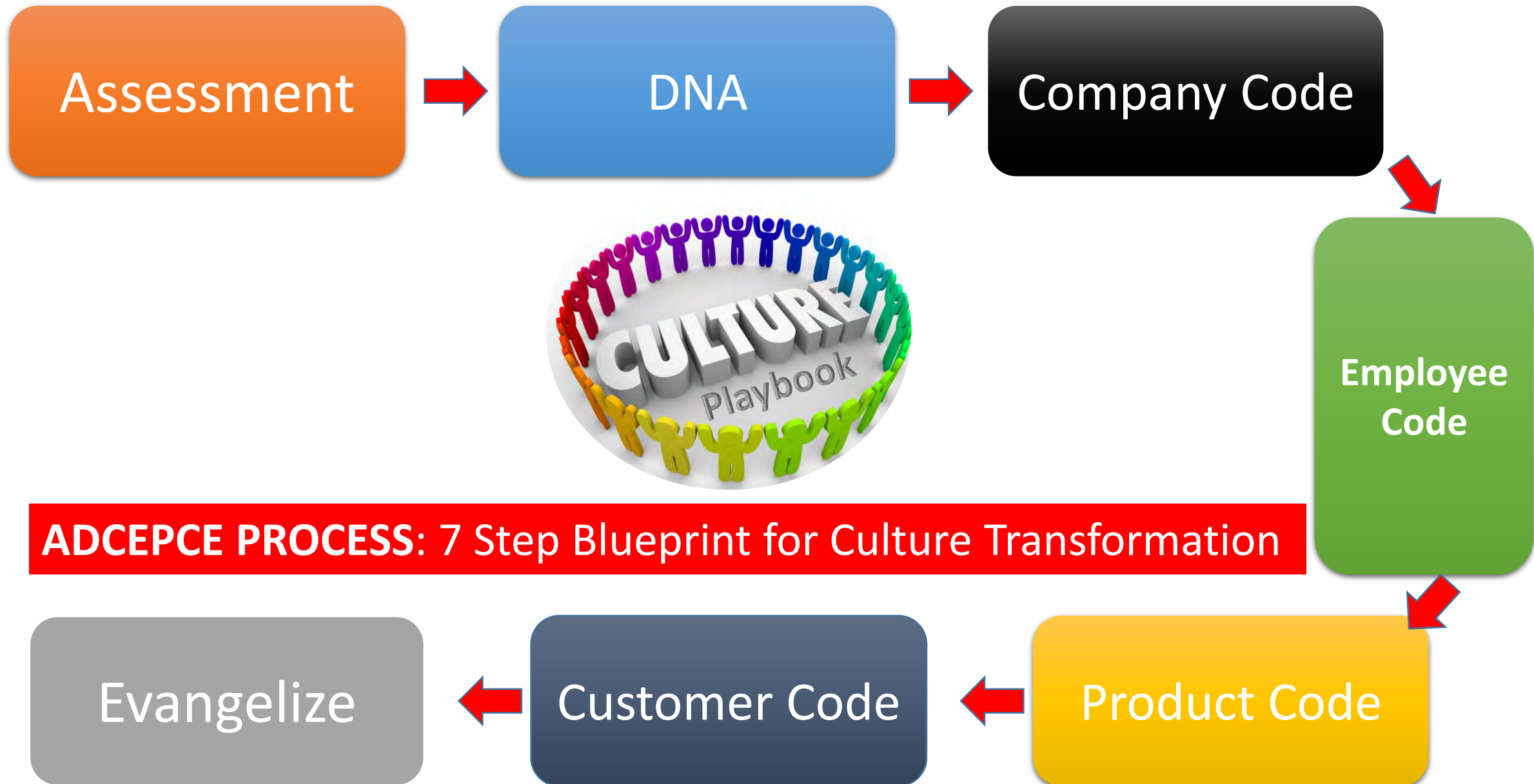
The idea: *Helping build purposeful companies that employees love and customers adore*

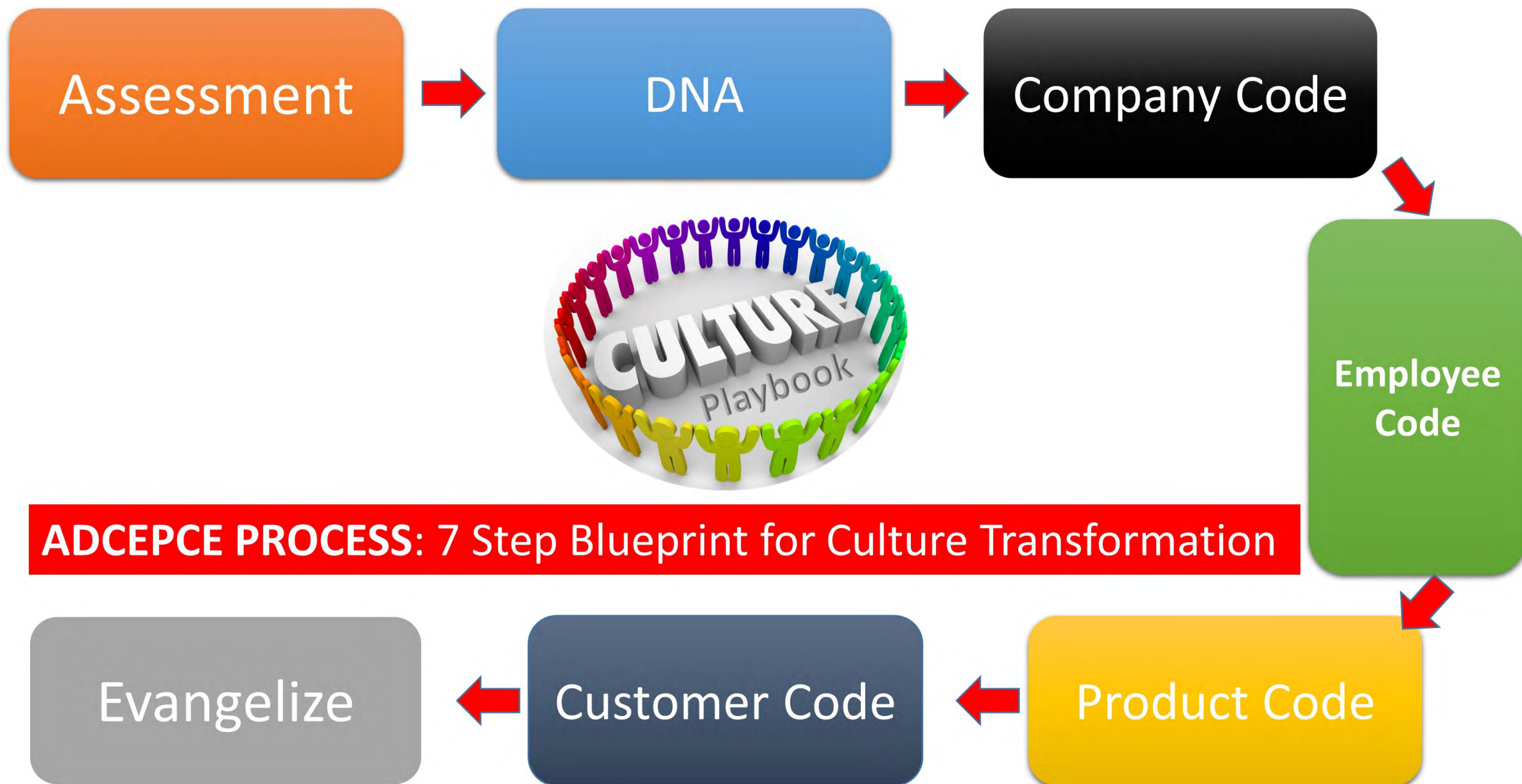
Challenge:

