



Inward
STRATEGIC CONSULTING

The Enterprise Brand—The Convergence of External and Internal Marketing

April 19, 2017



71% NOT ENGAGED
\$370 BILL

GE Millennials and Innovation



BACKGROUND

GE conducted a global opinion survey which indicated that employees were encountering difficulty in their day-to-day jobs, and that there was a lack of accountability and ownership.

As a result, CEO Jeff Immelt introduced a company-wide initiative on “Simplification”.

This “Simplification” strategy led to a number of successful initiatives.



GE Beliefs

GE Beliefs

encompass the mindset, spirit and behaviors that help us as one company work together to define a new way, to change GE's culture and deliver on simplification

1. Customers Determine Our Success
2. Stay Lean to Go Fast
3. Learn and Adapt to Win
4. Empower and Inspire Each Other
5. Deliver Results in an Uncertain World



Customers Determine Our Success

Success with clients is *not about transactional deals*, but rather about building long-standing *partnerships*.




Stay Lean To Go Fast

It's about focusing on what's most important.



Learn and Adapt to Win

Don't be afraid to *fail fast to learn and discover*.



Deliver Results in an Uncertain World

Embrace uncertainty, play to win, act now with *integrity*.

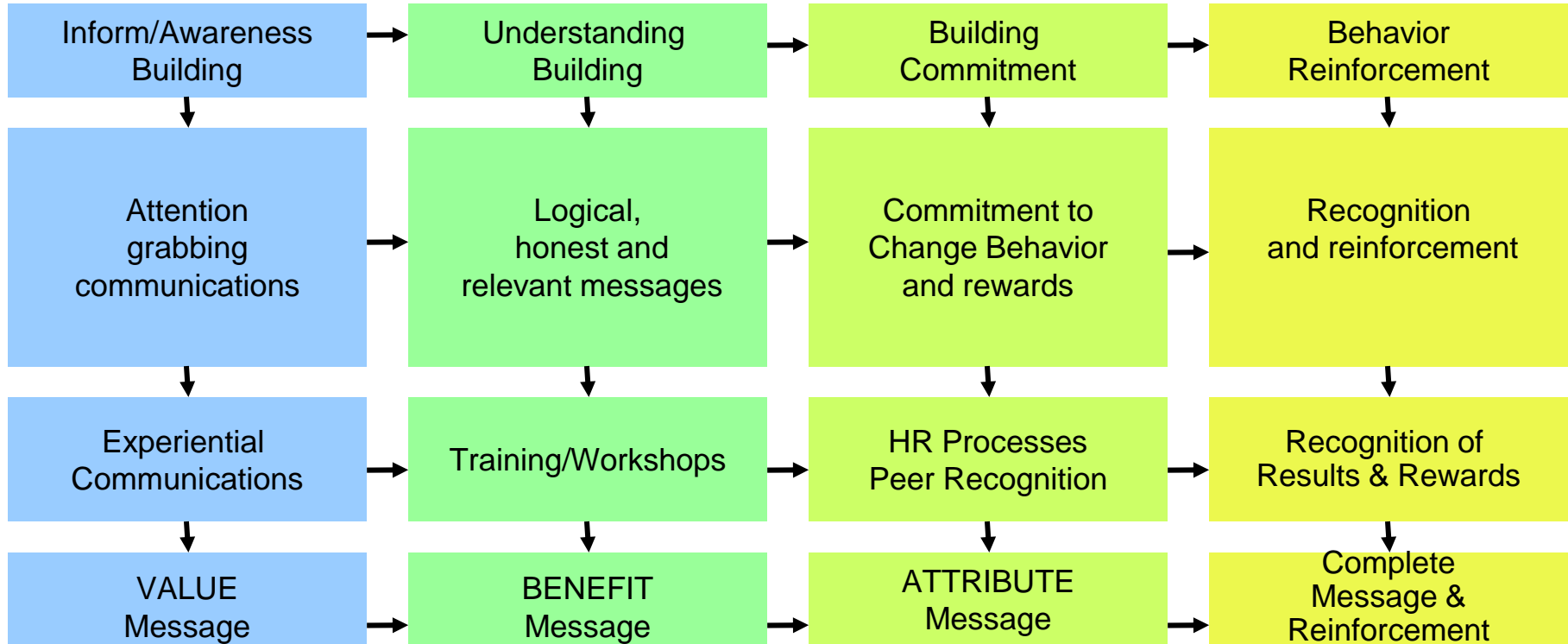


Empower and Inspire Each Other

Give employees *freedom and opportunity* to decide and act quickly.

Inward's Internal Dialogue Communications Model

INTERNAL DIALOGUE MARKETING® FRAMEWORK



BENEFITS OF PURPOSE, ENGAGEMENT AND CULTURAL ALIGNMENT

A strong sense of purpose is more likely to create a productive culture and sense of confidence.

Purpose-driven companies

Non-purpose-driven companies

73%	Employees are fully engaged	23%
83%	Embraces diversity and different opinions	43%
79%	Optimistic about companies long-term potential to outperform competition	47%
80%	Encourages employees to innovate	35%
82%	Confident their company will grow this year	48%

Deloitte Core Beliefs & Culture Survey, 2014

Social impact is increasingly important to the Millennial generation.

78%	Recommend to peers based on involvement in society
83%	Expect businesses to do more to help the world
82%	Believe businesses can make the biggest societal impact

M&L Group

INWARD'S MODEL FOR HIGH PERFORMANCE CULTURAL ALIGNMENT





THANK YOU

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