



**Mr. Erik Van Den Eynden**

**CEO ING**

What can a hospital manager learn from the transformation of ING?

# EAHM Congress

Transformation of ING Belgium

Erik Van Den Eynden, CEO

Ghent, 13th of September 2019

thinkforward

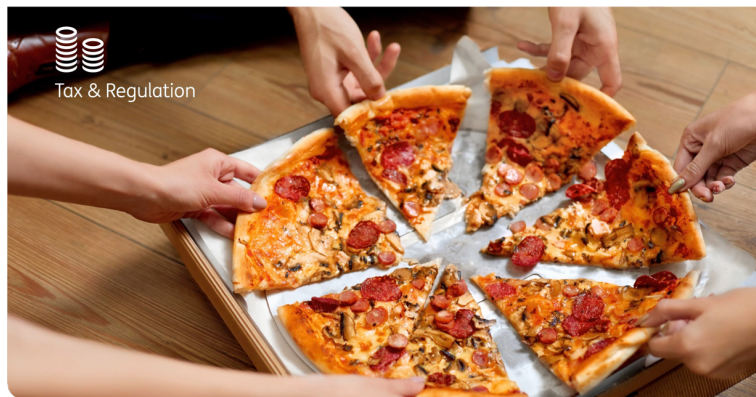








From a burning **platform...**









... to a burning ambition





A large crowd of people, many wearing red and yellow, fills a city square. In the foreground, a person in a red lion mascot costume with a black shirt featuring the Adidas and ING logos stands with arms raised. The background shows ornate European-style buildings.

