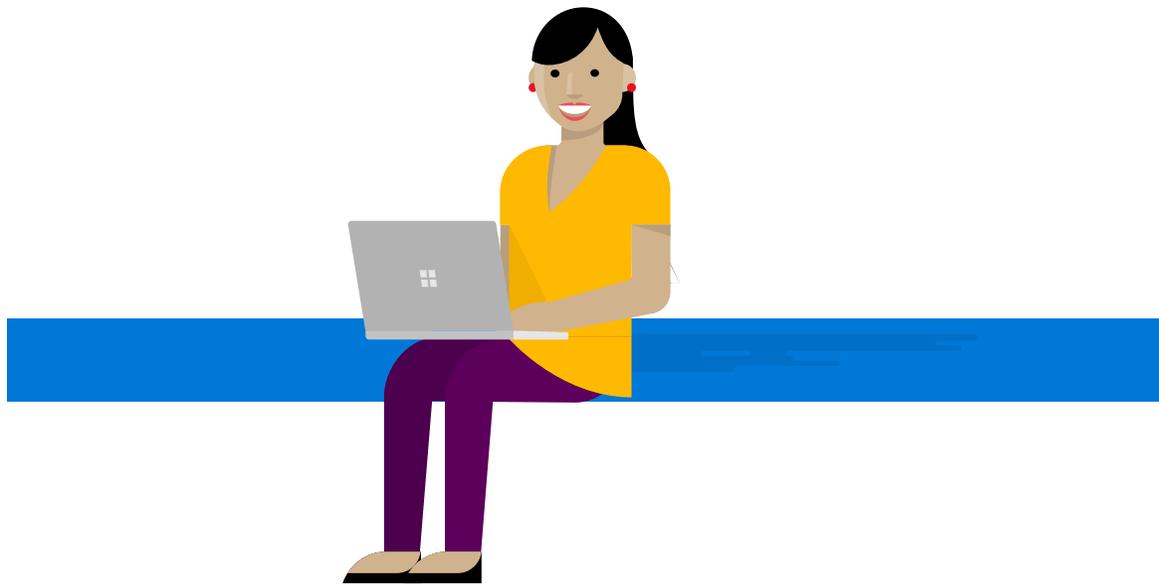


Zwitschern erwünscht!

RHI-Fachsymposium 13. November 2019





Magdalena Rogl
Head of Digital Channels
@lenarogl

Von der Kinderpflegerin zur Head of Digital Channels.





Introducing Microsoft Excel. The soul of the new machines.™

The computer world was a very different place five years ago. Chances are your business was, too.

Back then, you were thrilled to have a computer with an 8-bit microprocessor, 64K of memory, and a barely chrome monitor. Now you've got a 32-bit microprocessor, a Meg or more of RAM, and a monitor that looks so good it makes you feel guilty.

But even with all this new hardware, the only spreadsheets made up to now were designed for the old machines.

Enter Microsoft Excel.

Microsoft Excel is the first spreadsheet designed to take advantage of the new generation of computers built around the Intel-80286 and 80386 microprocessors.

It combines a spreadsheet of unparalleled power with a lightning-fast database and the most outstanding business graphics ever built into a spreadsheet program.

Part of the reason it's so advanced is because we used the power of Microsoft Windows to help you use the power of Microsoft Excel.

This means that Microsoft

Excel has a new visual interface with the same look and feel as OS/2 from IBM and Microsoft. Which makes it easier to learn and use.

Microsoft Excel can help you in ways that no spreadsheet ever could before. With instantly impressive output. Speed that never lets you miss a beat. And features that let Microsoft Excel adapt to your needs instead of the other way around.

Microsoft Excel. The soul of the new machines. And the heart of a business solution that will make as much sense five years from now as it does today.



"Digitale Transformation hat sehr viel mit Kulturwandel zu tun. Wenn sich Menschen trauen neue Dinge auszuprobieren und schnell daraus lernen, werden sie erfolgreich sein."

Sabine Bendiek



Technologie < Kultur



Diversity ist die Grundlage unserer Unternehmenskultur.