- How to attract quality talent and retain them
- Maintaining a competitive advantage
- Overcoming inertia and resistance to change
- Fuelling passion throughout the company
- Creating an exemplary work environment

Culture is the principles and the beliefs you have inside the company that you want people to be aligned with long term







DNA

The core
building blocks
of your business



WHAT BENEFIT OR
GREATER GOOD DO
YOU BRING TO
PEOPLE?

WHAT DO YOU
DEEPLY BELIEVE IN?

WHY DO YOU EXIST?

WHAT TRULY MOTIVATES
YOU?

WHAT DO YOU STAND
FOR?



PURPOSE

You are at your best
when...

VISION

What you see
ahead for your business

MISSION

How you are going to
execute your vision



Bringing the joy of flying to everyone



Think different and create amazing products that change the world



Organizing the world's information to serve you



Delighting customers through 'wow' customer service



To make the world more open and connected



Inspire happiness



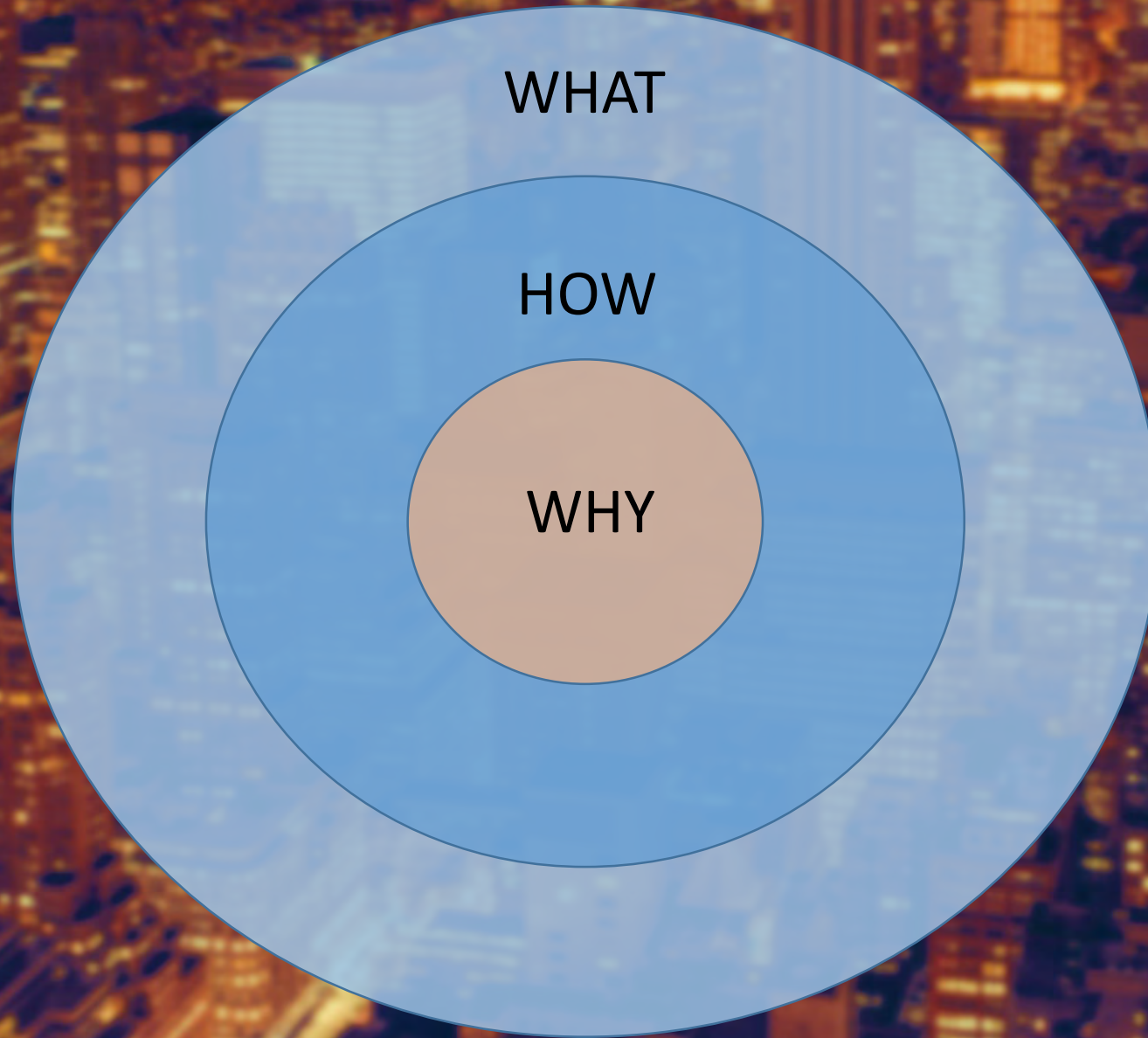
Bringing happiness and optimism to kids & families around the world