# Best bank for all our customers

1. Private Individuals
2. Personal
3. Private
4. Self-employed
5. SME & Midcorp
6. Institutionals
7. Corporates



**Empowering people to stay a step  
ahead in life and in business**





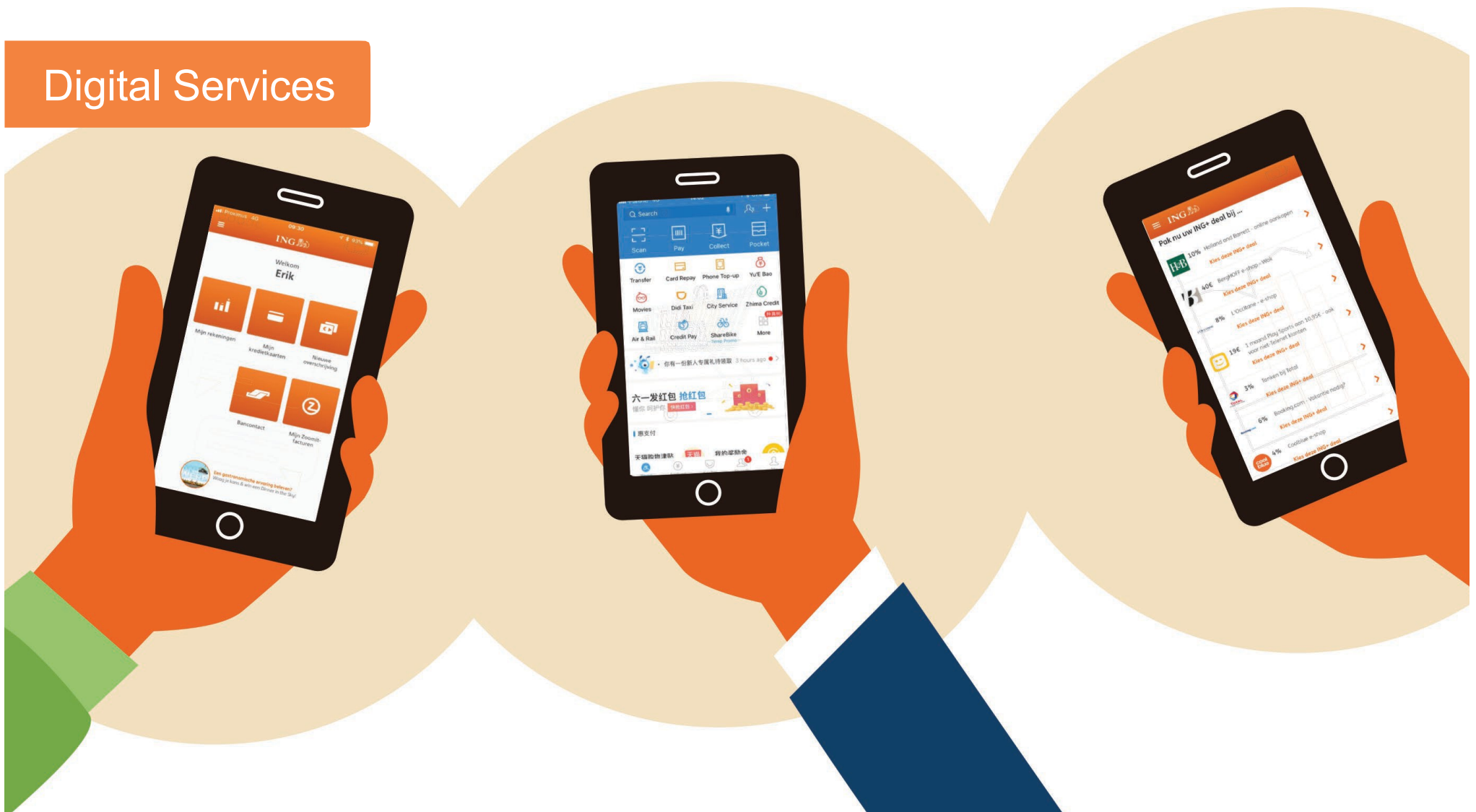
## Delight

Surprisingly **personal**

Remarkably **easy**

Refreshingly **smart**

