



Internal communication process in BISE Bank

during the takeover by DNB Nord

Marcin Gajewski

Matthias Lebherz

Marcin Sawicki

Georg Maier

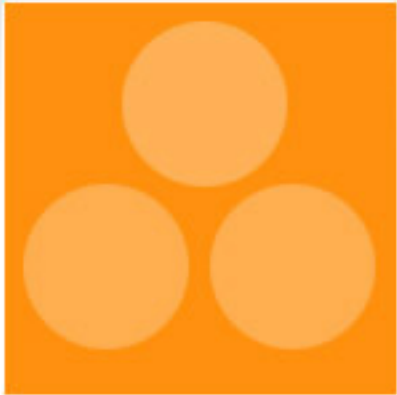


1. Outline of presentation

1. Introduction & Outline of presentation
2. Description of BISE & DNB Nord
3. Communication process
 - 4.1 top → bottom
 - 4.2 top ← bottom
4. Conclusions & Recommendations
5. Summary



2. Description of BISE & DNB Nord





2. Description of BISE & DNB



DnBNORD

	BISE	DNB Nord
establishment	1990	2002
fields of activity	<ul style="list-style-type: none"> -SM Enterprises -units of local governments -housing associations 	<ul style="list-style-type: none"> -medium & large enterprises -short & long term investments
number of branches	51 + 200 Monetia Agencies	6 financial centers