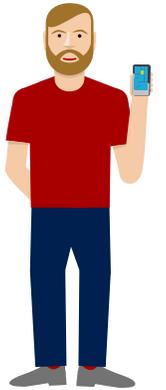
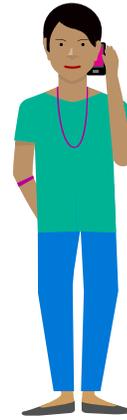
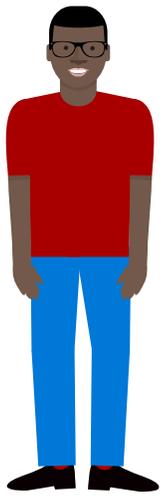
„Diversity ist für uns bei Microsoft ein Glaubensbekenntnis.
Diversity ist das Wichtigste, was wir haben.“

Sabine Bendiek

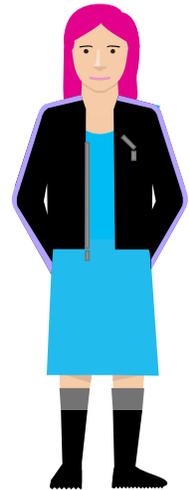
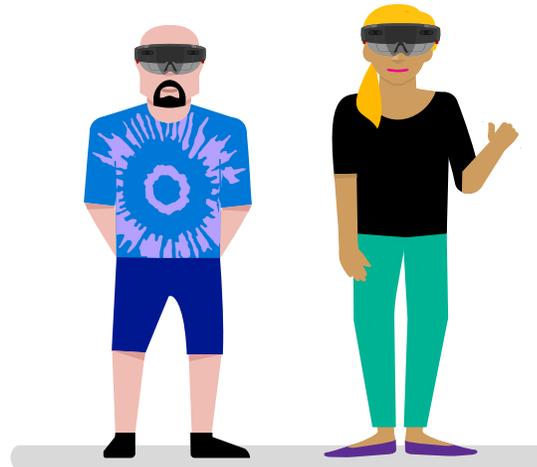
„Come as you are and do what you love.“



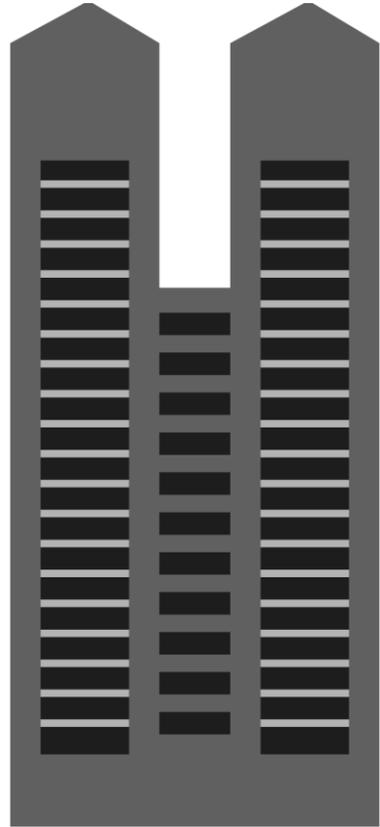
„Markenbotschafter sind Mitarbeiter eines Unternehmens,
die die Unternehmensthemen authentisch und persönlich
kommunizieren
und somit zum Gesicht einer Marke in der jeweiligen Zielgruppe
werden können.“



Jeder Mitarbeiter kann Markenbotschafter werden.



Ohne Markenbotschafter

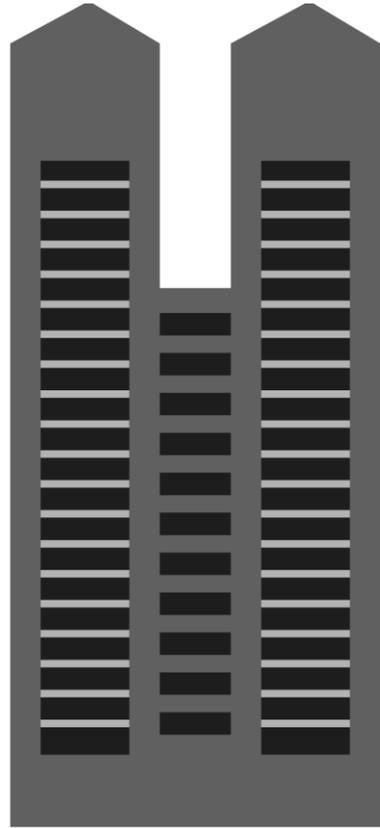


Unternehmen

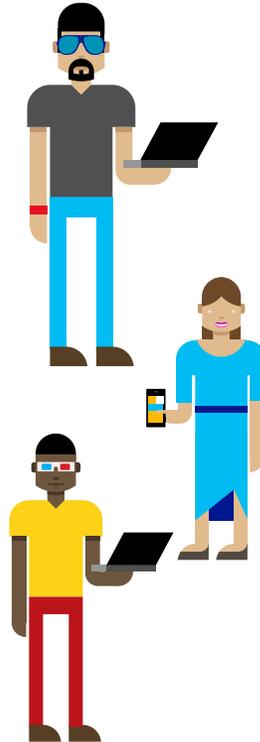
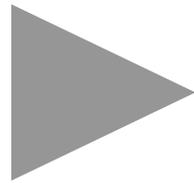


Kunde

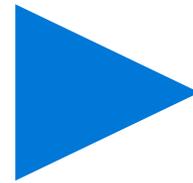
Mit Markenbotschaftern



Unternehmen



Mitarbeiter



Kunde

"Es genügt nicht in die Entwicklung immer innovativerer Produkte zu investieren, wir müssen ebenso große Anstrengungen unternehmen, das Vertrauen der Menschen zu gewinnen!"

