

Roel de Vries

A close-up photograph of a man's face, looking intensely at the camera with his eyes glowing white. He is holding a black cable connector with a white ringed section. A bright spark is visible at the tip of the connector. The background is a dark blue sky with several bright, jagged lightning bolts. The text "Trust me" is written in white at the top, and "I'm a cable guy" is written in white at the bottom.

Trust me

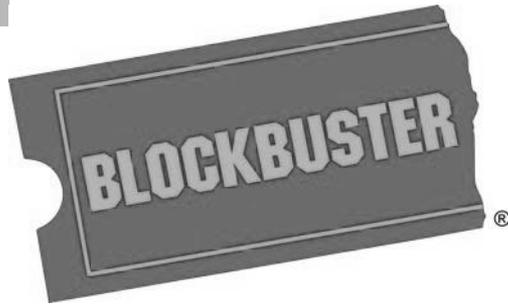
I'm a cable guy

SUGGESTION  
BOX

සියලුම සැක  
මැනවුම් 30 දා



No longer exist



**BORDERS.**<sup>®</sup>

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No one can live without



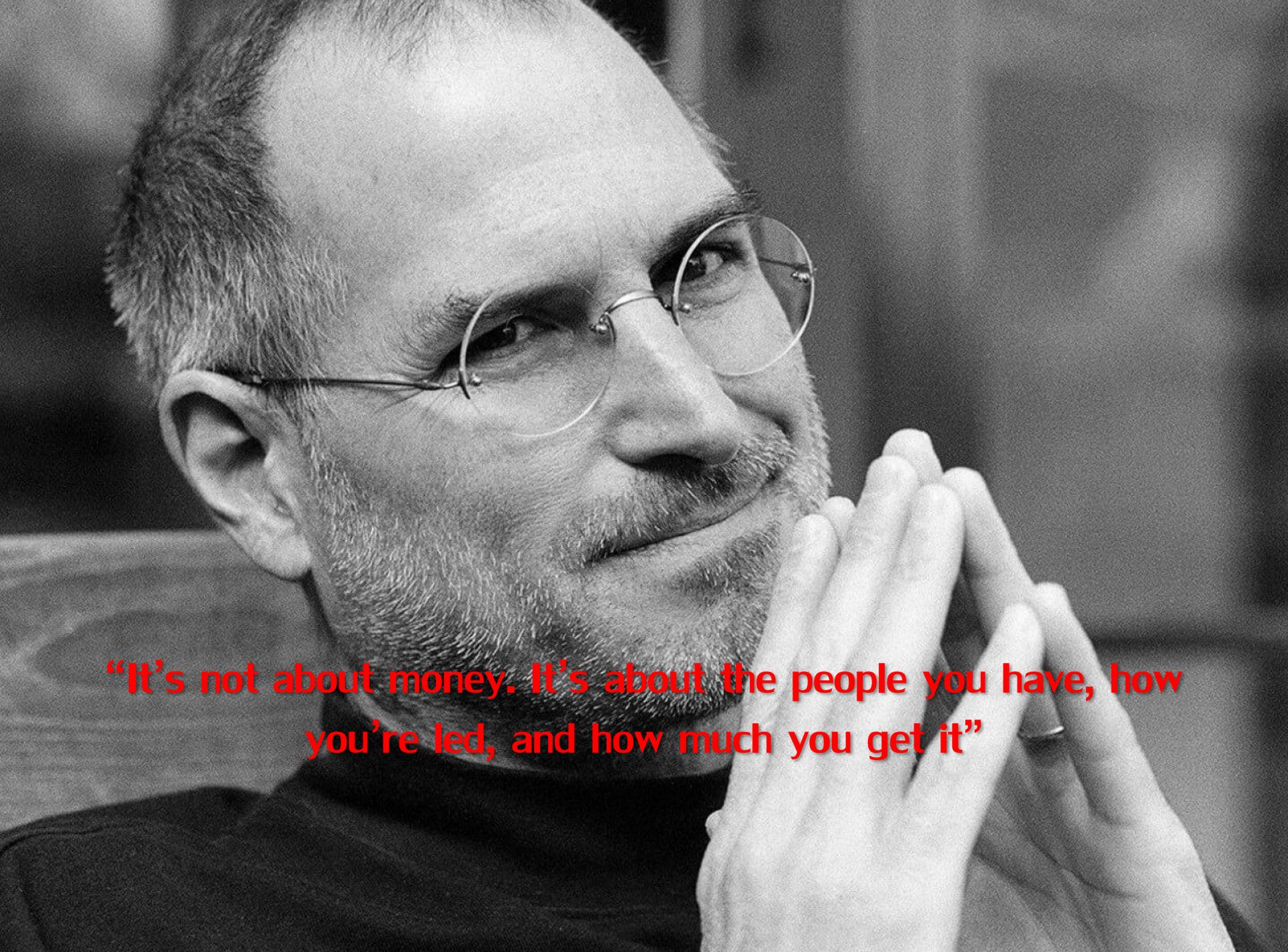
*Instagram*



**amazon**

The Amazon logo, featuring the word 'amazon' in a lowercase, sans-serif font with a yellow arrow pointing from the 'a' to the 'z' below it.



A black and white close-up portrait of Steve Jobs. He is wearing his signature round glasses and has a slight smile. His hands are clasped together in front of his chin. The background is blurred.

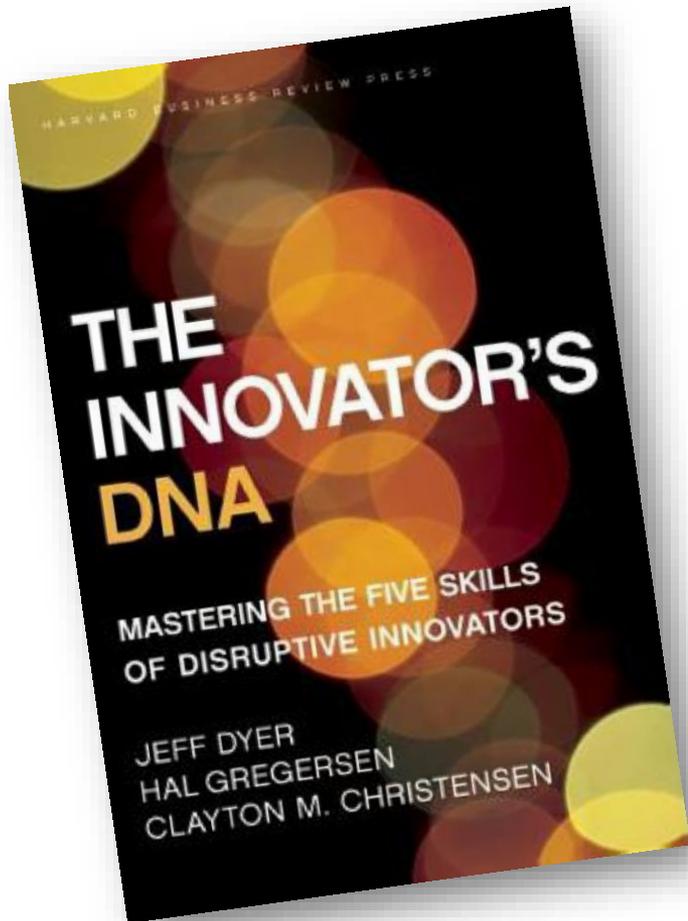
**“It’s not about money. It’s about the people you have, how you’re led, and how much you get it”**