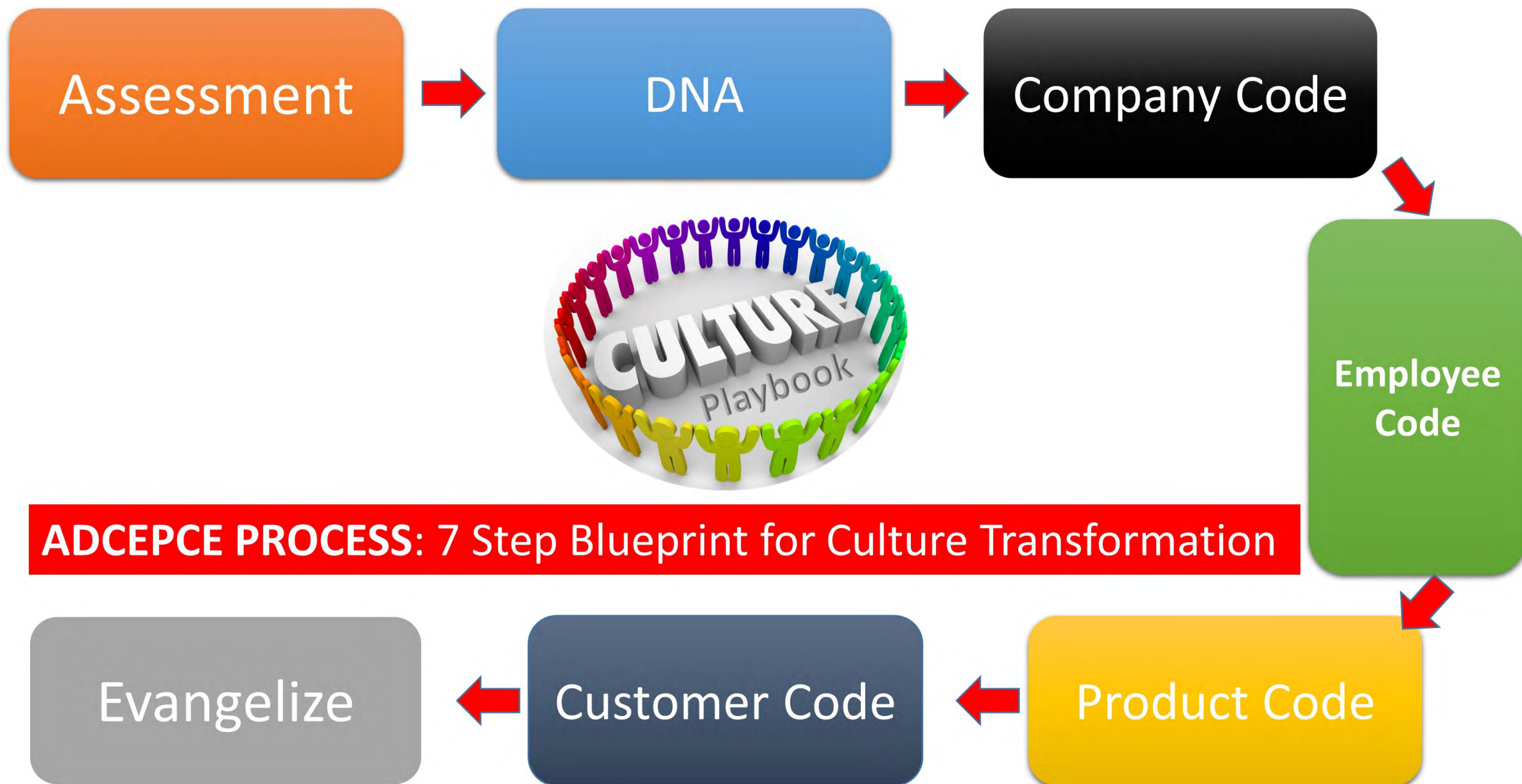


Create a world without strangers

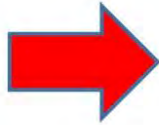


What BUSINESS are
You really in?





DNA



Company Code



Employee
Code



Company Code

The values you
live by





What you deeply believe in and what makes you different



Our Values

The operating principles we use to run the company on a daily basis

Impact

You accomplish amazing amounts of important work

You demonstrate consistently strong performance so colleagues can rely upon you

You focus on great results rather than on process

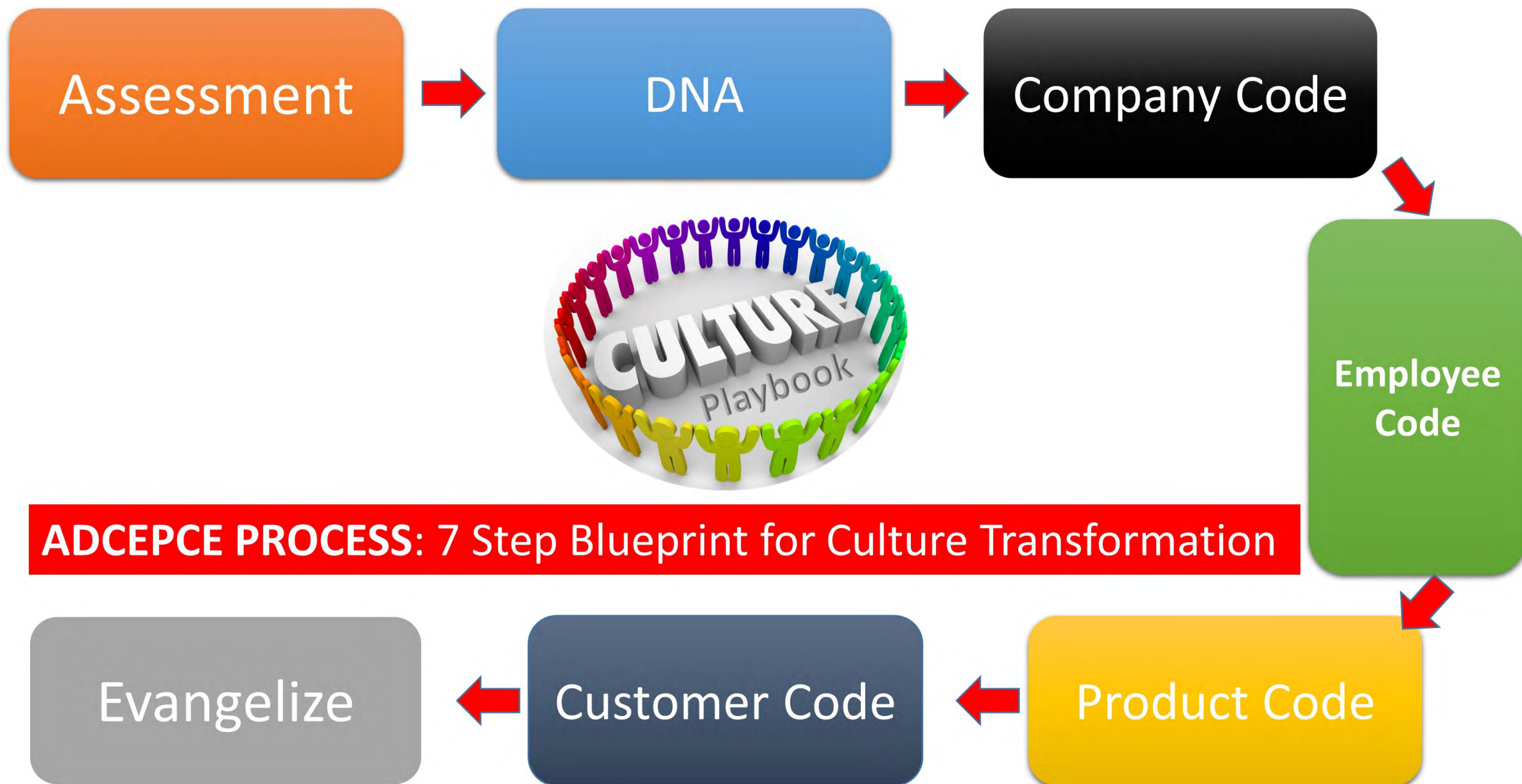
You exhibit bias-to-action, and avoid analysis-paralysis

Company code



1. Deliver Wow Through Service
2. Create Fun and a Little Weirdness
3. Build Open and Honest Relationships with Communication
4. Be Passionate and Determined





DNA



Company Code



Employee
Code

Step Blueprint for Culture Transformation



Employee Code



The people you want to surround yourself with and how they align with your core beliefs

We want people
with **heart.**

HUMBLE
EFFECTIVE
ADAPTABLE
REMARKABLE
TRANSPARENT

*Yes, "heart" is a bit cheesy.
We're a bit cheesy sometimes.*





Kimmy, Max, Ann & Pim
iflix Thailand Team

HIRE FOR PASSION. STAY FOR THE ADVENTURE.