Sabine Bendiek

aka.ms/CDR

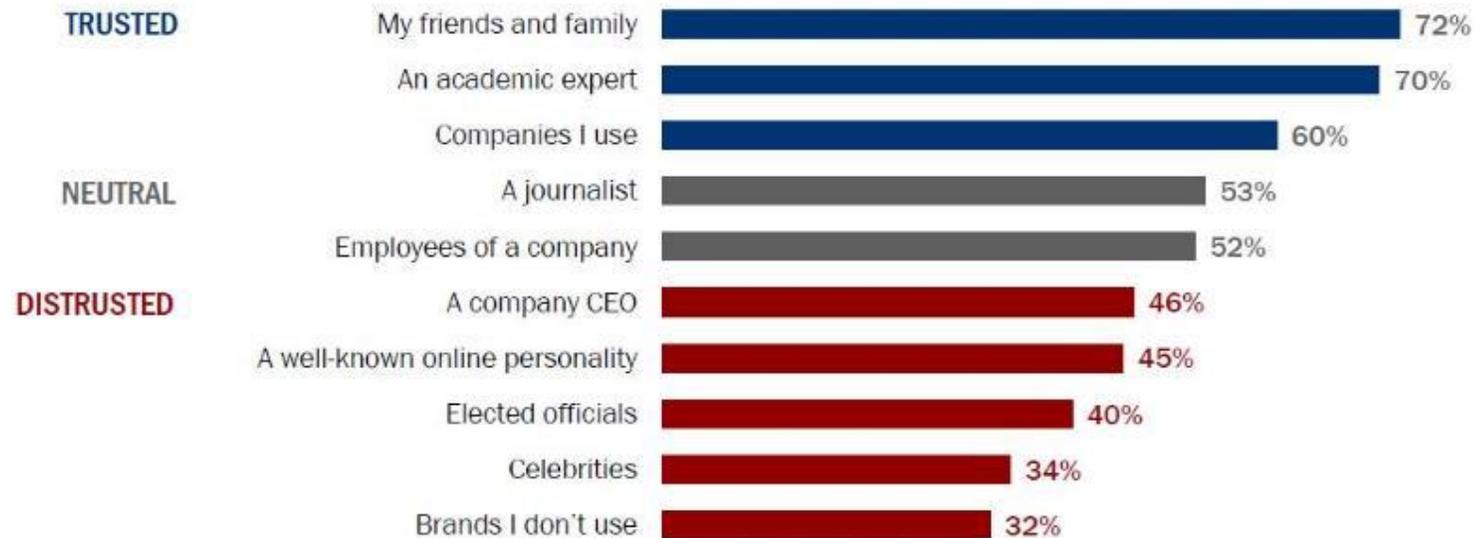
Markenbotschafter schaffen Vertrauen

CONTENT CREATORS: FRIENDS/FAMILY AND EXPERTS ARE MOST TRUSTED

TRUST IN INFORMATION CREATED BY EACH AUTHOR ON SOCIAL NETWORKING SITES,
CONTENT SHARING SITES AND ONLINE-ONLY INFORMATION SOURCES



Informed
Public



Herausforderungen



Social
Media
Know-How

Crossgroup



Culture

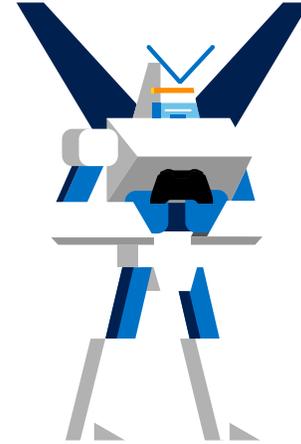
Lösungen



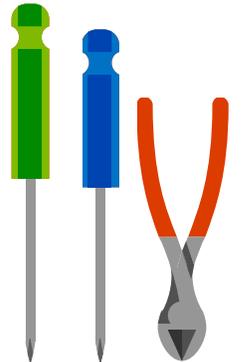
Training/Guidelines



Leuchttürme



Top-Down Support



Tools

Ergebnisse



Vertrauen &
Authentizität

Reach &
Engagement,
Brandbuilding

Persönlicherer
Content &
Diversity

Social Media Kultur und digitale Transformation

Es gibt keine B2B und B2C Kommunikation.
Es gibt nur H2H. Human to Human.