“

The scarce resource in the future  
won't be technology,

it will be real attention, creativity  
and different thinking

**THE NEXT WEB**



**Serial innovators...**

**...observe**

**...question**

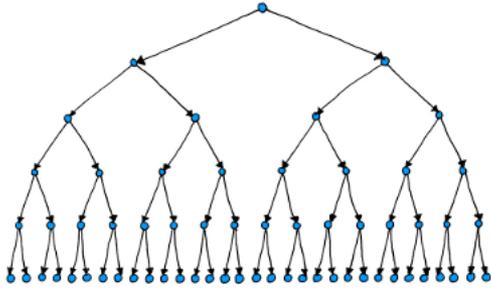
**...associate**

**...network**

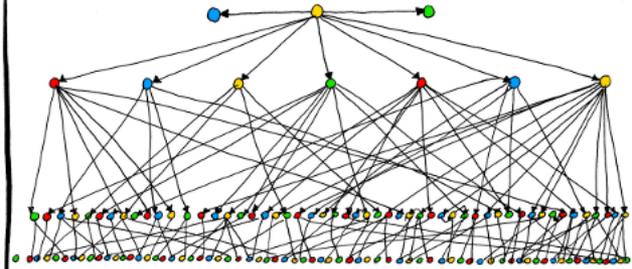
**...are highly experimental**



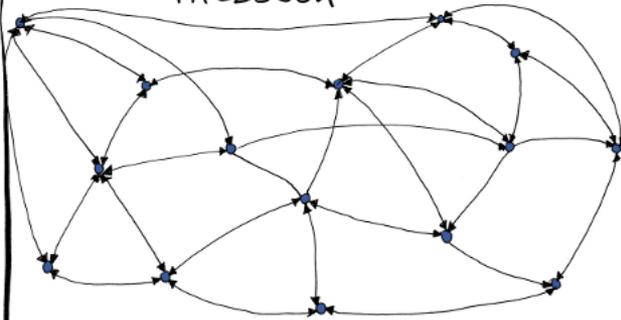
AMAZON



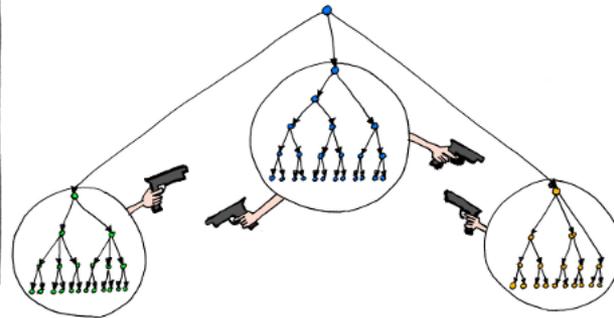
GOOGLE



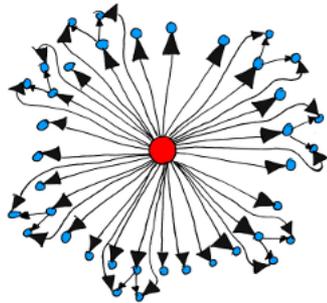
FACEBOOK



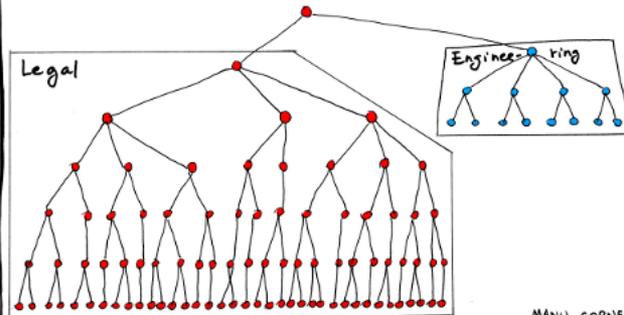
MICROSOFT



APPLE



ORACLE





# EMPLOYEE HANDBOOK

Our number one goal is to provide outstanding customer service. Set both your personal and professional goals high. We have great confidence in your ability to achieve them, so our employee handbook is very simple. We have only one rule...

NORDSTROM

OUR ONE RULE  
**Use good judgment  
in all situations.**

Please feel free to ask your department manager, store manager or Human Resources any questions at any time.

