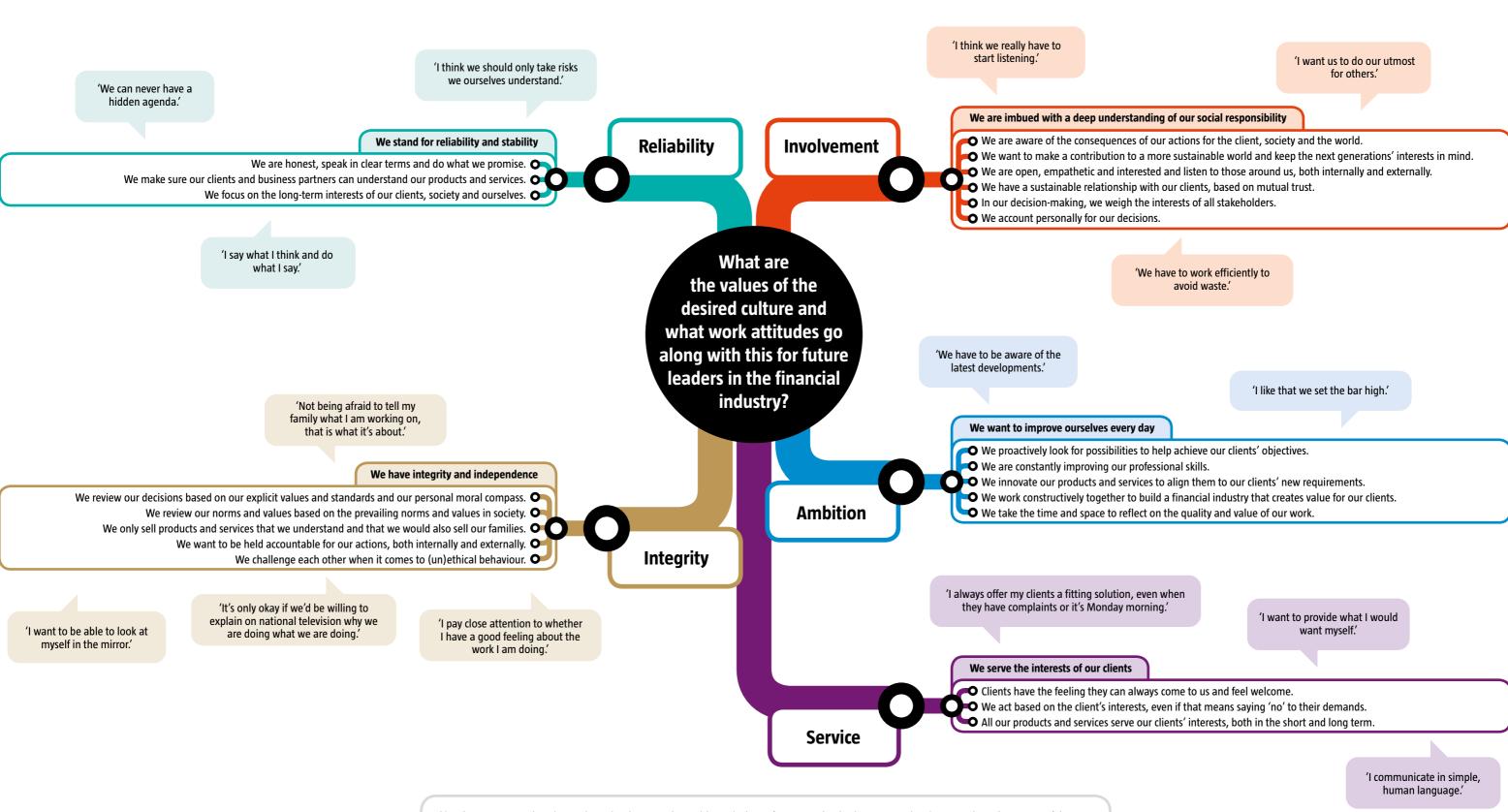
Culture Map Financial Industry



This Culture Map states the values and associated work attitudes for the desired culture in the financial industry. The map is the result of three conferences in February and March 2014 when young people (35 and under) brainstormed in various compositions and discussed this desired culture. Over one hundred participants made contributions. The map also contains some quotes from the conferences

The participants in the conferences work at banks, insurance companies, pension funds, financial regulatory authorities, are students or work for business service-providers such as law firms or consulting firms.

The conferences and this Culture Map are an initiative of the Duisenberg school of finance. the Dutch Banking Association (NVB) and VU

University Amsterdam. The purpose of the map is to spur and elevate dialogue regarding culture. More information on follow-up activities can be found at the LinkedIn group: Tijd voor financiële revolutie?! (Time for a financial

We thank all participants in the conferences for their inspired thinking.













Conduct Map Financial Industry

