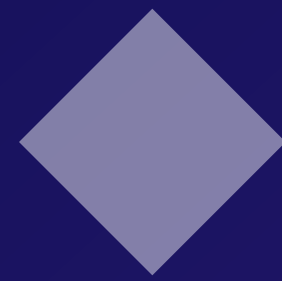


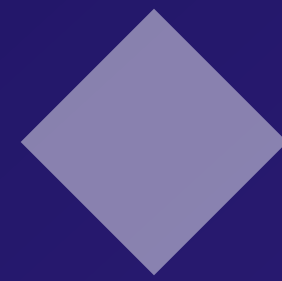
A year of design-driven transformation

~~Norbert Gaal~~, Janos Pereczes – MKB Fintechlab

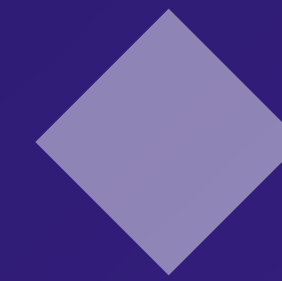
The momentum



“C” level buy-in



People



Competency

Once upon a time...

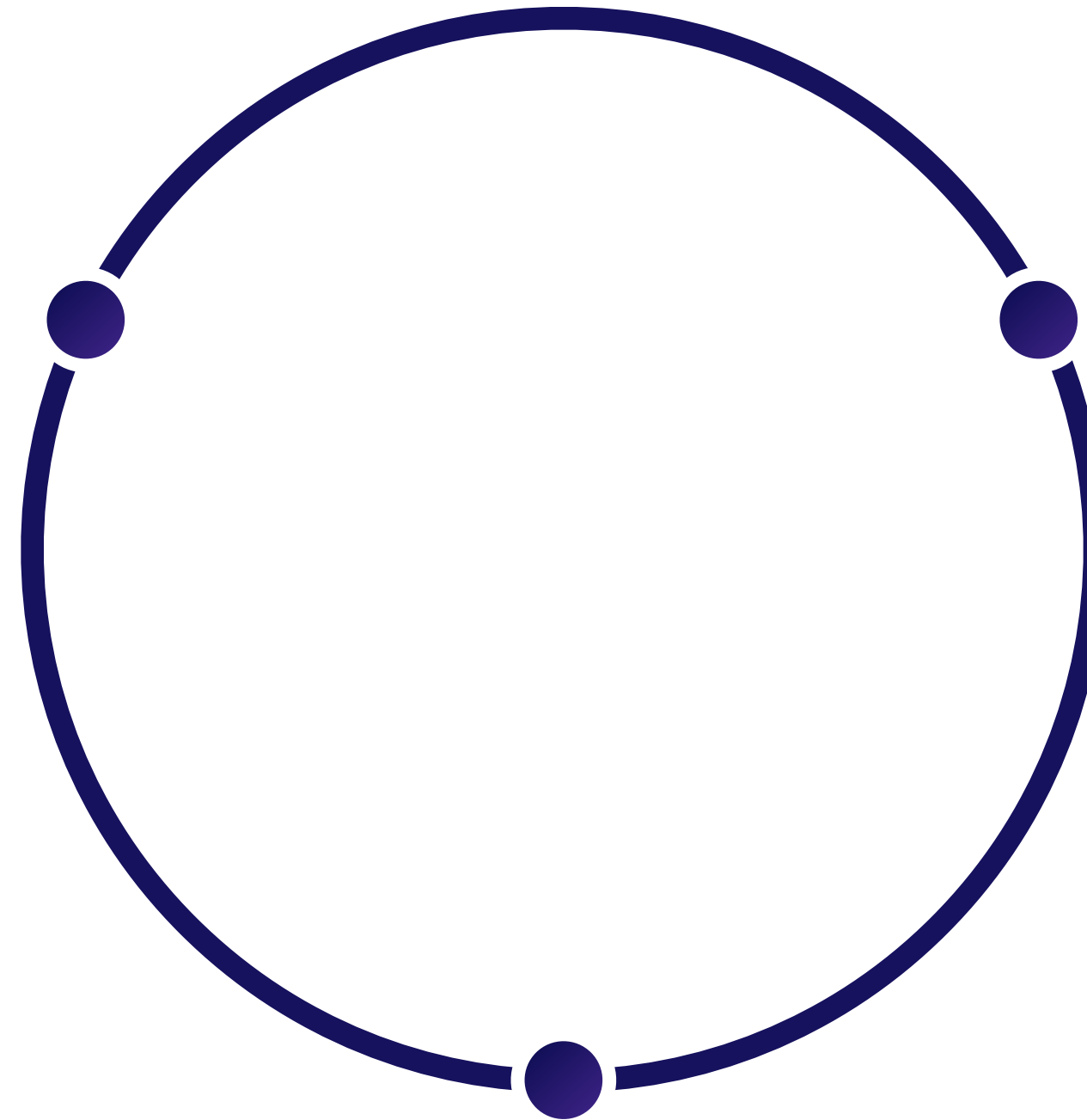
2018

DDO

