Building a bridge to change
Is that enough?

Alize Hofmeester
ING One Agile Way of Working
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Gather a Team,
Set up the Expedition,
Sail through the Waves,
Explore beyond Horizon!
It’s not about discovering new landscapes but about seeing things in a different way.
So why should we change?
The time to volume decreases rapidly

- Telephone: 75 years
- Radio: 38 years
- Television: 13 years
- WWW: 4 years
- Facebook: 3.5 years
- AOL: 2.5 years
- Instagram: 50 days
- Snapchat: 35 days
- Pokemon: 19 days
- Mario: 8 days

It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Drew Something can reach those milestones in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?

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ING
Things are changing at an increasing pace

If I can’t get it in 3 seconds, I’m gone…
The elephant is inspired by smaller greyhounds.
We formulated 3 goals

- **Time to Volume**: Respond faster to changing customer requirements
- **Remove silo’s**: Break down organizational silo’s
- **Engagement**: Retain and attract digital talent
Design to kick-off ING One Agile way of working
What you do not see when creating the design
Transformation is a journey impacting our behaviour & mindset
Building our house with multidisciplinary teams
Creating our own culture - The Orange Code
We inspire and work through shared purposes
We experiment & learn continuously
ING One WOW & Mindset growing around the globe
We build bridges together
Empowering people to stay a step ahead in life & business