We don't hire skilled people and motivate them.
We hire already motivated people and inspire them.

We believe people are either pumped-up, or they are not. Unless you give motivated people something to believe in, something bigger than their job to work toward, they will motivate themselves to find a new job. and we'll be stuck with whoever's left! *

Culture is to recruiting as product is to marketing.

Customers are more easily attracted
with a **great product**.

Amazing people are more easily attracted
with a **great culture**.



Step Blueprint for Culture Transformation

Employee
Code

Customer Code

Product Code



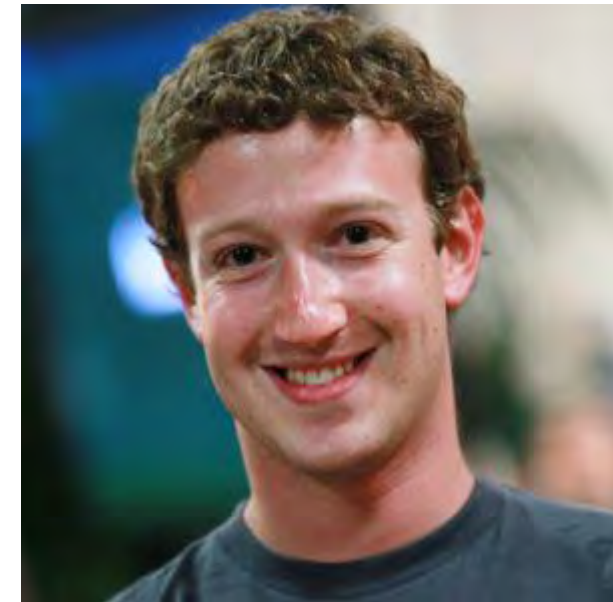
Product Code

What you create
and deliver for
the world



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

“Our passion defines us, our purpose drives us,
and our products show the world what we believe in”



Product Code

Zappos is powered by
SERVICE!



Fast, FREE
shipping



FREE return
shipping



Fast, friendly
expert customer
loyalty team



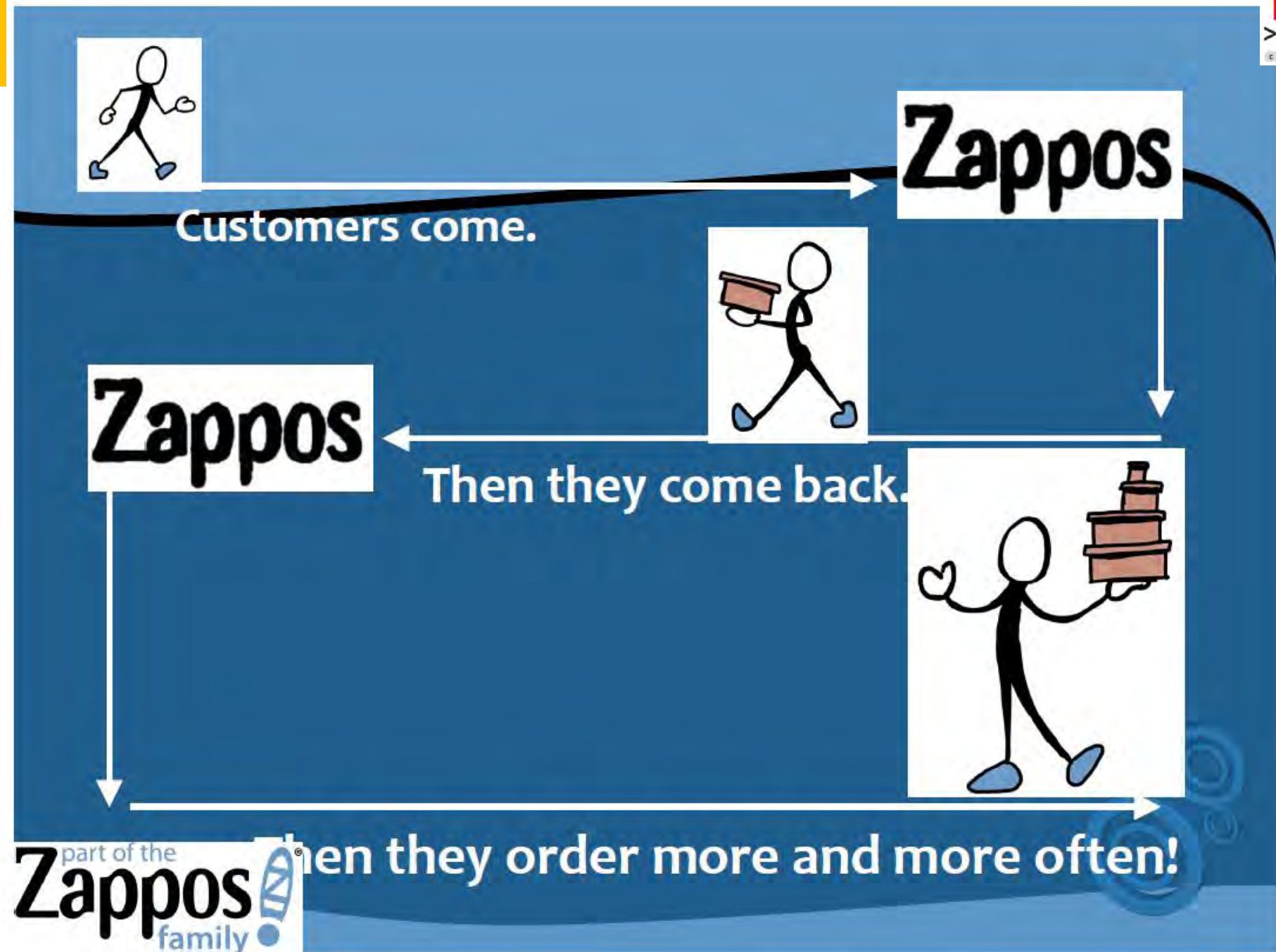
Fast
fulfillment



365-day
return policy

part of the
Zappos
family

Product Code



- We believe that we're on the face of the Earth to make great products
- We believe in the simple, not the complex
- We believe that we need to own and control the primary technologies behind the products we make