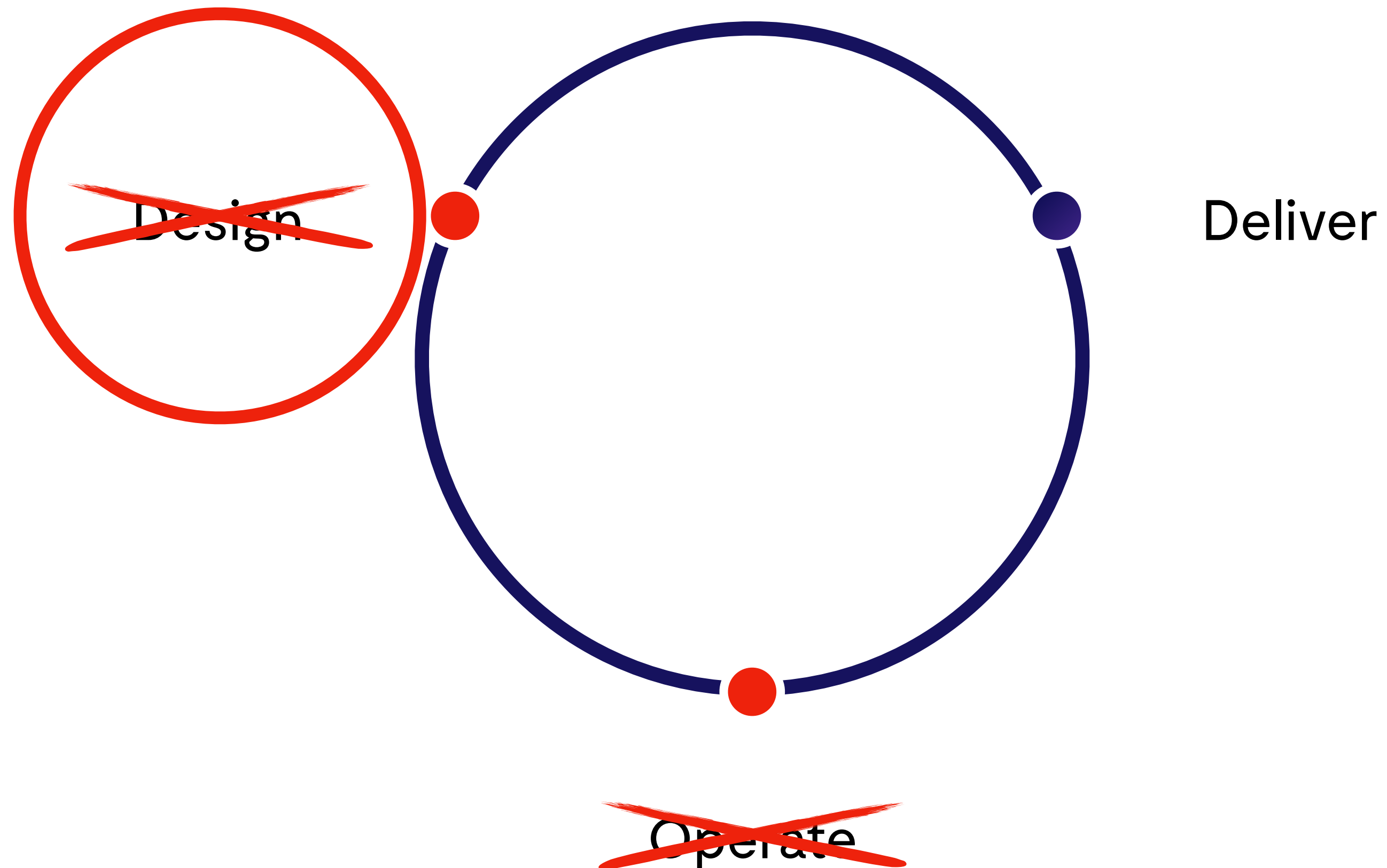
Design

Deliver

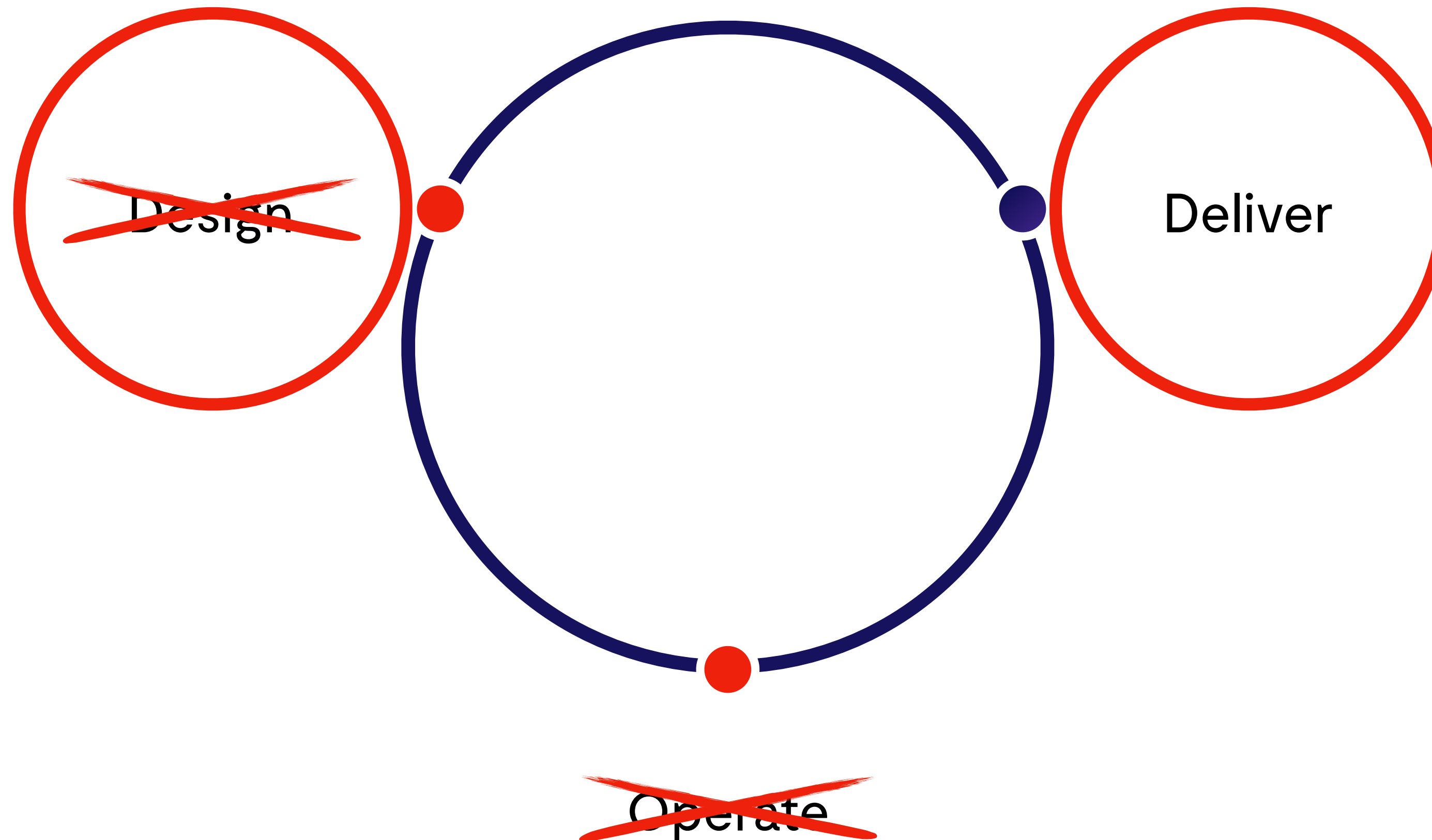
Operate



DDO @banks



DDO @banks



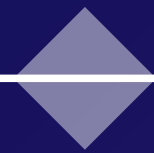
Let's Rock!

