



# THE MOST CONVINCING PURPOSE STATEMENTS OF THE DAX AND MDAX

Insights for Example Company

July 2022

# Agenda

1. **Overview and ranking of DAX and MDAX purpose statements**
2. Example Company: Detailed assessment of the purpose statement
3. About Globeone



# Survey design



**4301**

participants



**53**







DAX and MDAX purpose  
statements









**2022**

survey period: Q2 2022

# The most convincing DAX and MDAX purpose statements (1/5)

	<b>65.6%</b>	We pioneer breakthroughs in healthcare. For everyone. Everywhere.
	<b>64.4%</b>	We shape the future of aviation. (V)
	<b>63.7%</b>	Creating a future worth living. For patients. Worldwide. Every day. (V)
	<b>61.2%</b>	Better health for more people.
	<b>59.3%</b>	Gute Reise! We make it happen.
	<b>58.7%</b>	Through sport, we have the power to change lives.

	<b>57.1%</b>	To make the world a brighter place.
	<b>56.8%</b>	Creating sustainable value.
	<b>55.4%</b>	Making mobility safe and efficient. (M)
	<b>55.4%</b>	Creating a world that works better.
	<b>52.5%</b>	Ever better medicine for ever more people.
	<b>50.9%</b>	Connecting people, improving lives.

# The most convincing DAX and MDAX purpose statements (2/5)


 **50.4%** Curious minds dedicated to human progress.


 **48.4%** We change the way people eat forever. (M)

 **47.1%** Material to build our future.

 **46.3%** Our solutions make a better world for generations.


 **45.1%** For all who keep the world moving.

 **44.9%** We develop sustainable, safe and tailored products that ensure quality of life and provide beauty and well-being.

 **44.6%** Science for a better life.

 **44.5%** Technology to transform the everyday.






 **44.4%** We create chemistry for a sustainable future.






 **44.0%** We make life easier, safer and greener. (M)

 **42.0%** Driven by dreams.

 **41.0%** Making improvements in life possible. (V)


# The most convincing DAX and MDAX purpose statements (3/5)

 <b>Lufthansa</b>	<b>39.7%</b>	The Lufthansa Group connects people, cultures and economies in a sustainable way. (M)
 <b>SAP</b>	<b>39.4%</b>	Help the world run better and improve people's lives.
<b>HUGO BOSS</b>	<b>38.7%</b>	Consumer first.
 <b>Delivery Hero</b>	<b>38.4%</b>	Always deliver an amazing experience - fast, easy, and to your door. (M)
 <b>K+S</b>	<b>37.3%</b>	We enrich life for generations. (M)
	<b>37.0%</b>	There's only one forever - let's make it better.

 <b>Linde</b>	<b>36.9%</b>	Making our world more productive. (M)
 <b>Mercedes-Benz</b>	<b>36.5%</b>	First move the world.
 <b>SIEMENS ENERGY</b>	<b>36.2%</b>	We energize society.
 <b>BECHTLE</b>	<b>34.5%</b>	Integrate IT. Architect the future. (V)
	<b>34.0%</b>	We will not stop until everyone is connected.
<b>Beiersdorf</b>	<b>33.8%</b>	Care beyond skin.


# The most convincing DAX and MDAX purpose statements (4/5)

 **33.0%** We secure your future.

 **32.9%** We at Deutsche Börse create trust in the markets of today and tomorrow.


 **32.7%** Deutsche Bank is here to enable economic growth and societal progress through its positive impact.


 **32.3%** Empower Energy Evolution.


 **32.0%** We democratize access to a sustainable digital future to create a better everyday life for us all.

 **31.6%** Mobility for generations to come.


 **29.7%** #RESEARCHNEVERSTOPS

 **28.4%** Leading beyond chemistry to improve life, today and tomorrow

 **28.1%** We pioneer sustainable aerospace for a safe and united world.

 **26.6%** Together, we engage with everything we have and are, to help humankind act braver and better.

 **26.5%** Reimagine fashion for the good of all.

 **25.6%** Pioneers at heart for the good of generations.

# The most convincing DAX and MDAX purpose statements (5/5)

**e-on** 25.5% Improving people's lives by connecting everyone to good energy. (V)

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**ProSiebenSat.1 Media SE** 25.4% We empower brands and create moments that matter. (V)

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**RWE** 25.0% Our energy for a sustainable life.

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**RTL** 23.4% Just inspire.