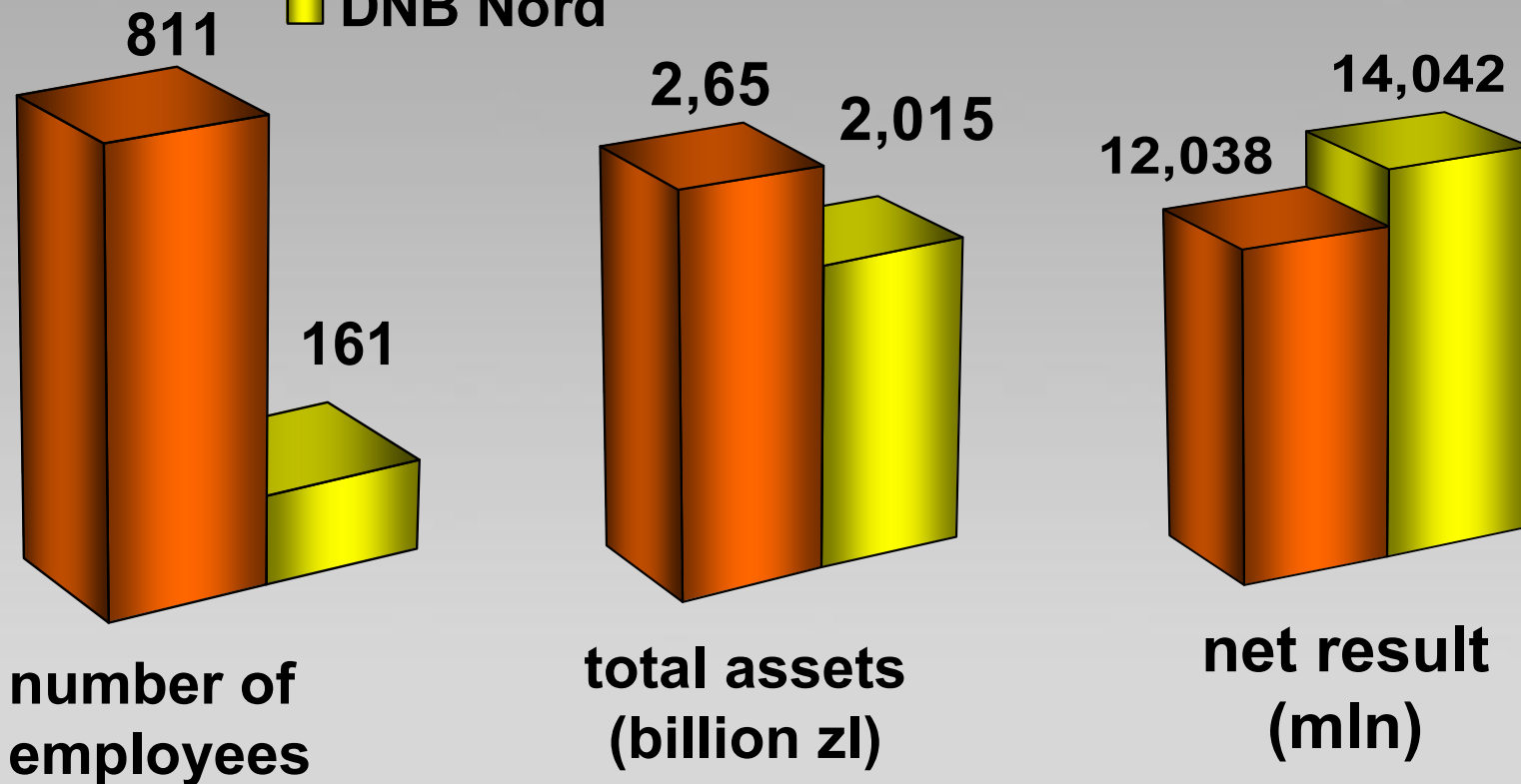


2. Description of BISE & DNB



DnBNORD

■ BISE
■ DNB Nord





2. Description of BISE & DNB

DNB NORD POLSKA

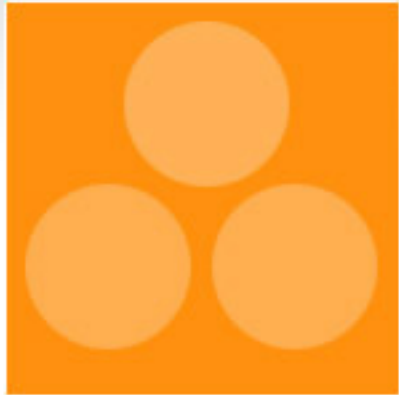
- Universal bank with full range of services
- Nobody will be made redundant due to takeover
- All structures of BISE were incorporated
- 3 x 15 goal



DnBNORD



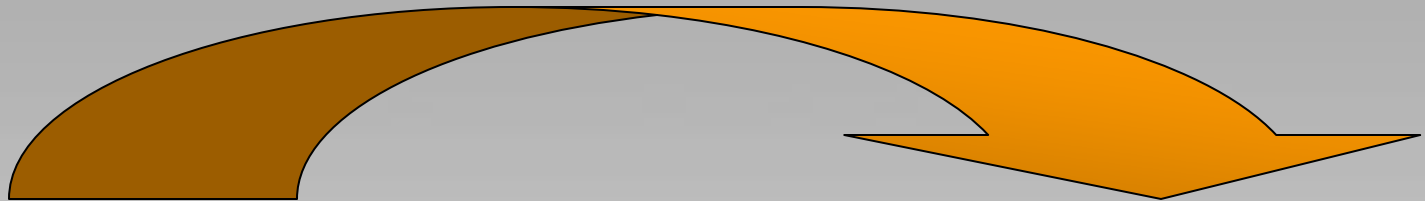
3. Communication process





3. Communication process

new ideas process innovation
product innovation



EMPLOYEES

MANAGEMENT



knowledge necessary for answering customers' questions
information about takeover
new strategic goals
ensuring employees about safety of their jobs





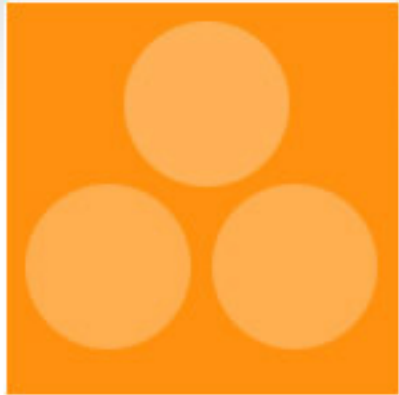
3. Communication process

PMO - Project Management Office

- unit belonged to two banks
- responsible for the whole takeover process
- responsible for internal communication process with employees about takeover



