IP BEST PRACTICES

Company's DNA

A best practice shared by Charles-Antoine Lewintre.

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Company's DNA

Clarify the company's core identity — its purpose, strengths and unique qualities — to guide actions, especially in challenging times.

Key steps

Clarify the company's core identity—its purpose, strengths, and unique qualities—to guide actions, especially in challenging times.

Capture and share the company's DNA through a clear story that resonates with all employees, fostering a sense of belonging and purpose.

Ensure alignment between the company's DNA and employees' work, creating a shared, meaningful purpose that strengthens engagement and commitment.

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