



# Core Leadership Behaviours

## *Based on the WINGS Strategy*

<b>Create customer value</b>	<i>Our customers' needs are the center of everything we do.</i>	<p>Ensure that employees have a deep understanding of customer needs.</p> <p>Create integrated, end-to end processes that focus on customer interests.</p> <p>Bind customers to the company in the long term, build trustful relationships.</p> <p>Be approachable and easy to do business with.</p>
<b>Provide direction</b>	<i>We think ahead, set direction and thereby reduce complexity</i>	<p>Systematically analyze problems and manage complexity to find suitable solutions.</p> <p>See ahead clearly, gain a broad perspective and take effective decisions on this basis.</p> <p>Establish and communicate direction, set clear expectations, priorities and goals.</p>
<b>Engage the team</b>	<i>We seek for personal growth and engage our employees.</i>	<p>Reflect on your behaviour, seek for feedback, listen and learn quickly.</p> <p>Transfer responsibility and motivate employees to take ownership and enable them to develop.</p> <p>Promote a shared sense of purpose and facilitate teamwork.</p> <p>Create a culture of openness and trust where mistakes and differences are seen as learning opportunities.</p>
<b>Drive business excellence</b>	<i>We know the business, take ownership for results and improve every day.</i>	<p>Secure operational excellence, high quality and process standards through a KPI driven approach.</p> <p>Stay focused on, be persistent and take ownership for results.</p> <p>Suggest better approaches and implement improvements continuously.</p> <p>Foster an environment where performance is valued and rewarded.</p>
<b>Foster business innovation</b>	<i>We are eager to try out new opportunities, challenging the status quo. We embrace change and take others with us.</i>	<p>Recognize relevant trends and developments and challenge the status quo.</p> <p>Have the courage to drive innovative ideas and be ready to learn from failure.</p> <p>Facilitate collaboration, learning across boundaries and integrate ideas from others.</p> <p>Envision the future and derive measures for today.</p> <p>Take the team with you during changes.</p>