

Mette Refshauge

Kommunikationsdirektør

A.P. Møller Mærsk

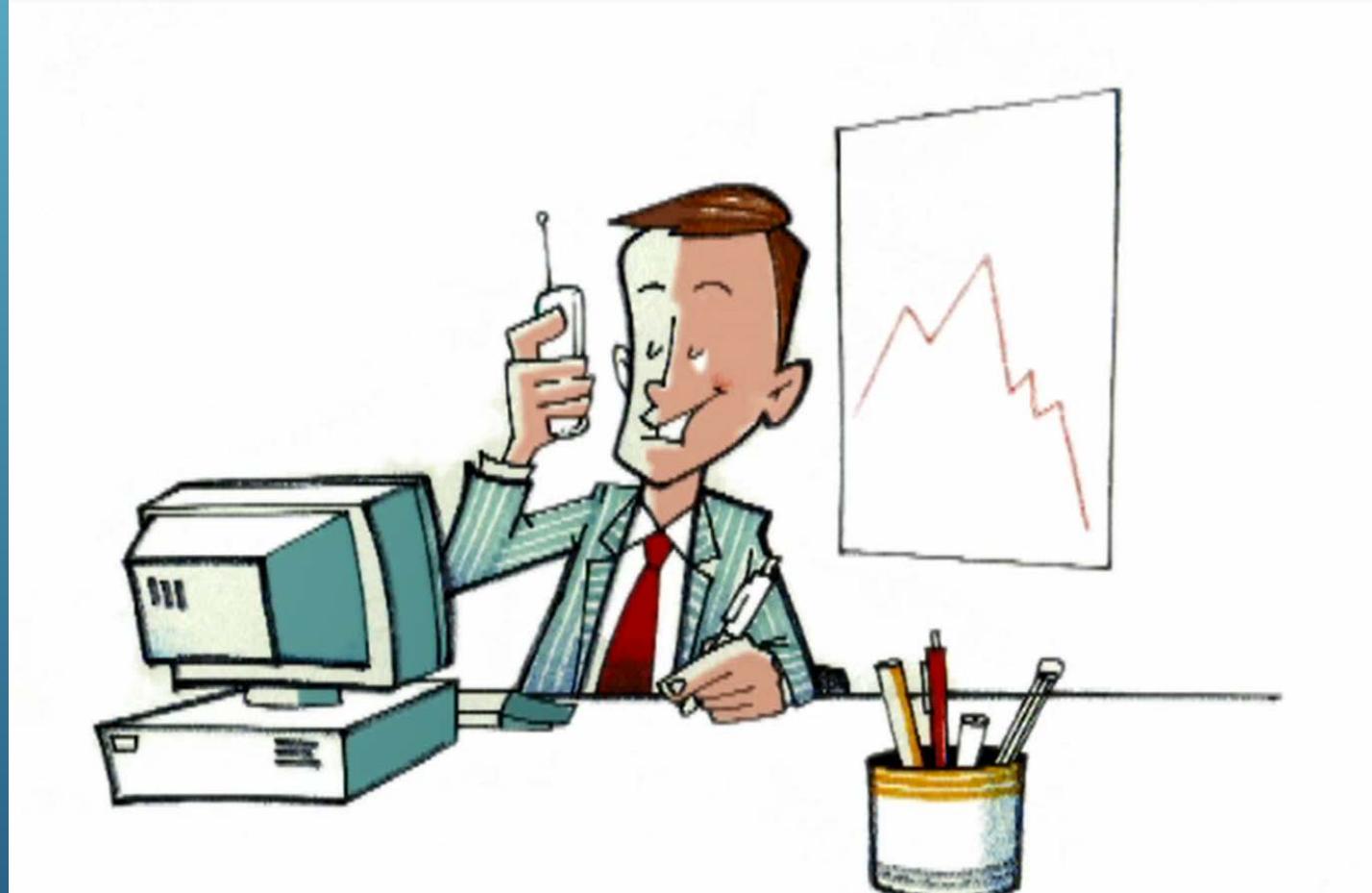
**VELSIGNELSER
FORBANDELSER
FORANDRINGER
I STORE ORGANISATIONER**

BAGGRUND



MAERSK

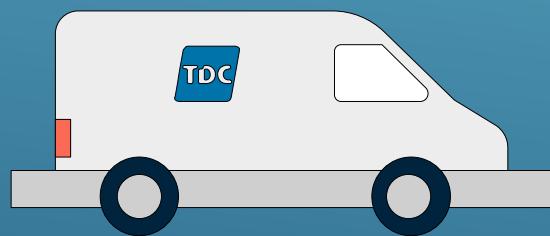
BJARNE FRA MARKETING...



