



BNP Paribas looked to us to create a behavioral change programme that would help staff worldwide focus more on their client's requirements. We developed both the strategy and training materials and implemented around the world.

The programme was so successful that 'Client Focus' became a brand value and was used as part of their induction programme for all new staff.





When BNP Paribas acquired an offshore business we were asked to create a programme to integrate their brand values into the new organisation. Our solution was based on the concept of 'highlighting our values' with posters to direct employees to get involved on a feedback web page and competition.



INTERNAL POSTERS



COMPETITION WEBSITE