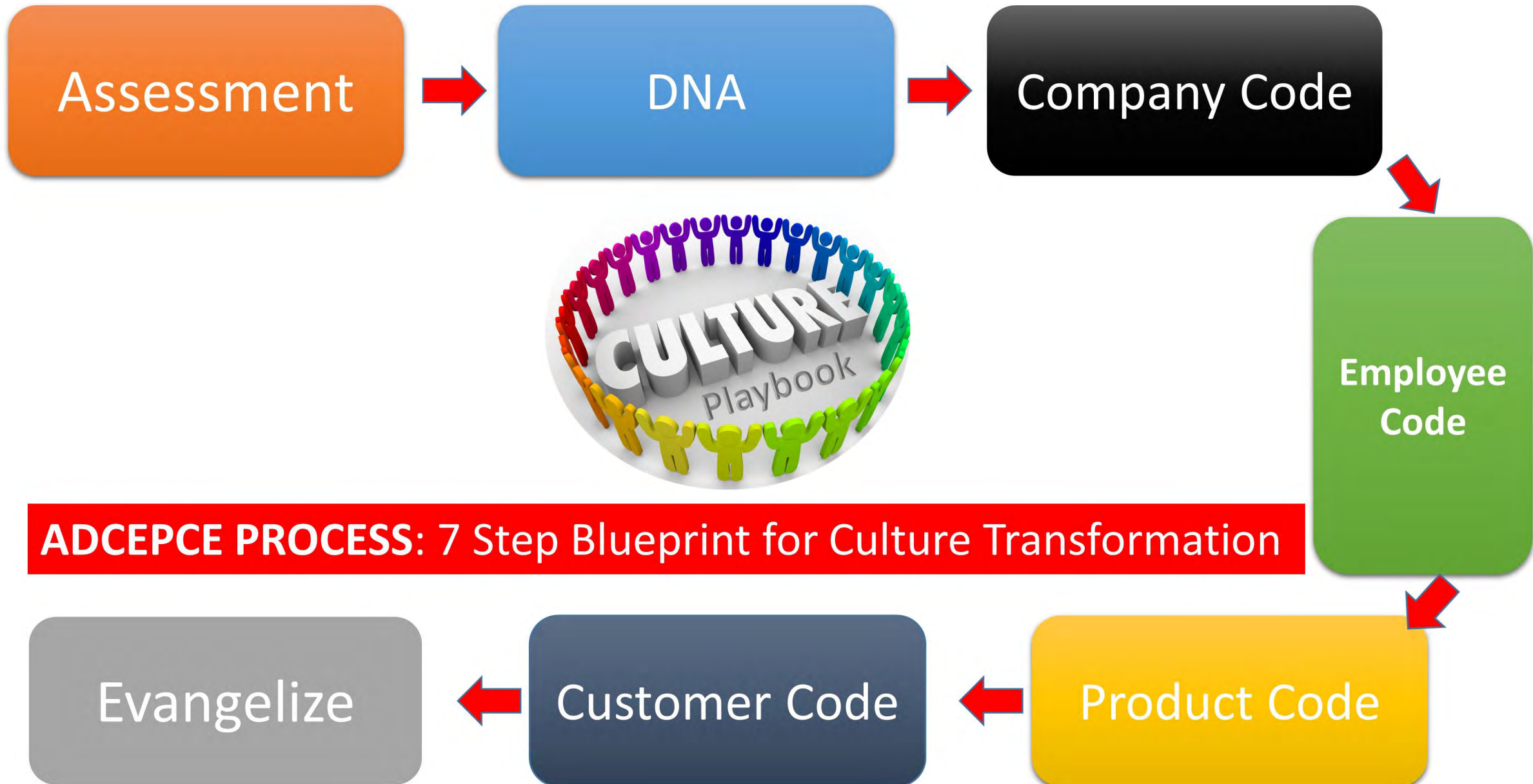


WE ARE NEVER DONE.

Never done **iterating**.

Never done **learning**.

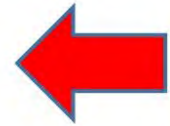
Never done **rethinking**.



