



Evolving Culture
Augmenting Performance
Space can help!

Steelcase

Steelcase – Who we are



11,000+ Employees



800+ Dealer Partner



12 Factories globally



Founded in 1912 Grand Rapids, Michigan

Neues Learning + Innovation Center in Munich since 11/2017



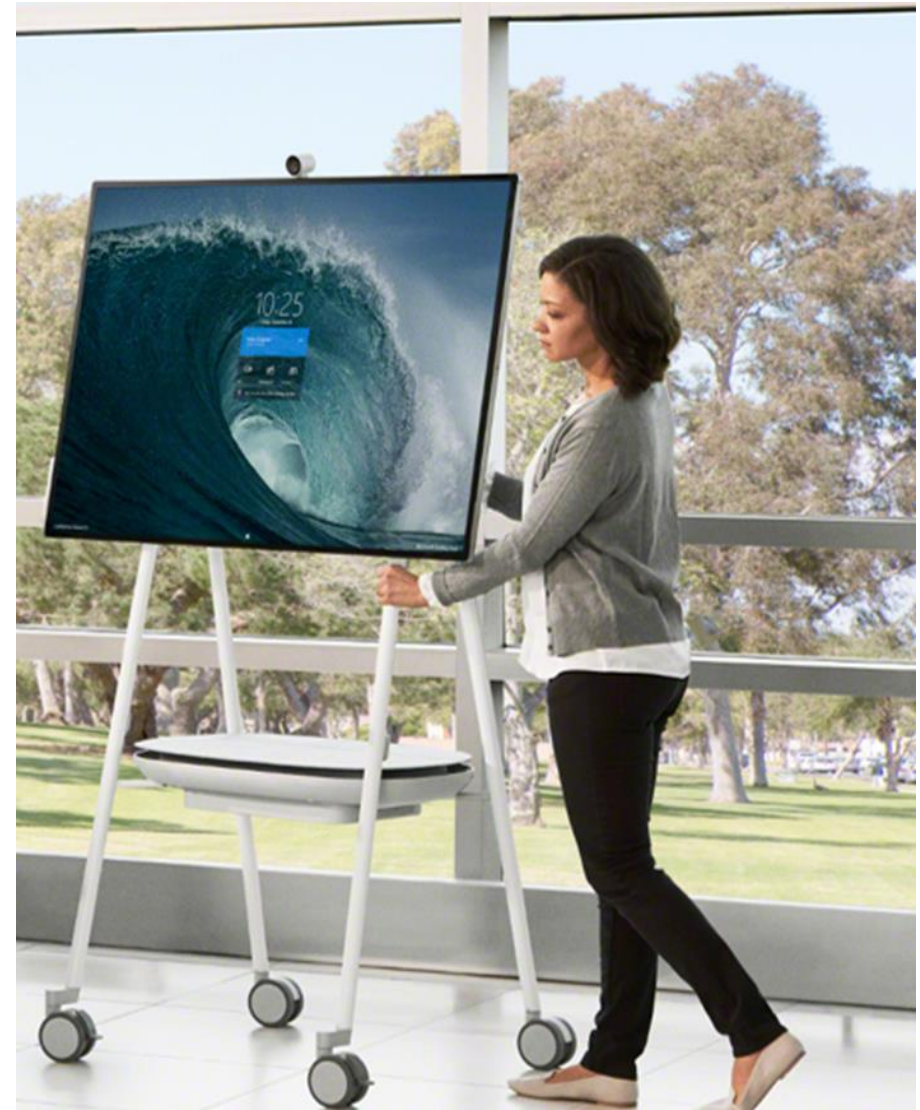
\$3 Billion turnover

Steelcase





1914



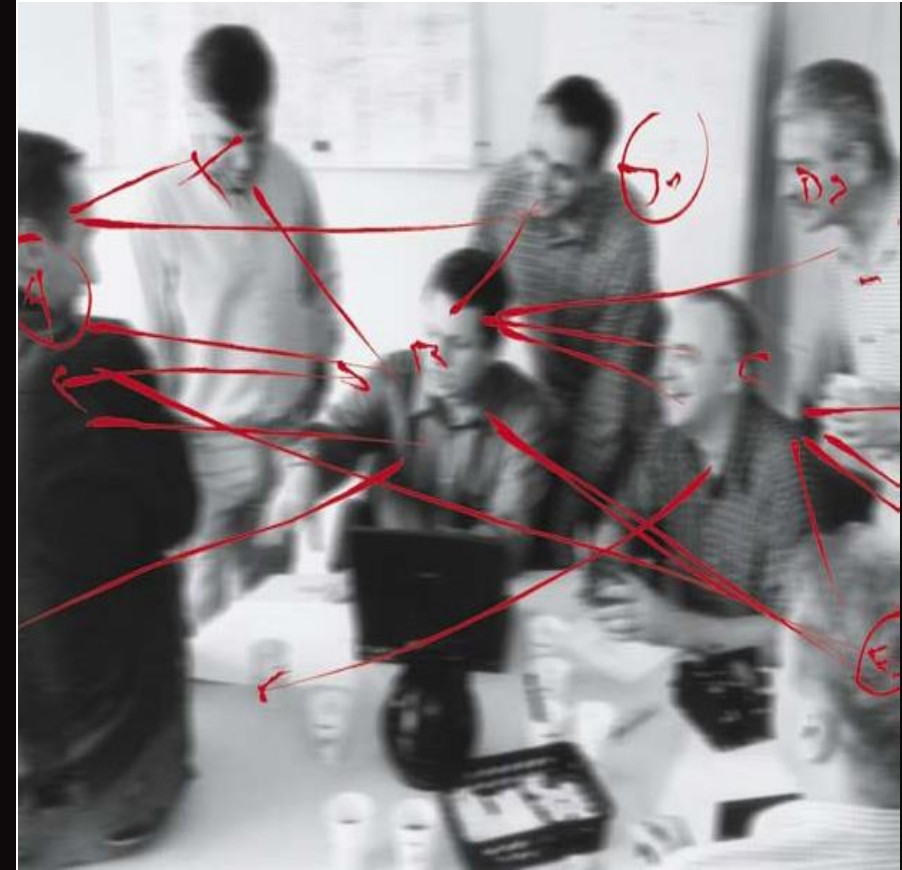
2019

We unlock human promise

By creating memorable experiences

understanding...the sociology of work

At Steelcase we want to understand better than anybody else the **drivers**, the **dynamics** and the **social patterns of people's behavior** at work.