3.1 Communication process



TOP - BOTTOM





3.1 Communication top - bottom

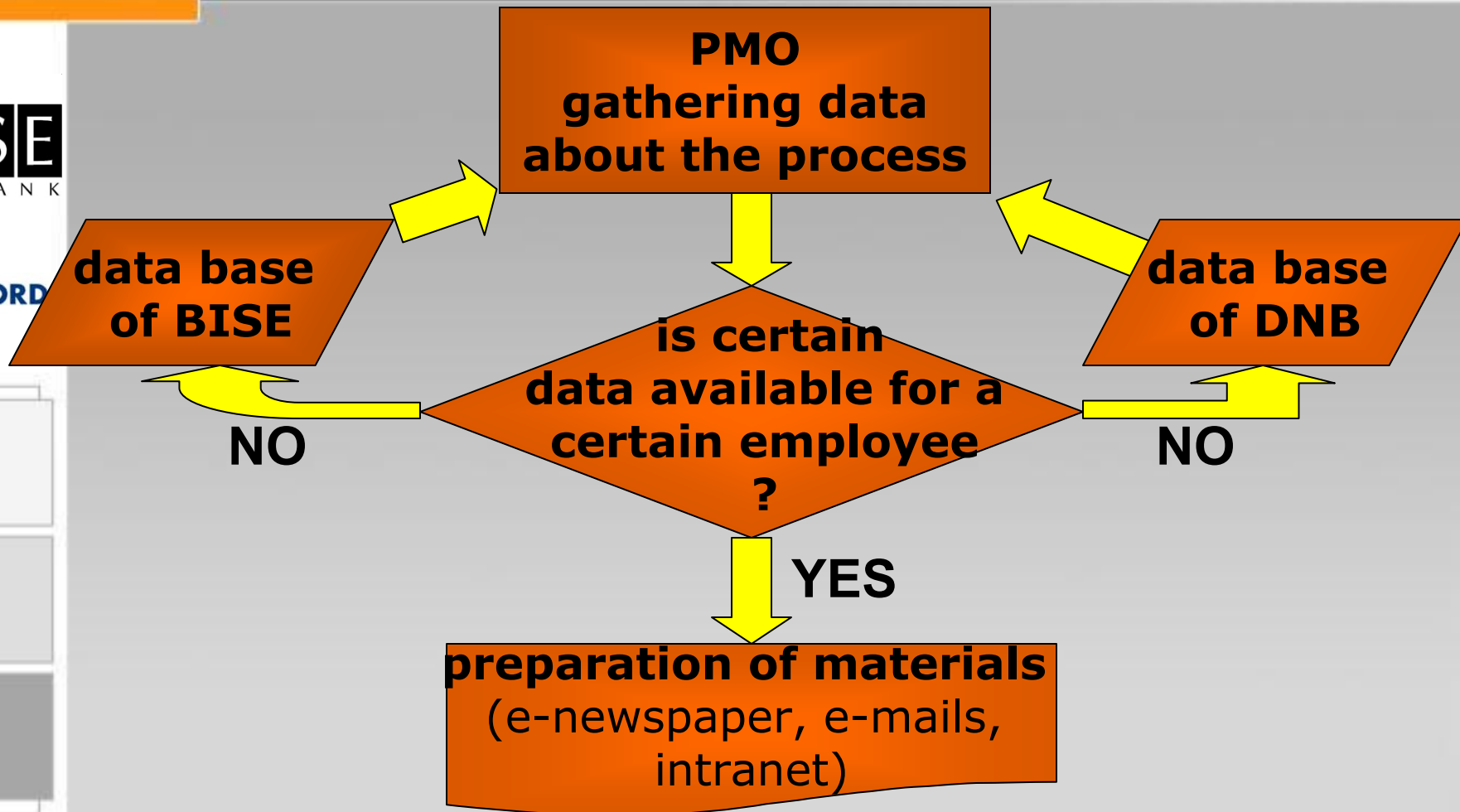


DnBNORD

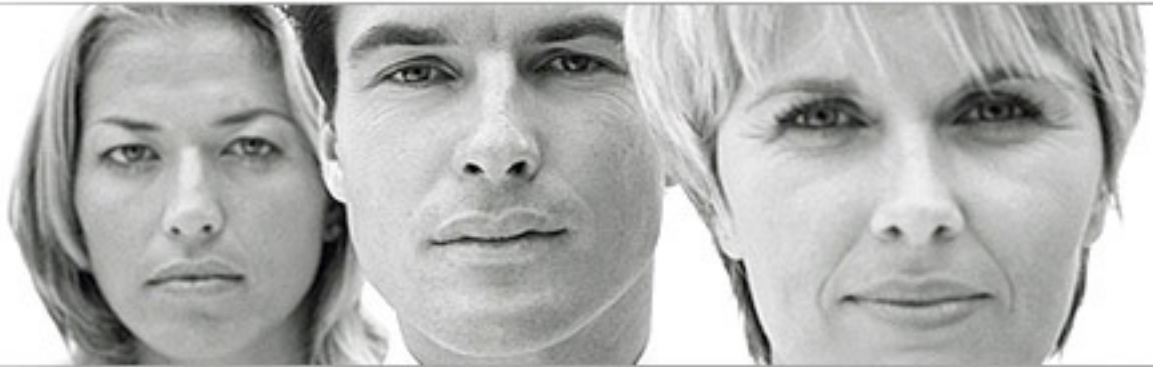
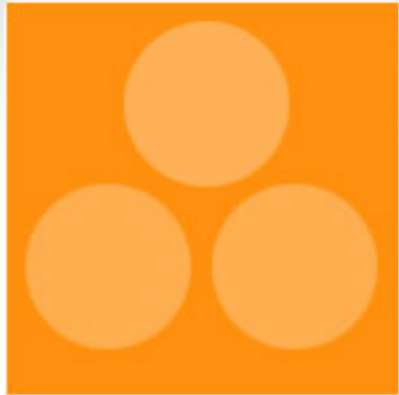