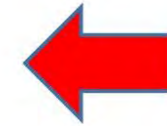


PROCESS: 7 Step Blueprint for Culture Transformation

gelize



Customer Code



Product Code

Customer Code




Creating customer “LOVE”
for your brand

ROI



Customer Code



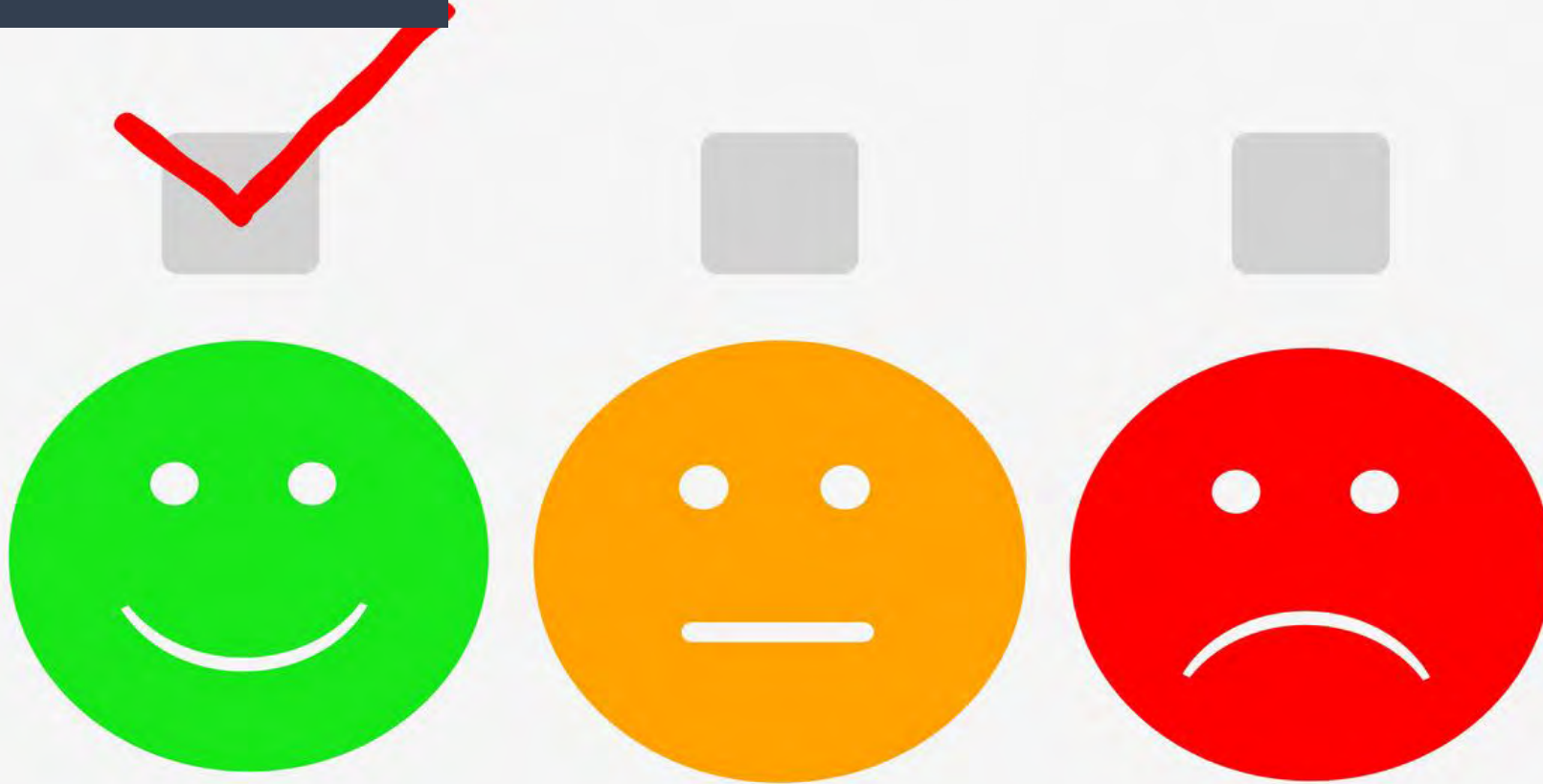
R O R

RETURN ON RELATIONSHIPS

A hand holding three coins with different expressions: sad, neutral, and happy. The background is a blurred image of a person in a blue shirt holding a smartphone.

**Customer Experience
is the NEW marketing**

Customer Code

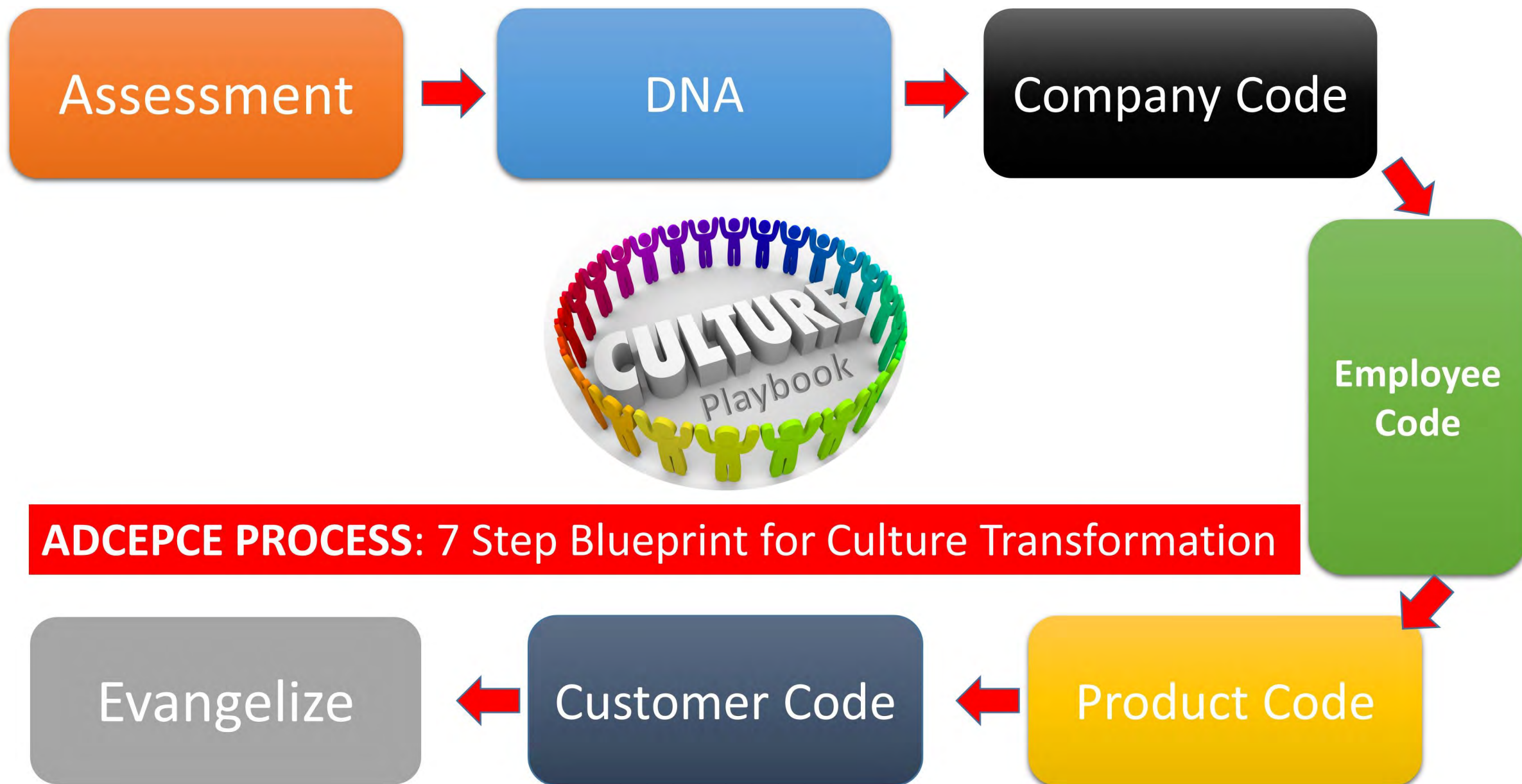


Businesses who 'out care' and 'out love' their competition, will see the biggest returns!



Customer service shouldn't be a department, it should be the entire company.

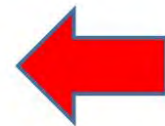
Tony Hsieh, CEO of Zappos.



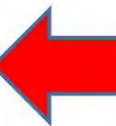


ADCEPCE PROCESS: 7 Step Blueprint for Culture Tr

Evangelize

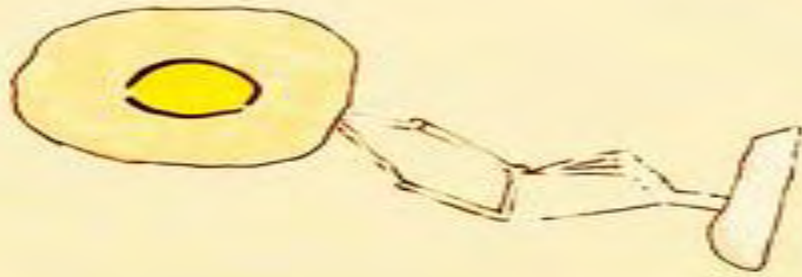


Customer Code



**INCREDIBLE
CULTURE**

XAR



Evangelize!