“Innovation at an early stage needs a fast track process providing the flexibility to try out things beyond the obvious.”

Markus Durstewitz – Airbus Corporate Innovation



# SUCCESS

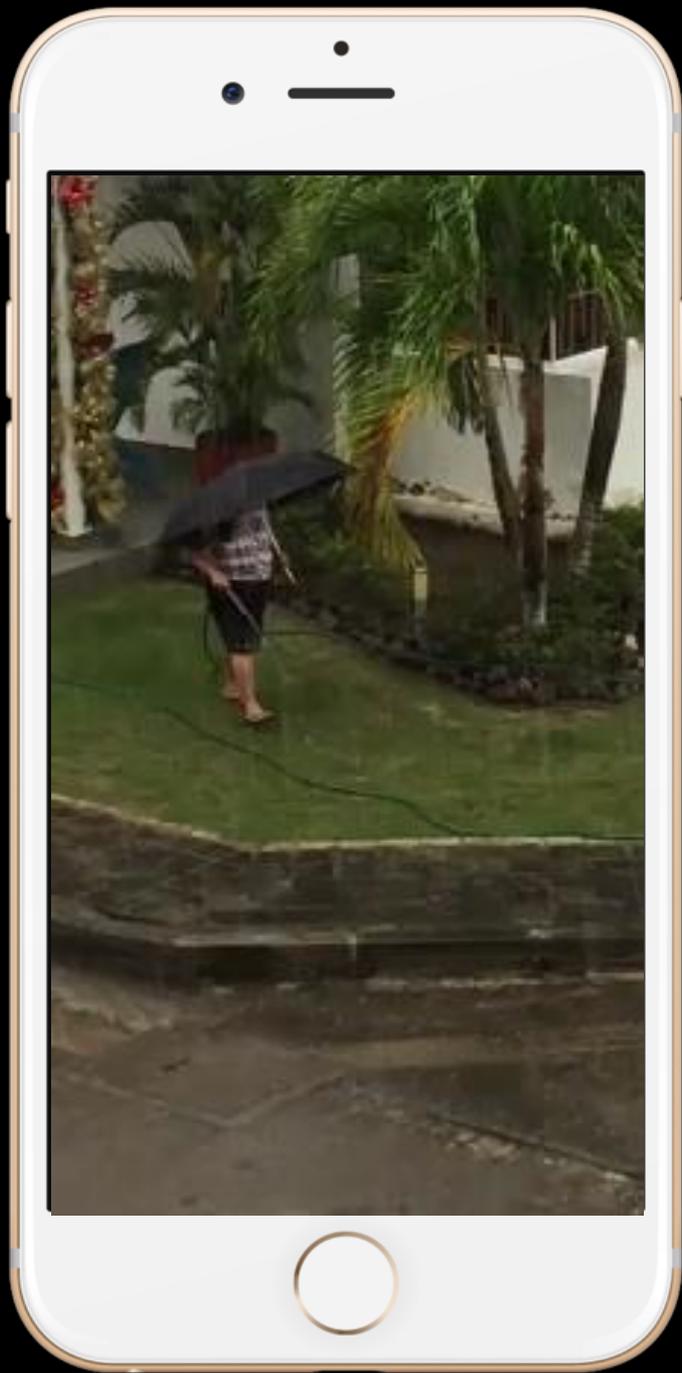