The history



The history

Dating



No team

Understand the pilot project

Guerrilla mode

Projects: 1



PRO TIPS

Fill the room

PRO TIPS

Use Design tools as a Trojan horse



PRO TIPS

Think big, start small.



Seth Godin

The history



PRO TIPS

Focus on making others successful

PRO TIPS

Forge alliances

PRO TIPS

Be honest with yourself

The history



PRO TIPS

Chemistry is the key

PRO TIPS

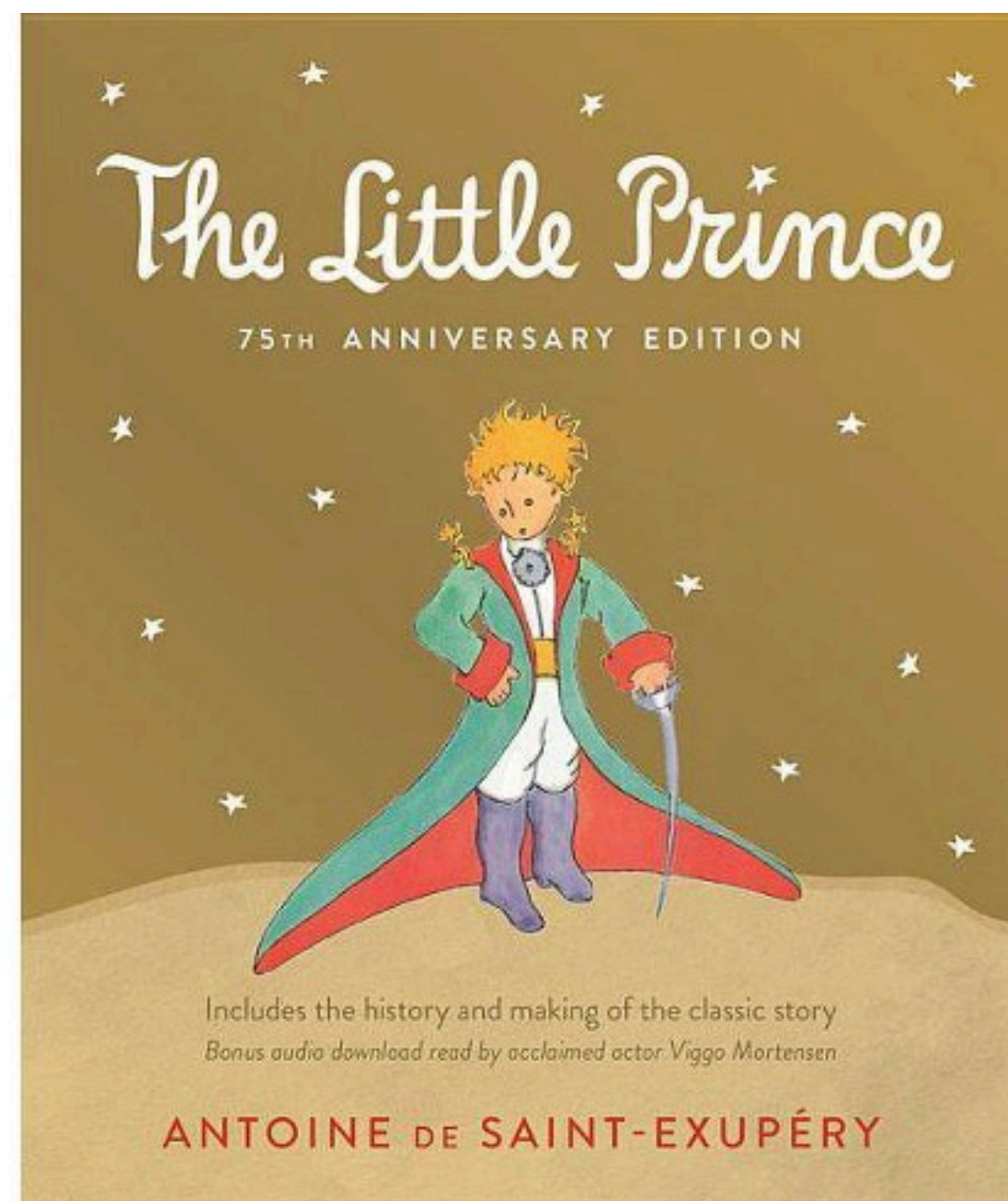
Growth = Success (and risk)

The history



PRO TIPS

If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.



