

The strength of the family business

When identity and image are in harmony with each other



Some companies want to be big, others want to be the best or most innovative, and others again want to generate high earnings. But companies are really successful when their customers, staff and shareholders all share the same values. Where the representatives of a company are united by a core of common values, that company will have a clear identity, which will in turn result in a convincing image in the market.

Employees working for international companies – and especially logistics providers – are becoming increasingly diverse. This applies to their gender, their outlook on life, their age, and their ethnic or national background. Companies must recognize and respond to the opportunities and risks that this diversity presents. After all, if an employee is hardly able to explain what his or her company stands for, that company has a problem, both internally (in terms of its

identity) and externally (in terms of its image). Companies should, then, make every effort to reconstruct their own identity, and to fill that identity with life in their daily activities.

The secret of Dachser's success

How can this be done? First, a company should ask itself which values and ideas underlie its success. One secret of Dachser's success is the fact that the company has incorporated three essential principles into its



corporate philosophy. These are to:

- Enable the company to develop to the maximum of its potential
- Protect the interests of the shareholders in the process
- Avoid influence by third parties

Dachser's corporate philosophy has developed on the foundations of

these fundamental assumptions. Even today, the company's culture and values are still those instilled by its founder, Thomas Dachser. The utmost priority is attached to living and breathing the spirit of entrepreneurship. The freedom to make decisions is an essential component of this. Decisions are not influenced by equity market analysts, but can be taken in line with long-term strategies and with a view to securing the continued existence of the

family-owned company to the maximum degree possible. These are the cornerstones of Dachser's far-sighted and highly flexible corporate policy. The independence with which staff are able to make decisions plays an important role in developing the successful entrepreneurs of the future. Today, Dachser is well known throughout Europe as a pool of management talent in the logistics industry.

Confident staff make a company strong

On top of these central entrepreneurial principles, Dachser also puts into practice other values that are crucial for a successful family business. Dachser is determined to give its employees and its customers a high degree of security and reliability, as

Many of today's management staff started their careers with Dachser as trainees or graduates. The company gave them the opportunity to advance to management positions which carry a large amount of responsibility. Their lasting loyalty to the company testifies to the fact that the family company offers a profes-

sion attention to sustainable corporate policy – these are just a few examples which illustrate the way in which Dachser fuses personal interests with entrepreneurial considerations. Dachser's commitment clearly highlights the corporate values and beliefs which underlie the projects in which it is involved.



well as a sense of belonging. Alongside the commitment to outstanding performance and business success, the values of humanity and cohesion are firmly anchored in its corporate thinking. The influence of the family guarantees a sense of purpose and meaning that contributes decisively to the company's unique culture. Dachser is a proud company, driven by confident staff who have made it as strong as it is today. The employees are entrepreneurs within the enterprise, and they share the organization's central values.

sional environment that can impart a sense of purpose to the individual.

Loyalty and a sense of purpose

The ability of the family-owned company to impart a sense of meaning is the sum of its professional, but also private, values and convictions. The shareholders, company management, staff and customers all share the view that a company has to assume social and ecological responsibility. An aid project in India, a crèche in Kempton, healthcare and professional training programmes for staff,

As a logistics company, Dachser has worked hard in gaining the respect of its customers and of the market as a whole. One might believe that Dachser has proved successful in the tough international logistics market despite the fact that it is a family-owned company. But the opposite is the case. Dachser has proved so successful precisely because it is a family-owned company.

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