**WHAT PEOPLE THINK  
IT LOOKS LIKE**

# SUCCESS



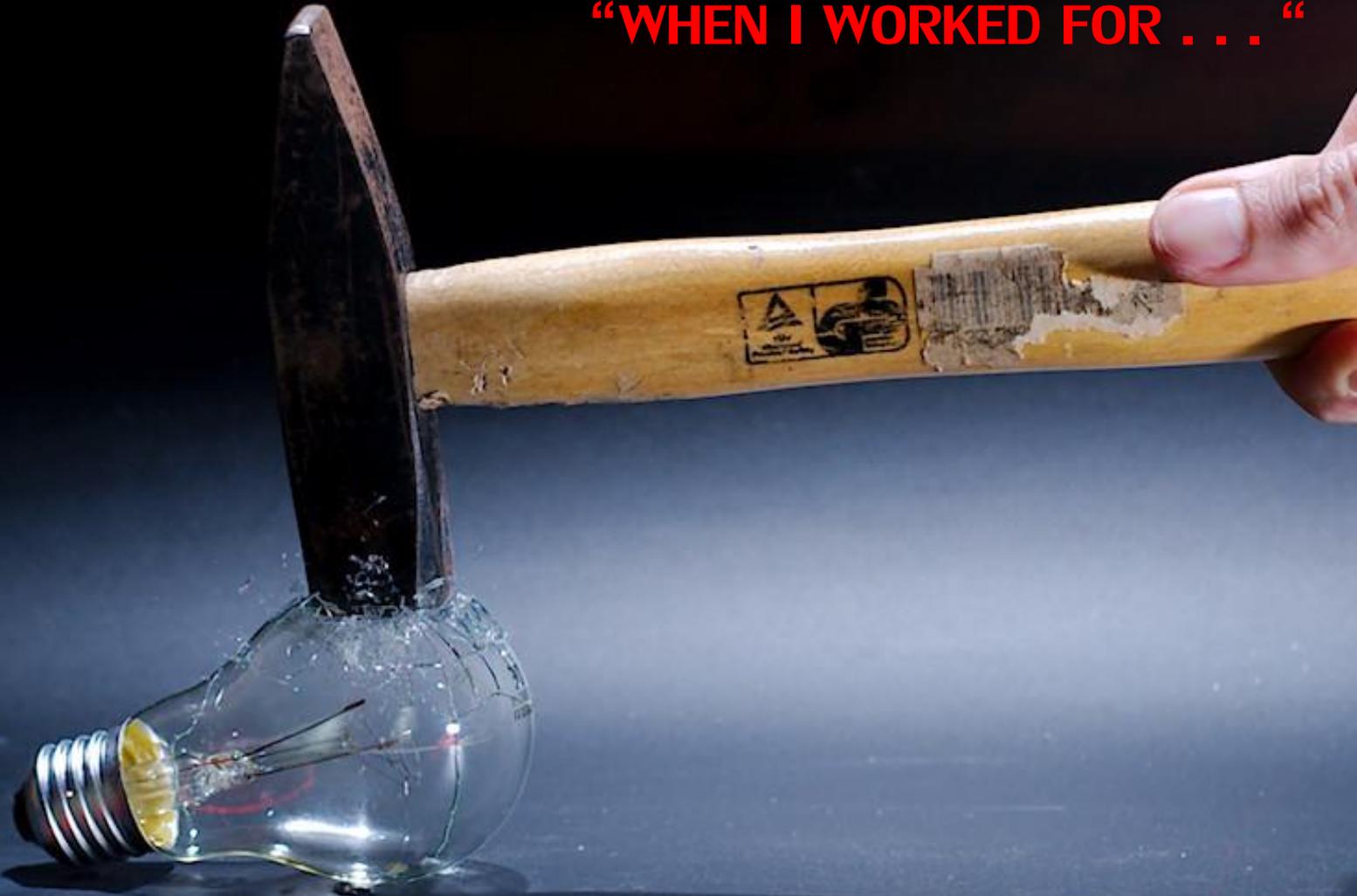
**WHAT IT REALLY  
LOOKS LIKE**



**“BEST PRACTICES”**

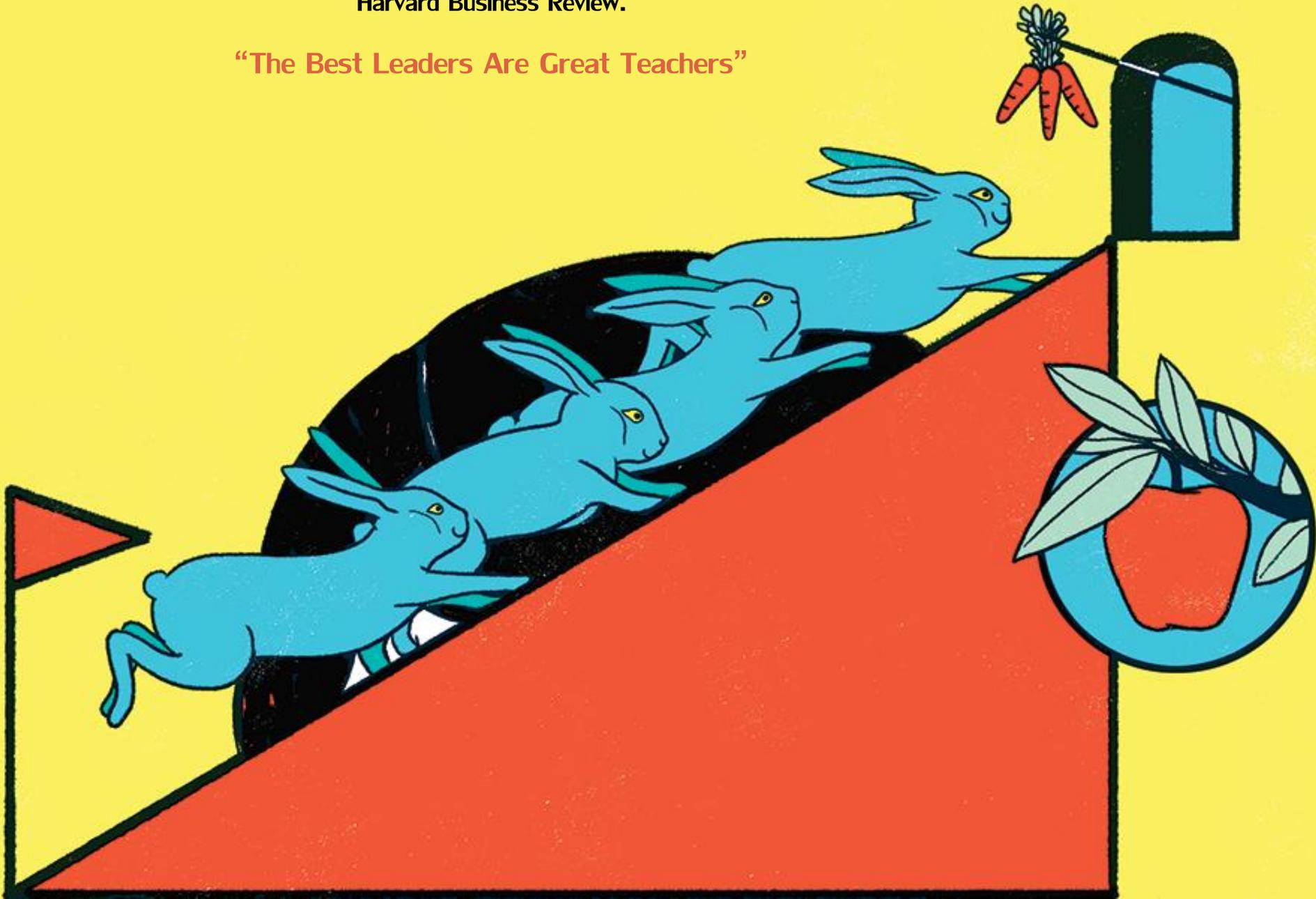
**“RETURN ON INVESTMENT”**

**“WHEN I WORKED FOR . . . ”**



Harvard Business Review:

“The Best Leaders Are Great Teachers”





3 FACTORS LEAD TO BETTER  
PERFORMANCE & PERSONAL  
SATISFACTION...

AUTONOMY  
MASTERY  
PURPOSE







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THANK YOU