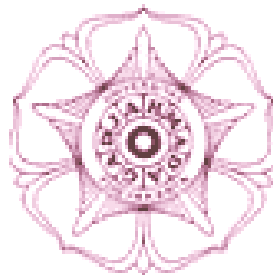


Re-Creating Corporate Culture

at PermataBank Jakarta

Thesis
As a partial fulfillment to achieve a Master degree

Study Program in Master of Management [Magister Management]
Department of Social Sciences



submitted by

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8134/PS/MM/01

to
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2004**



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Everyone's talking about Corporate Culture:

"Culture is a mindset. It is the greatest weapon a CEO has. Change culture, and you change the world." [Mike Harper, Chairman and CEO, RJR Nabisco]

"A company internal strength evolve as excellent people are encouraged to develop within a positive culture." [Laurence Hirsch, Chairman and CEO Centex]

"Today GE manages by certain values, not by numbers. Everyone knows these values-relish change, advocate boundary less behavior." [Jack Welch, Chairman and CEO GE]

"The manager cited culture as the primary reason for failure to achieve financial goals."
[Surveyed 500 Manager who involved through merger; Sherriton and Stern's Firm]

"Changing corporate culture takes time; people don't change overnight. But people will accept change if they believe in it and if they see that they have a personal stake in changing."
[Lee Gammil, Jr., Executive Vice President New York Life]

"Having tough-minded strategic priorities is one thing. Putting them into action making them work - is another thing. That's where corporate culture is important. Culture change is one of my highest priorities." [Lou Gerstner 1996, IBM Annual Meeting]

"Building corporate culture represent foundation and investment existence of PermataBank on a long term. We do not converse to reach goals for 1 or this 2 year, but 10-year or 20 year forwards. Let us build a solid corporate culture of PermataBank ... Just now!!!!!" [Agus DW Martowardojo 2004, President Director PermataBank]



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MASTER OF MANAGEMENT
GADJAH MADA UNIVERSITY

AUTHORIZATION

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has been defended before the Board of Examiners
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and has been declared to fulfill all requirements

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