Antoine de Saint-Exupery

PRO TIPS

Facilitation is the key

The history



Scope

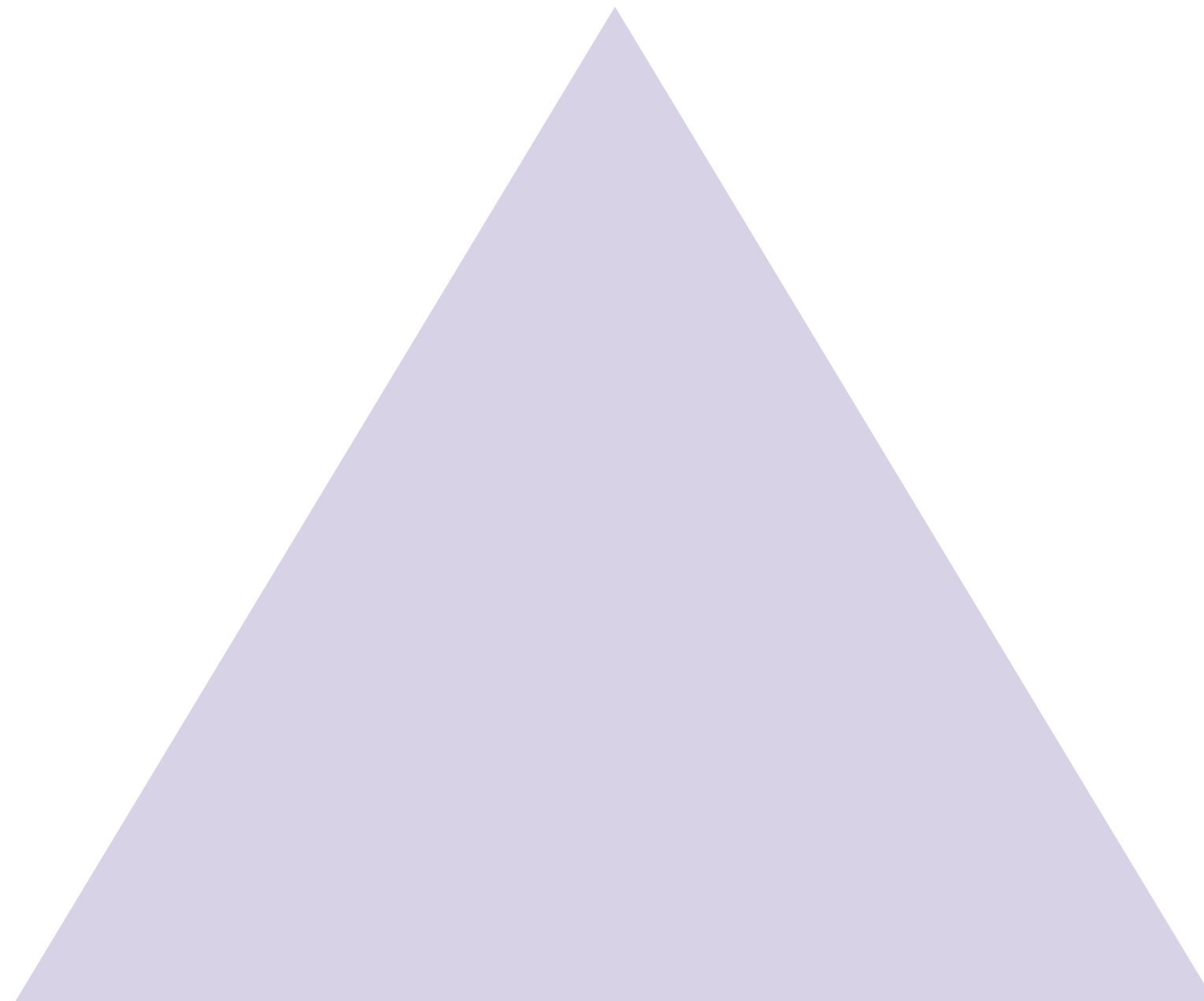
Operative

A large, solid purple triangle is positioned in the center of the slide, pointing upwards. It is the largest geometric element on the page.