Environment & Leadership

Pay rise may not be enough to retain staff

9 in 10 polled expect a pay rise at next review but only 4 in 10 say they will stay with more pay

Jacqueline Woo

Even a near-term pay rise may not be enough to retain employees here, a new survey has found.

It found that almost 90 per cent of employees polled expect their base salary to increase at their next review, but only 40 per cent said that more money would be enough for them to stay with their organisation for another year.

The survey found that in a competitive hiring market – where 88 per cent of Singaporean employers are either increasing headcount or replacing staff who leave – most professionals are keeping an eye on the market in case there are better opportunities elsewhere.

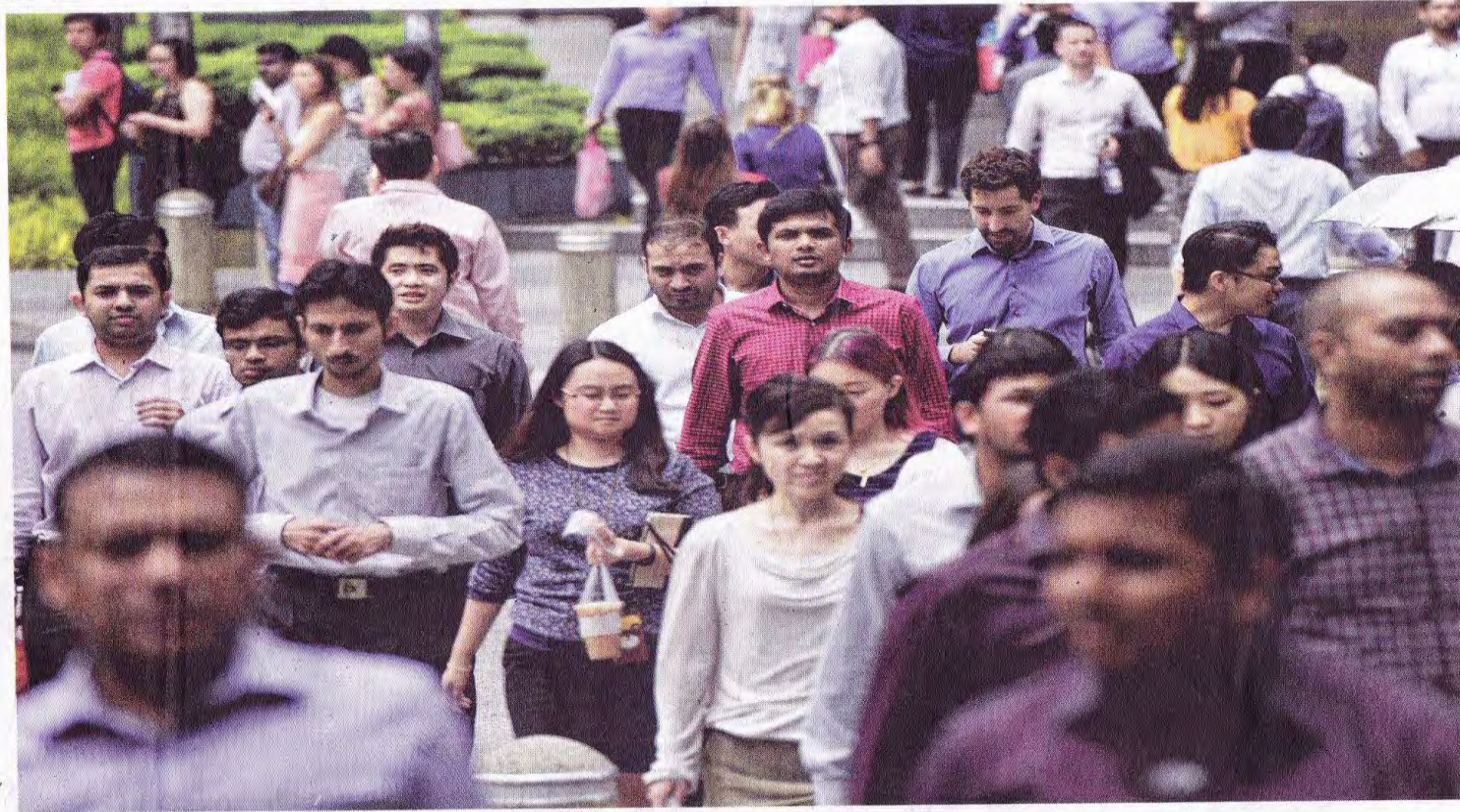
Only 16 per cent of employees surveyed here said they were planning to stay in their current job, while 29

The remaining 55 per cent said they were open to new opportunities.

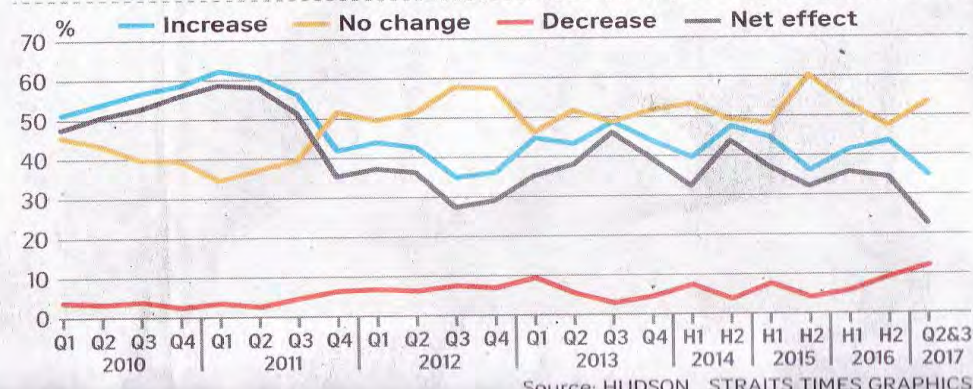
“Professionals want to keep their options open, especially those who have niche skill sets or technical skills, as they know they are in high demand,” said Ms Alena Salakhova, Singapore regional director at recruitment firm Hudson, which carried out the study involving 3,500 employers and employees in Asia.

“Professionals are managing their digital profiles and maintaining relationships with specialist recruiters so they can be alerted to good opportunities... even if they’re happy in their current organisation or, indeed, even if they receive a pay rise,” Ms Salakhova noted.

When asked about what they expect from their next pay review with their manager, 25 per cent of the employees polled said they expected their base salary to increase



Permanent hiring expectations in Singapore



cent expected a rise between 6 per cent and 10 per cent; and 17 per cent expected a jump of over 10 per cent. Only 13 per cent expected their pay to remain the same, and less than 1 per cent expected a decrease.