3.1 Communication top - bottom



3.2 Communication process



BOTTOM - TOP





3.2 Communication bottom - top

mailbox
of PMO

meetings
with
management

e-mails

INNOVATIONS

company
roadshow

internal
chat

picnic





3.2 Communication bottom - top

mailbox
of PMO

meetings
with
management

e-mails

INTEGRATION

company
roadshow

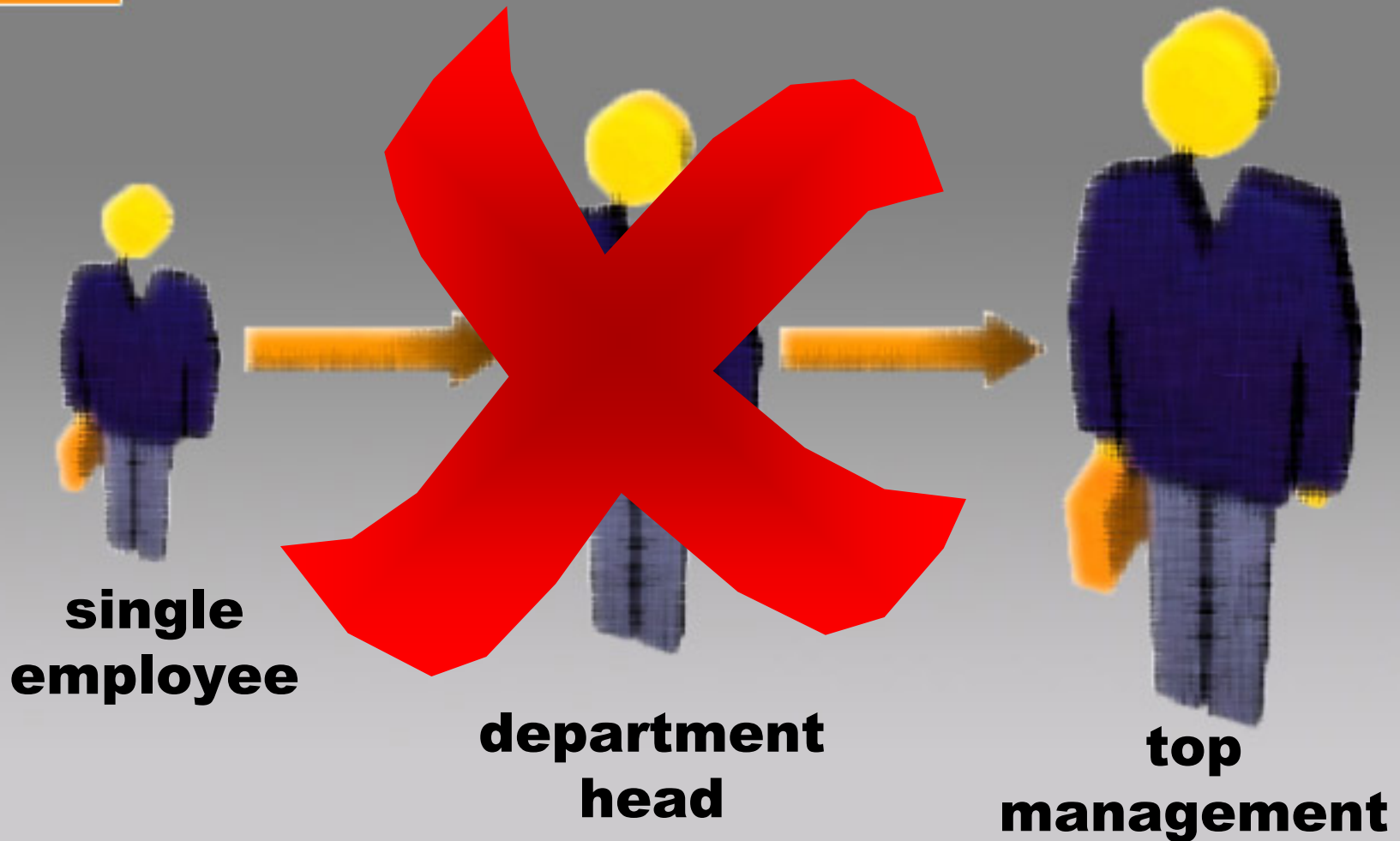
internal
chat

picnic

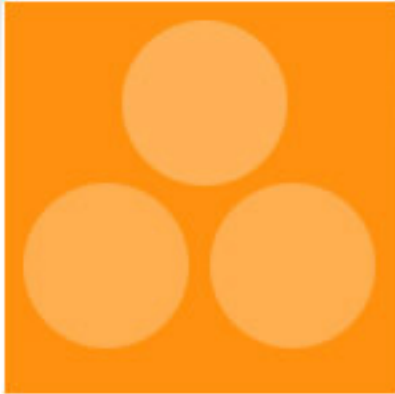




3.2 Communication bottom - top



4. Conclusions & Recommendations





4.1 Conclusions



Full range of communication tools



Attempt at involving all employees to take part in innovations process



Ensuring employees about safety of their jobs





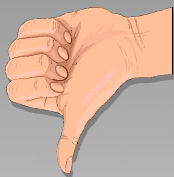
4.1 Conclusions



DnBNORD



No real opportunity for employees to implement innovations



No clear focus on cultural issues





4.2 Recommendations



More integration events



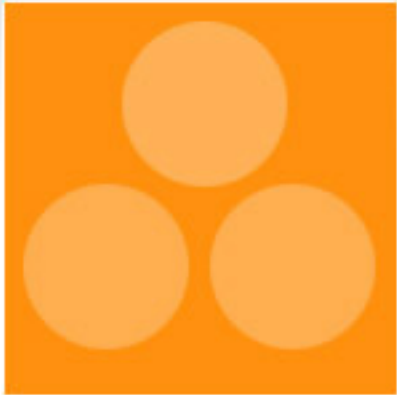
Necessity of defining new owner of the communication process



Higher level of employees' participation in innovation process



5. Summary





5. Summary



BISE & DNB Nord

DnBNORD



Communication process

TOP → BOTTOM

TOP ← BOTTOM



**Conclusions
&
Recommendations**