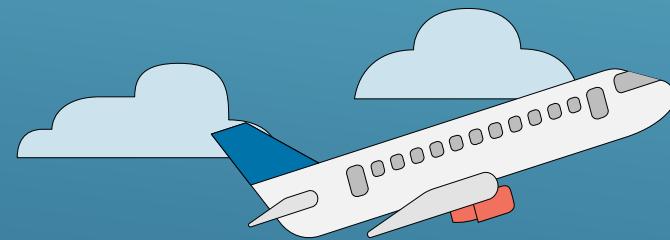
En dag på kontoret...



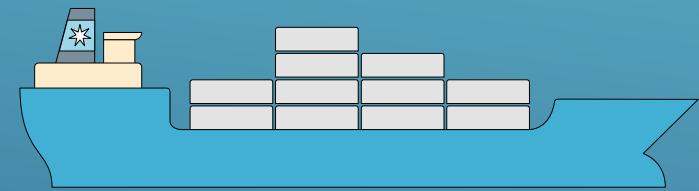
DE KØRENDE



DE FLYVENDE



DE SEJLENDE



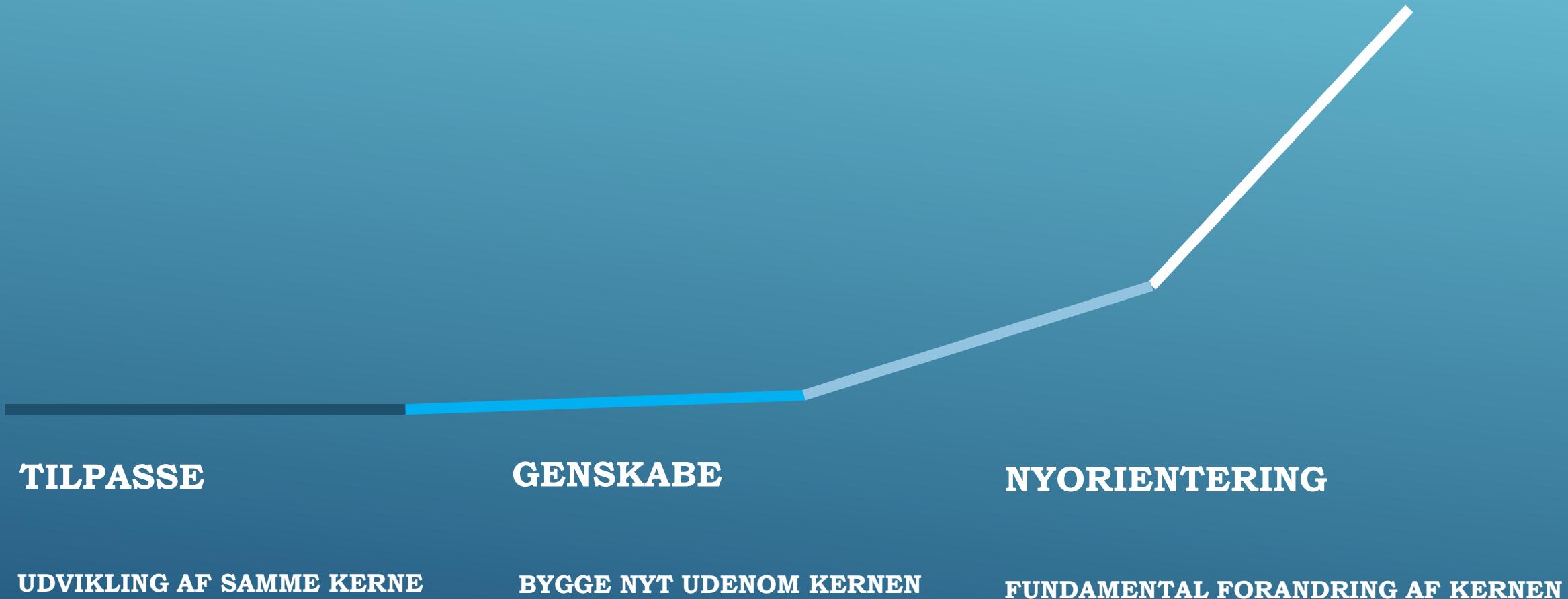
KOMMUNIKATION TIL TOPLEDELSSEN