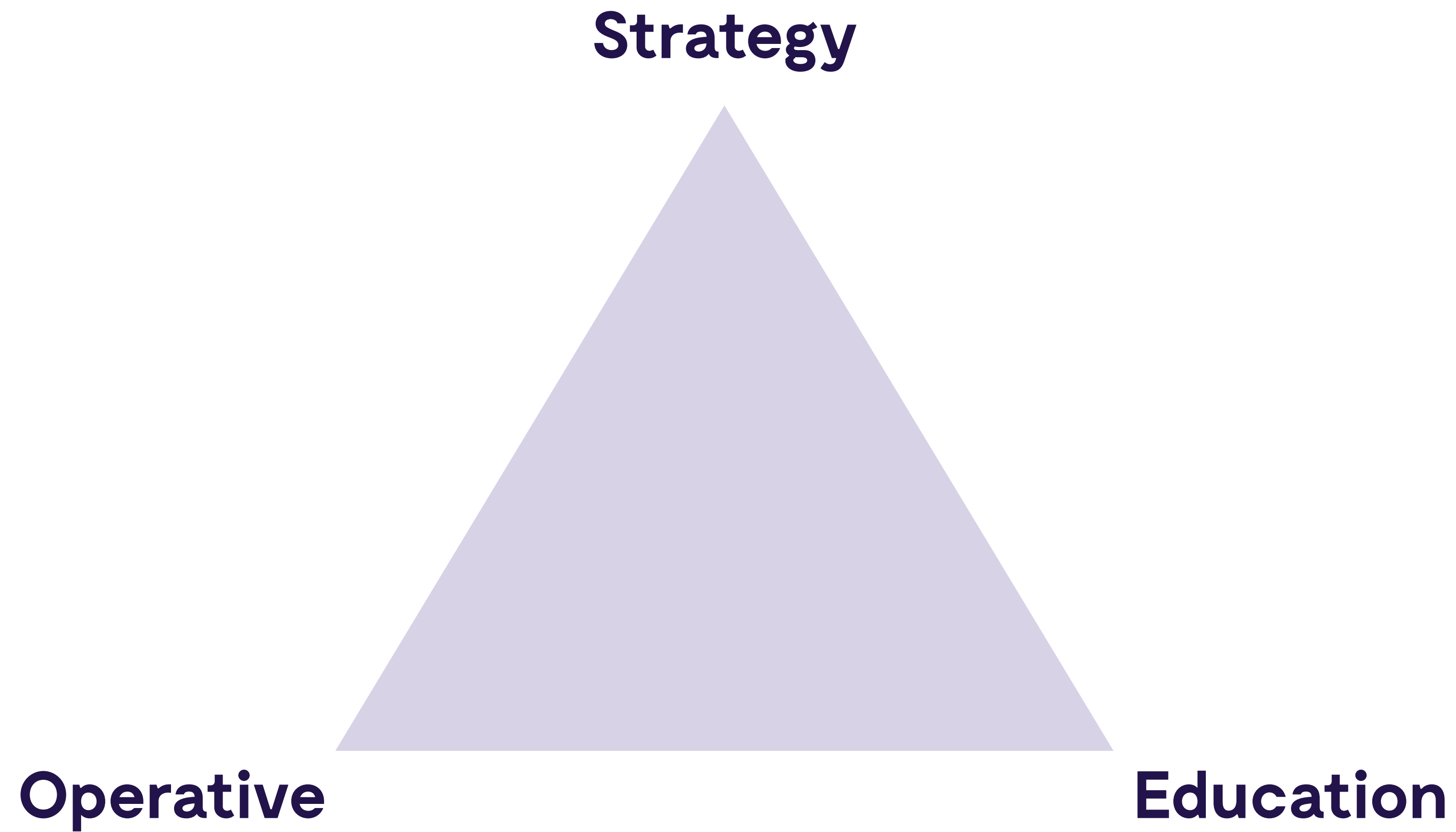
Scope

Operative

Education



Scope



Customer Experience Strategy

Customer Experience Strategy

**Customer
Understanding**

Measurement

Branding

Mindset

Internal processes

Nowadays...





Thank you! ❤️