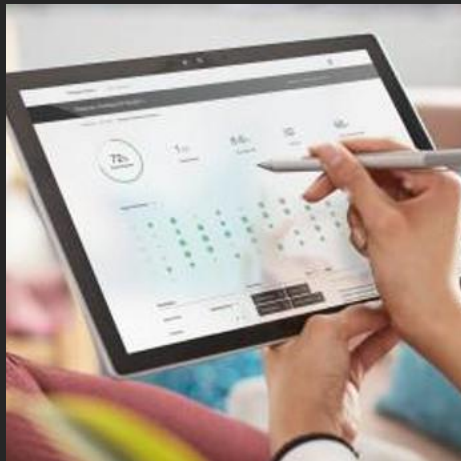
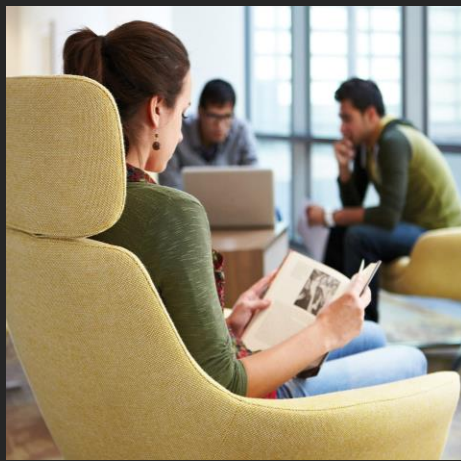


What leading
organizations
want



Growth

What people in leading organizations need to thrive



Idea time

Challenge

Idea
Support

Risk taking

Freedom

Debates

Playfulness
humor

Conflicts

Trust
Openness

Dynamism
liveliness

How do we create a growth culture?

Aligning strategy & culture

The world has changed drastically:
there are new rules for business
success.

Today it is all about innovation,
creativity and new leadership.

