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

Presented by:

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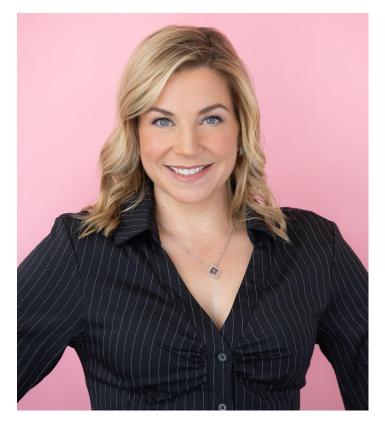




### INTRODUCTIONS



Chris Purpura VP, Customer Service



Jennifer Di Tirro VP, Business Development



# 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 =





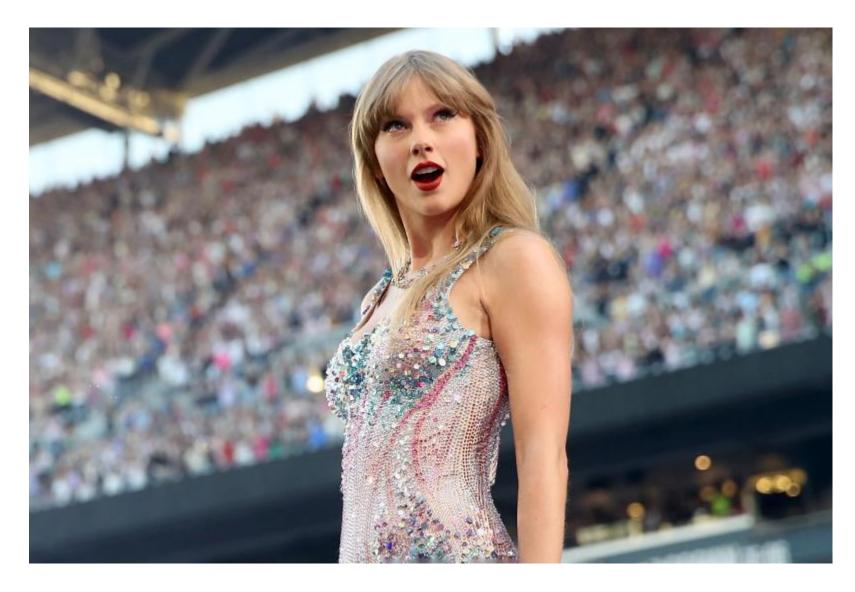


STEP I: ASSESSING



STEP 2: INTEGRATING CULTURE

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STEP 3: CONTINUOUS IMPROVEMENT

# NEIMAN MARCUS & QUALFON CULTURES

#### NMG|Values

**BE BOLD** 

#### **BE MEMORABLE**

#### **BE TRUSTWORTHY**

#### **BE ALL HEART**

#### **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**



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

### **RESULTS OF STRONG CULTURAL ALIGNMENT**

