



## THE CULTURE CHALLENGE

Challenger



### Want to know more? Just ask!

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## The Challenge

Writing down a list of values for your Corporate Identity is all good and well. But how do you take them beyond the drawing board? How can you make sure that your new and bold values will become an intrinsic part in the everyday life of your organisation?

Covestro, one of the world's leading polymer materials suppliers, wanted more than just theoretical answers to these questions. And that is why they joined forces with the DO School: to generate hands-on results that will make a true difference to the company's culture, transforming employees into intrapreneurs.

Together, the DO School and Covestro challenged an international team of 30 Covestro employees. Using the DO School Method and guidance from the DO School facilitators, they set out to co-create ideas and initiatives based on the new company values Colourful, Courageous, and Curious.



“ What I love about the DO School is that we end up with a to-do list and a level of commitment amongst all of the participants eager to continue on the journey.

Patrick Thomas, CEO Covestro

## The result

At the end of the multi-month Challenge, our participants got together with a panel of Covestro senior managers to present 9 concrete ideas. These initiatives draw on a wide range of tools and trends – but they all speak of the spirit of entrepreneurship and joint ownership of ideas.

For example, participants developed concepts around how to facilitate the sharing of knowledge in the organisation, how to spot and seize trends early on, how to improve communication across hierarchies, how to make Covestro into an organisation that is not just truly customercentric, but also an all-around amiable and good place to work.

## Next steps

These 9 ideas will be further refined and implemented. After six months, there will be a follow-up meeting with stakeholders to check on progress.