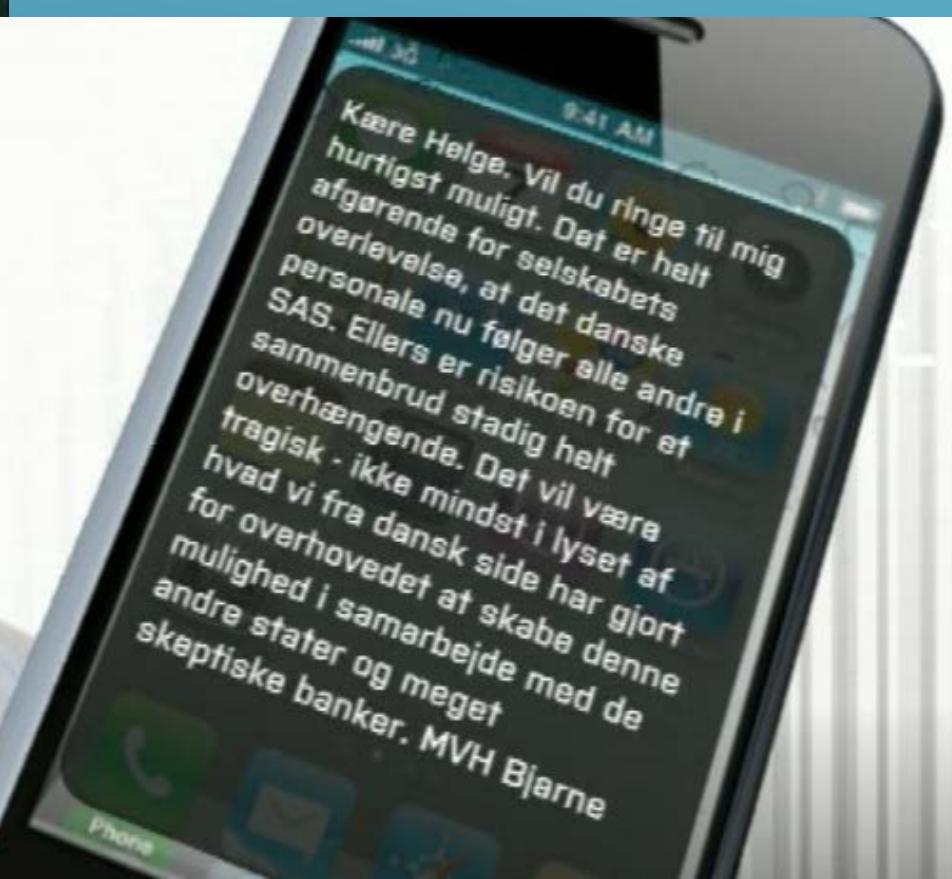


KOMMUNIKATION TIL FRONTLINJEN



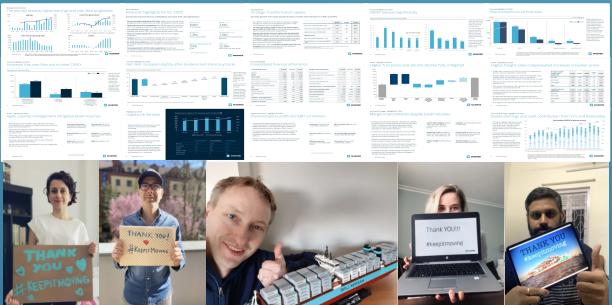
FRA FINJUSTERING TIL EKSISTENTIEL UDFORDRING







ADFÆRD ÆDER FORANDRINGSLEDELSE



MATCH MÅLGRUPPEN



FORANDRING ELLER EKSISTENTIEL UDFORDRING