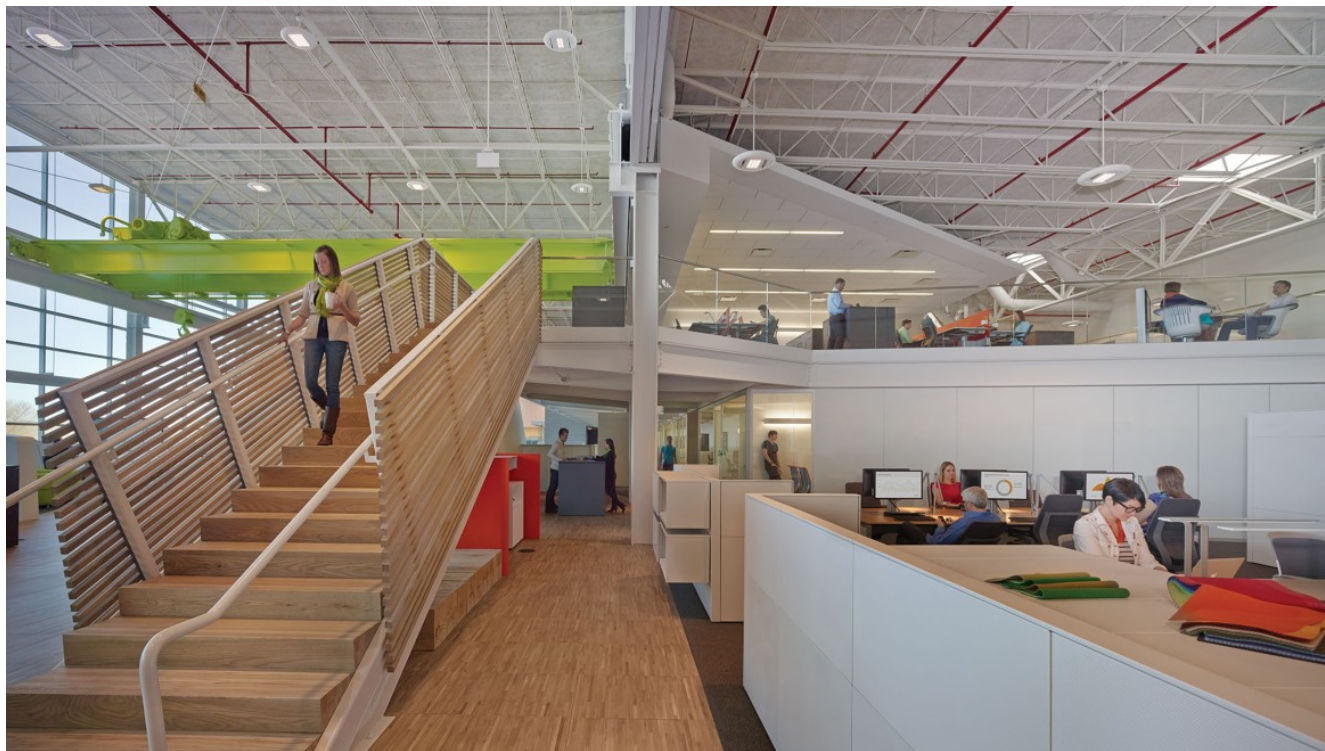


品牌 + 文化

Steelcase Inc.

Placeholder text consisting of two lines of empty boxes.



Placeholder text consisting of a single line of empty boxes.

Placeholder text consisting of two lines of empty boxes, with the word "Steelcase" appearing in the second line.

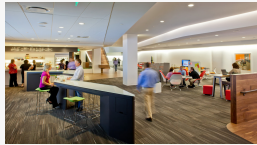
Placeholder text consisting of two lines of empty boxes.

Placeholder text consisting of three lines of empty boxes, with the name "Jim Keane" appearing in the second line.

WorkCafé
WorkCafé
WorkCafé

Steelcase
WorkCafé
WorkCafé
Johnson “

Johnson “WorkCafé
”



WorkCafé

WorkCafé
WorkCafé

WorkCafé

Steelcase
Steelcase
Steelcase

Steve Wolfe “
”

Steve Wolfe
Steve Wolfe

80
80
80

Steve Wolfe “
”
Steve Wolfe “
”



WorkCafé

WorkCafé
WorkCafé

95% 45%

40% “ ” “ ” Cherie Johnson “ ”



User Experience Jim Humphries “ ”

Steelcase Arna Banack “ ”

“ ”

文化人类学家 | ARNA BANACK

Arna Banack “ ” 24 58

企业文化指标	2013年10月	2010年4月	变化	变化百分比
运营方向	3.73	3.48	0.25	7.11%
敬业度	3.90	3.76	0.13	3.55%
执行度	3.48	3.36	0.11	3.34%
外部导向	3.72	3.60	0.13	3.52%
信任度	3.26	3.20	0.06	1.80%

“” Steelcase
Steelcase

Arna Banack “2010”

Arna Banack “3.5%”



“Steelcase”

全球设计总监 | CHERIE JOHNSON

Cherie Johnson “Steelcase”

Steelcase

Arna Banack “”

“”

Steelcase “ ”

高级副总裁, | EDDY SCHMITT.

Dave Sylvester “ ” 62%

Dan White “ ”

Steelcase Cherie Johnson “ ”

Jim Keane “ ”

48%

Jim Keane “ ”

“ ”

Steelcase 48%

变革前

变革后

63%

71%

80%



81%



56%



61%



72%



75%



66%



42%



80%



89%

87%

83%

80%

89%

86%

75%

70%

89%