## Digital Services



## Digital Services



# ING Client House

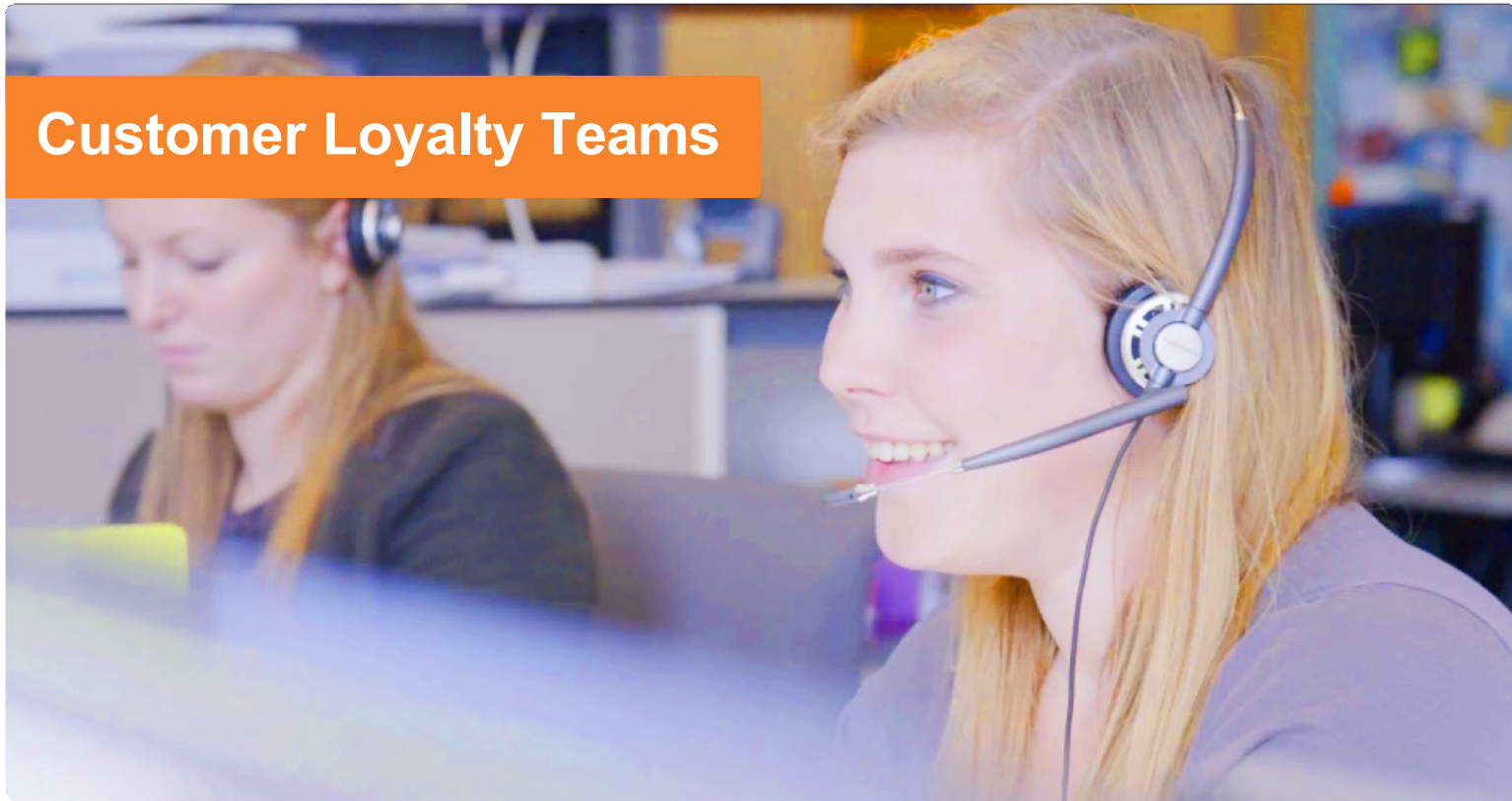




## ING Client House



## Customer Loyalty Teams





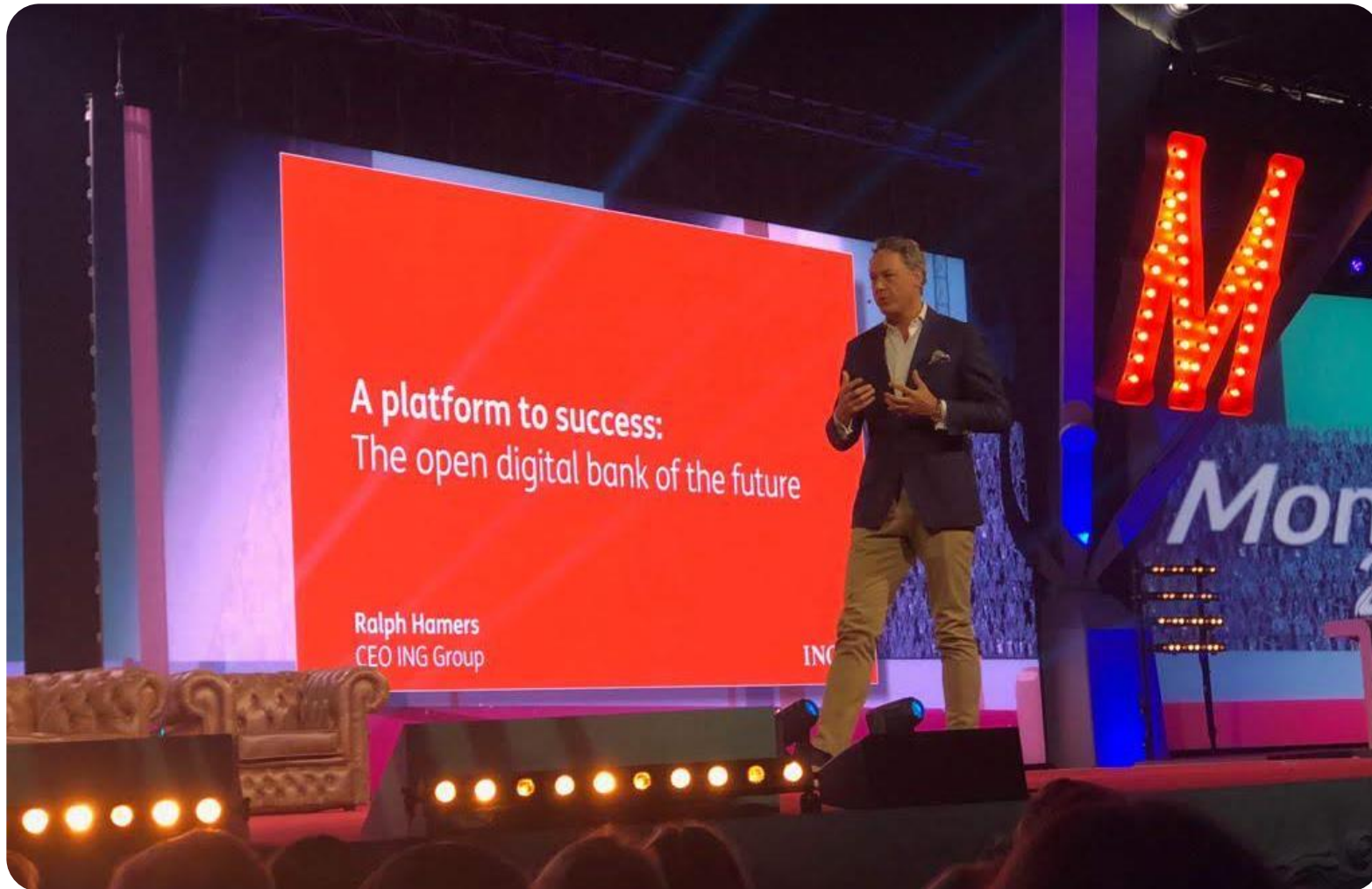
# Unite

**13** Countries

**88+** Card Types

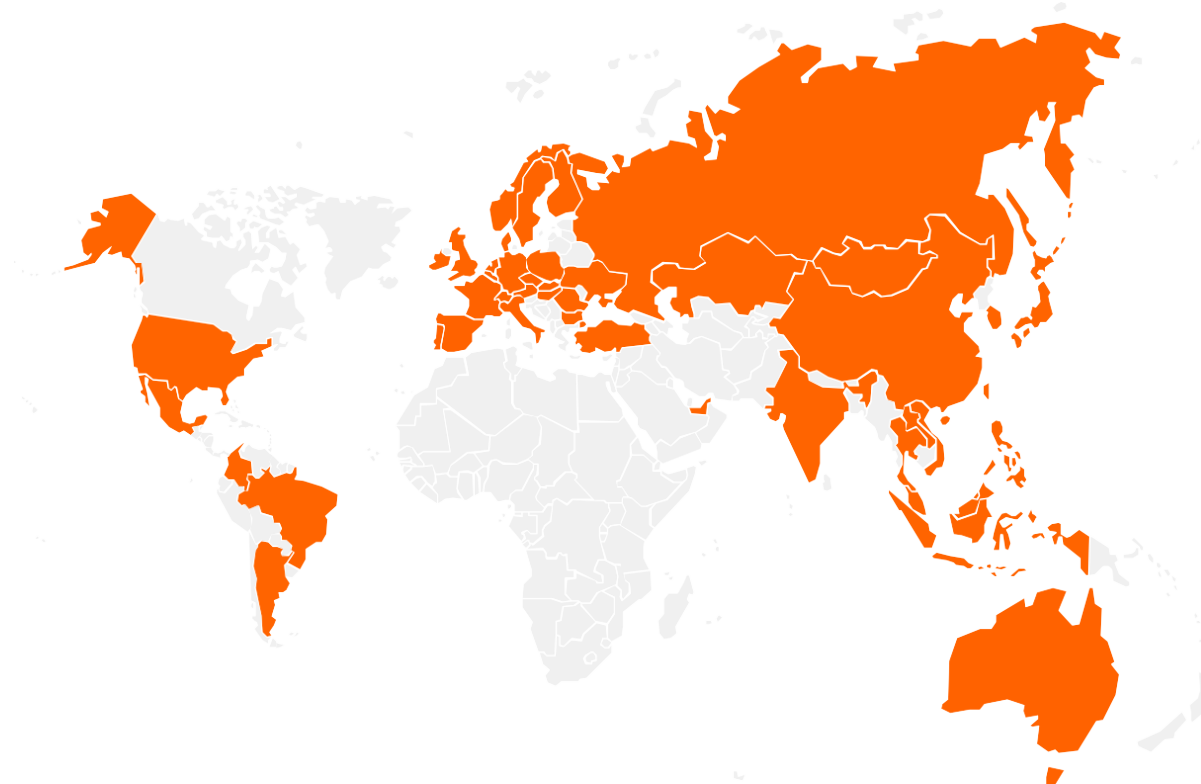
**50** mln cards issued '15 - '17

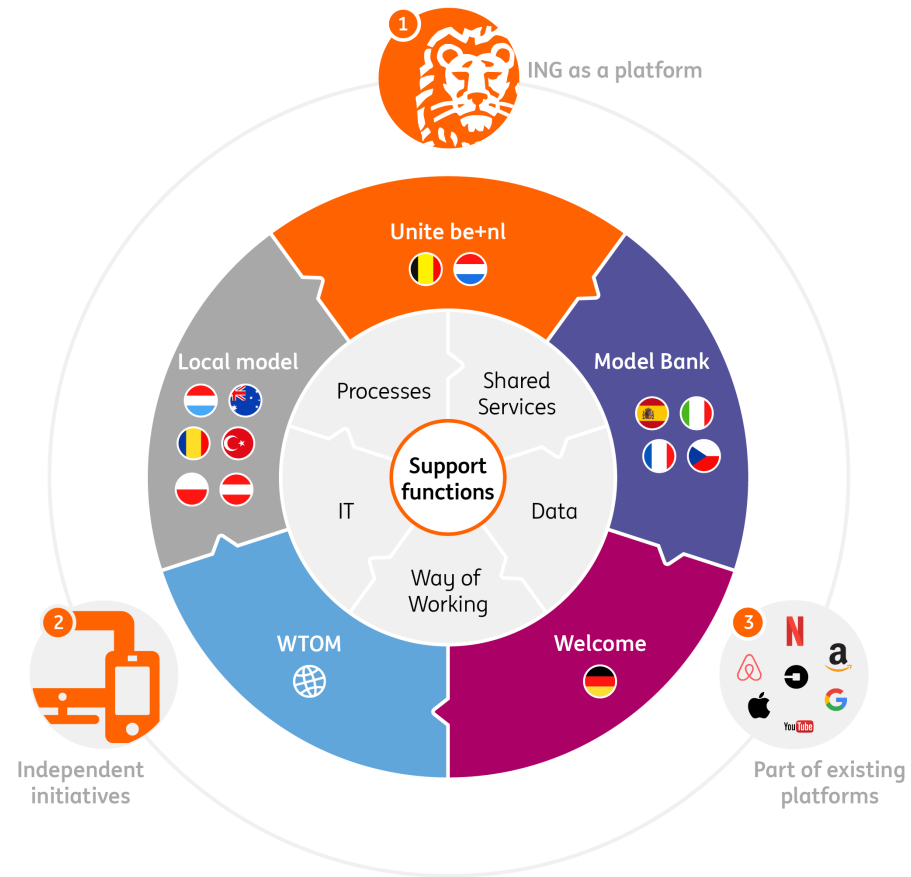






One ING experience built on one global foundation





## Our platform will drive opportunities in banking and beyond



# Ignite





## One Agile Way of Working



# orange code



You take it on and  
make it happen



You help others to be  
successful



You are always a step  
ahead













Purpose to Impact

My purpose is to fly the helicopter and inspire my crew to jump at exactly the right spot to build a home

Have you discovered yet what your purpose is?

Sign up for Purpose to Impact via ILC. The number of places is limited.

Be ING



WellBe@ING



Craftmanship

Leadership









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