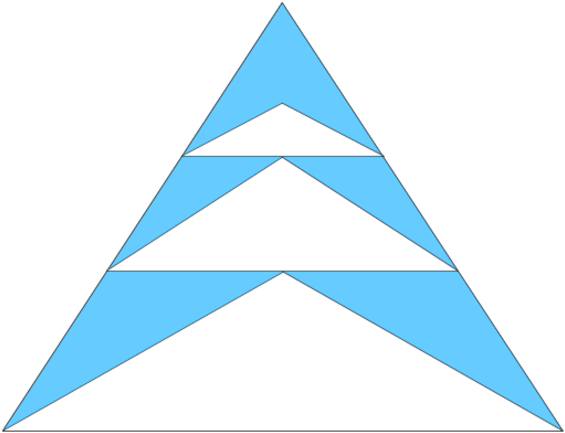
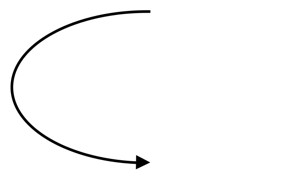
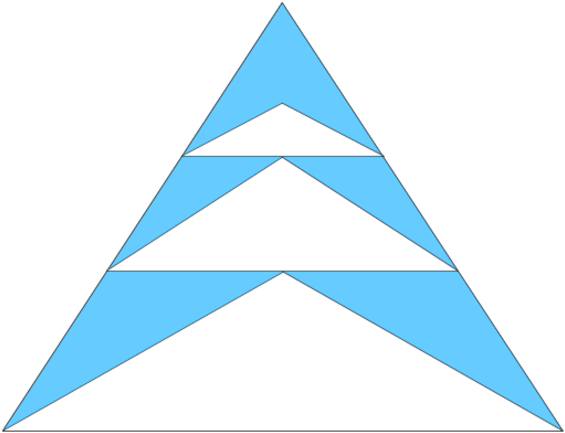
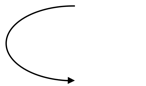
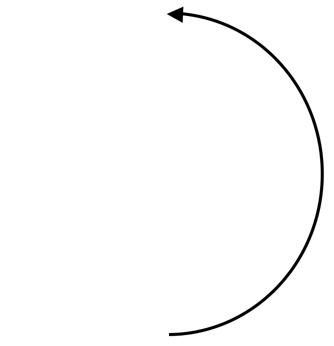
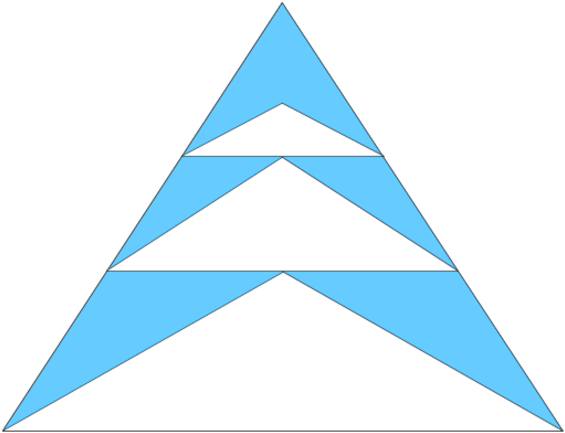
*Illustration 3: Die WDRS-Wertepyramide*

*© insist consulting*

Die WDRS-Wertepyramide



**Vermittlung**

top-down

**Festlegung**

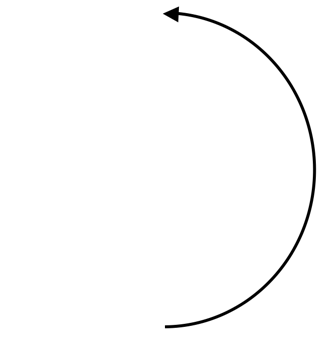
bottom-up

**Drei Ebenen**

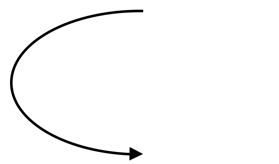
Wahrheit

Offenheit

Öffentlichkeitsprinzip



Werte



Kultur

Strategie

**Beispiel**

«Wahrheit»

Strategie