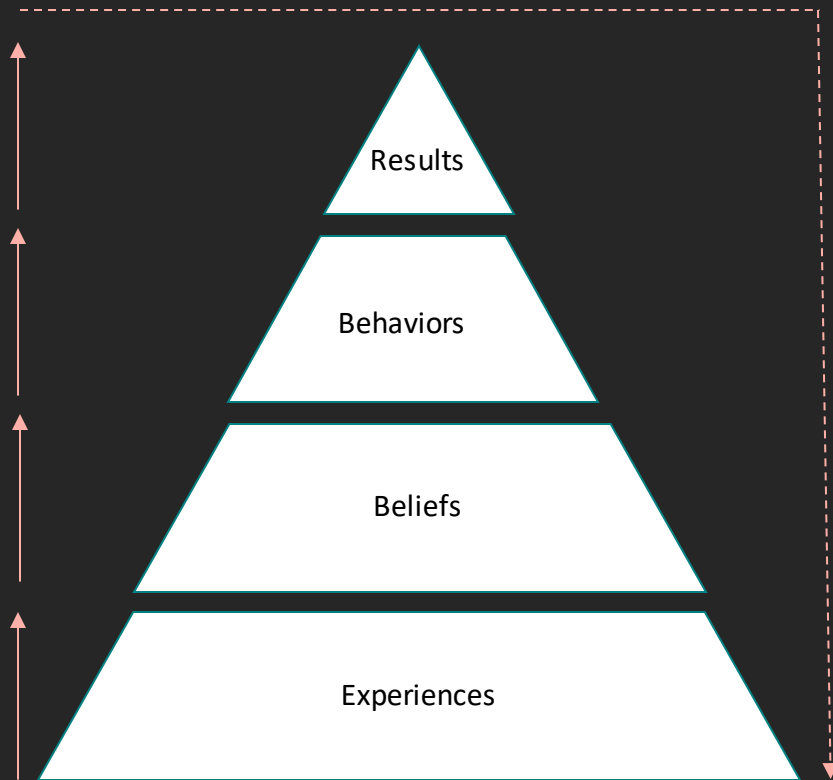


The Gap
between what
you have and
what you need



Culture

The experience pyramid



Changing behaviors relies on changing beliefs – which happens through experiences

LINC

Learning + Innovation Center



CUSTOMER EXPERIENCE

EMPLOYEE EXPERIENCE

LEADERSHIP

INNOVATION

LEARNING



Our work experience model



Work Experience Drivers:
Process & Culture help drive ambitions. Also known as '*habits*'.

Work Experience Enablers:
Tools & Space enable the change. Also known as '*habitats*'.

Employee experience – the vision

Employee experience principles

Empower + Trust



**Responsible
autonomy**

Experiment



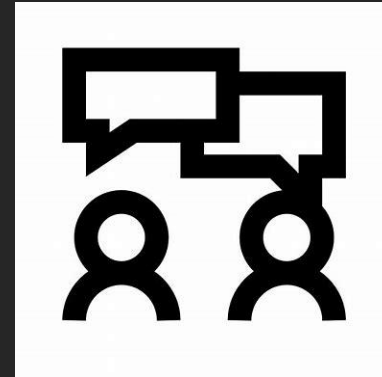
Creativity

Belonging



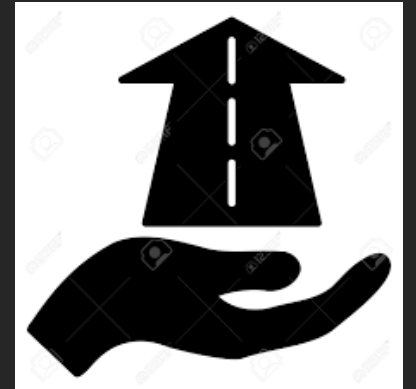
**Diversity &
inclusion**

Collaboration



**Effective teaming
et design thinking**

Authenticity



**Continuous Fitness
External focus**

Drivers for Actions

Collaboration

Create Visibility
while allowing for
Privacy

Encourage
informal &
impromptu
meetings



Leadership Engagement

Create Visibility
while allowing for
Privacy

Encourage
informal &
impromptu
meetings



Agile Working

Enable
Hyper Collaboration

Flexible,
as your business
needs to be



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Creativity

Enhance the level of
engagement of
participants

Combine digital
& analog in a
meaningful way



Creative Teams

Encourage real and
active
participation

Initiate
Co-Creation



Learning

Provide facilitators
& participants with
choice & control

Make learning
exciting



Connection

Provide
environments for
authentic
connections

Create spaces
people feel a
sense of
belonging



Thank you!

Steelcase