



IBM HR Summit

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Continuous Listening Strategy at Zurich— Measuring what matters

Cornelia Kunert, Employee Engagement Strategy and Deployment

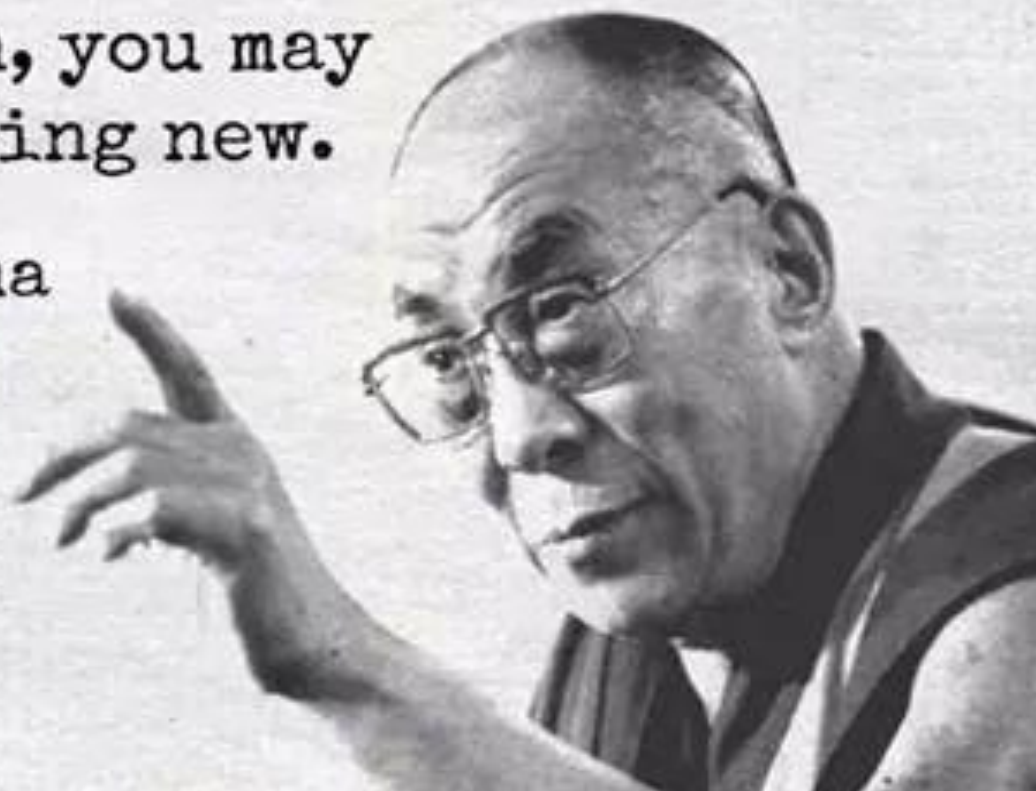
Zurich - Protecting what people truly love

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<https://www.zurich.com/en/corporate-video>

When you talk, you are
only repeating what
you already know. But
if you listen, you may
learn something new.

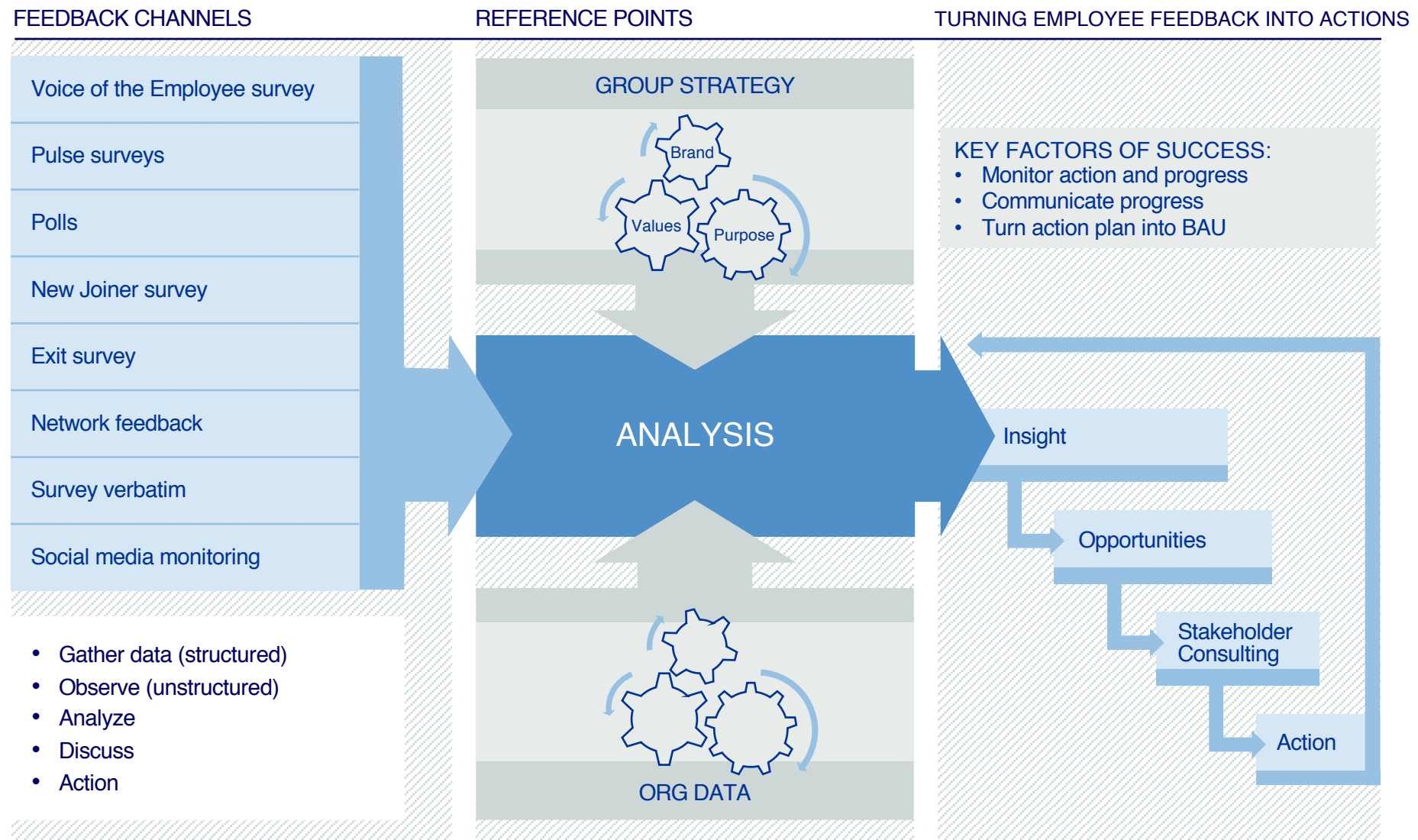
- Dalai Lama



Zurich needs to listen – HOW?



Continuous Listening Strategy – listen, involve, improve



Recap: strategic ambition

Our ambition is to create a more **integrated and continuous listening approach** to provide better insights of strategy deployment and People Vision.

Achieved through:

Continuous
listening

Strategic
relevance

Focus on
insights

Capability for
change