But a pay rise alone does not guarantee that good employees will stay. When asked if they would stay with their organisation for another year on the back of a salary increase, 42 per cent of the employees said “yes”, while 44 per cent were unsure and 14 per cent said “no”.

The report listed the three biggest challenges for employers when hiring new staff: finding candidates with the relevant technical and soft skills, and hiring those with the

Now that you have attracted and hired a *team* of smart creatives, you need to give them an environment where they can *thrive* at scale.



“Focusing on happiness, growth, abundance and cultivating a mutual mission makes mindvalley one of the top companies to work for today.”

Vishen Lakhiani: CEO/Founder mindvalley



Invest in Happy

LEARN MORE



Our best products are our employees – discover how our multi award-winning company culture drives our productivity and our growth.

Follow Us:



1. EXPERIENCES:

What do I still want to experience in life?

2. GROWTH:

How do I want to grow personally?

3. CONTRIBUTION:

What legacy do I want to leave for me?

Prev Next

The Key To Feeling Happy at Work

1. Wake up feeling inspired

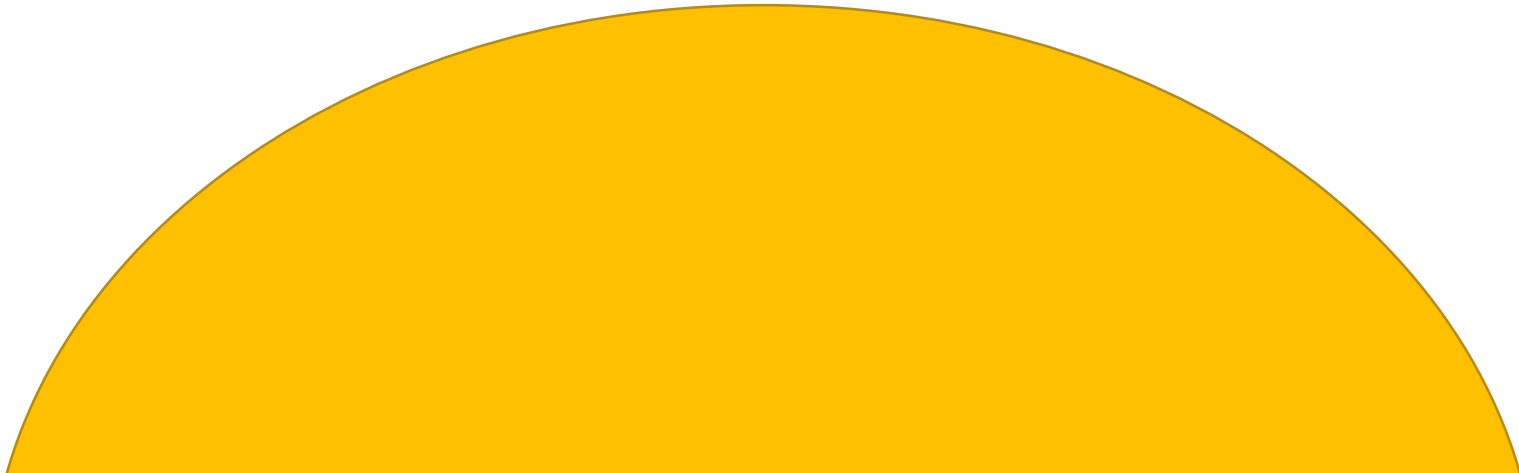
2. Feeling safe at work

3. Coming home fulfilled



Simon Sinek

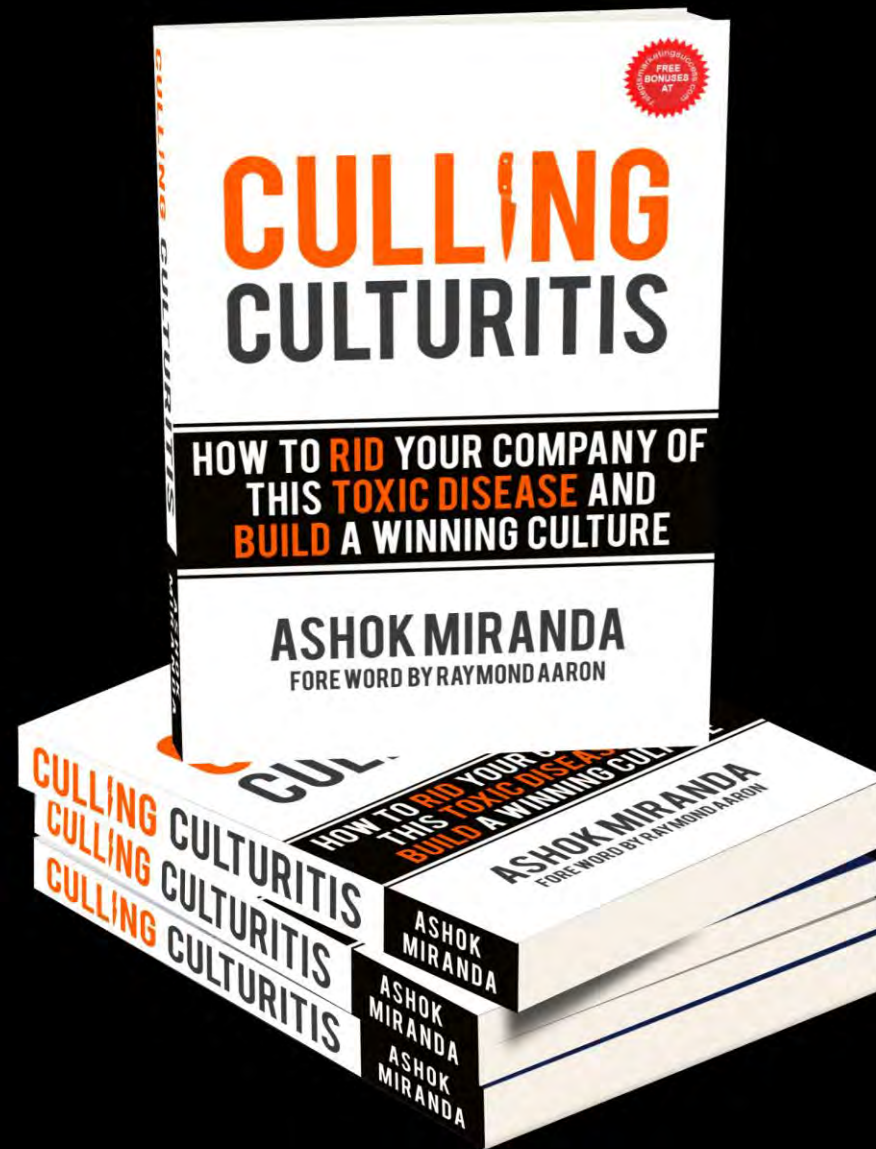
Evolved Enterprise



3 things your competition can't steal from you:



Your brand story
Your culture
Your customer love



Thank you!



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