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**hannover re** 22.7% Beyond risk sharing, we team up to create opportunities.

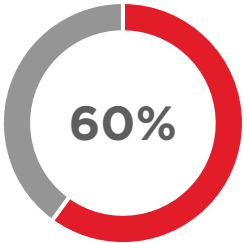


# Agenda

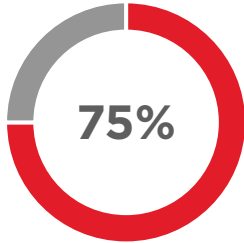
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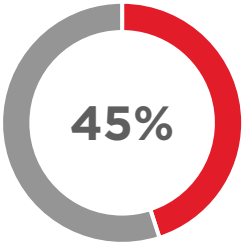
# Example Company: Assessment of purpose statement



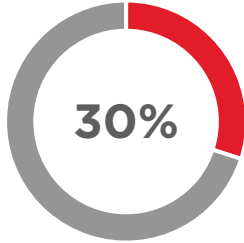
agree that the statement is memorable



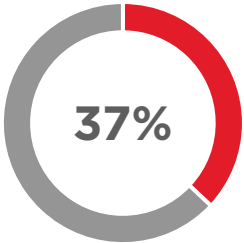
agree that the statement explains the company's reason for existence



agree that the statement is clearly worded



agree that the statement is credible



agree that the statement has personal relevance for them

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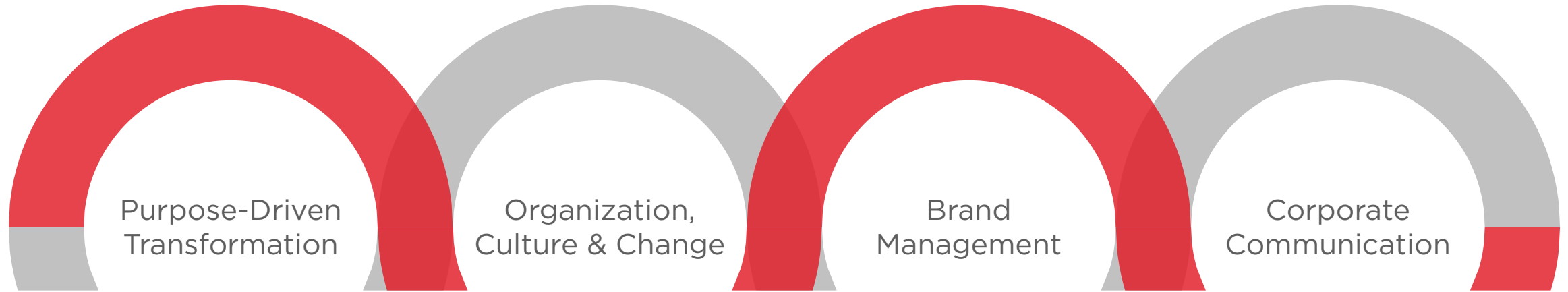
# Who we are

## **Globeone – Transform to Better**

Globeone is a management consultancy offering transformation strategy, brand and communication services as one of the leading owner-managed providers in the German-speaking region. From our global hubs in Germany, Switzerland, and China, we support businesses and brands to better position themselves for sustainable growth. Our consultants inspire purposeful change and serve our clients as co-pilots along their transformation journeys, helping them turn ideas into tangible solutions. Globeone's clients include many publicly listed companies in the technology, automotive, chemical, agricultural, aerospace, financial and retail sectors.



# Transform to better – our service portfolio



- \_ Purpose readiness
- \_ Purpose development
- \_ Purpose-driven transformation strategy
- \_ Purpose-driven brand management
- \_ Organization & leadership culture
- \_ Employee purpose activation
- \_ Thought leadership

- \_ Culture gap analysis & target definition
- \_ Definition of value systems
- \_ Agile empowerment & new ways of working
- \_ Purpose-driven leadership coaching & leadership principles
- \_ Change management & communication

- \_ Brand strategy & management
- \_ Brand positioning & value proposition
- \_ Brand architecture & migration
- \_ Cultural brand safety & governance
- \_ Brand performance measurement & analytics

- \_ Communication strategy
- \_ Message framework & narrative
- \_ Content & format model development
- \_ Newsroom / COM Hub development
- \_ Organization development and workflow optimization
- \_ Brand performance measurement & analytics

# Get in touch with us!

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