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# ACHIEVING CULTURAL ALIGNMENT: NEIMAN MARCUS SETS THE STAGE FOR OPTIMAL STRATEGIC PARTNERSHIPS

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# INTRODUCTIONS



**Chris Purpura**  
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 **QUALFON**

IF YOU HAD TO DESCRIBE YOUR COMPANY  
CULTURE IN ONE WORD,  
WHAT WOULD IT BE?

# IMPORTANCE OF CULTURAL ALIGNMENT WITH PARTNERS

Common Vision + Maintained Trust + Open Communication =





# 3 STEP PROCESS FOR CULTURAL ALIGNMENT

## STEP 1: ASSESSING



# 3 STEP PROCESS FOR CULTURAL ALIGNMENT

## STEP 2: INTEGRATING CULTURE

# 3 STEP PROCESS FOR CULTURAL ALIGNMENT

## STEP 2: INTEGRATING CULTURE



# 3 STEP PROCESS FOR CULTURAL ALIGNMENT

## STEP 3: CONTINUOUS IMPROVEMENT



# NEIMAN MARCUS & QUALFON CULTURES

## NMG|Values

BE BOLD

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BE MEMORABLE

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BE TRUSTWORTHY

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BE ALL HEART

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BE THE BEST

NMG's culture is centered around the core concept that **each associate is accepted, valued, and empowered to achieve their personal best.**

## Qualfon Values

Service

Teamwork

Results

Integrity

Dignity

Encouragement

Spirituality

Qualfon's mission is to **be the best** and **make each person's life better.**

# RESULTS OF STRONG CULTURAL ALIGNMENT

