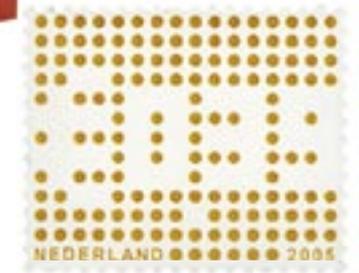
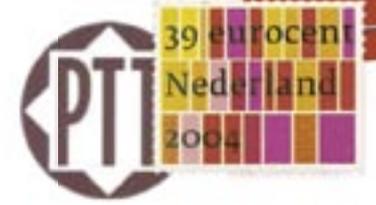




REKENK
550JAA
RECHTMATIG
& DOELMATIG
BOCT = BOCT
NEDERLAND



Jan Wolkers (1925) is beeldend kunstenaar en schrijver. Zijn boeken, waaronder *Serenitas' Periticoat* en *Zen roos van vlees*, zorgden bij zijn leven voor opschudding. Zijn roman *Turks Eiland* werd in 1990 uitgegeven. Deze film van de twintigste eeuw is gewijd aan het werk van Jan Wolkers met het maken van postzegels.





Erik Jan Hultink is head of the Strategic Product Development department of the Industrial Design faculty at the Technical University in Delft. In this interview we asked him for his opinion on branding.

From his professional expertise he looks at brands in general and the TNT brand in particular. Erik Jan believes that a successful brand should be visible, consistent in its branding, should gain trust and be focussed on the target group.

He describes Alfa Romeo to be one of the strongest brands. Because of the particular qualities of its solid branding in time, its consistent branding in the press and its possession of a brand identity translated into design guidelines. He relates Alfa Romeo to be a perfect example of a real strong brand.

When specifically asked for his views on the TNT brand he replies; "To me, it is not quite clear what the TNT brand incorporates! I get confused by all these brand name changes, from one abbreviation to another, I lost track!"

TNT does, however, make a more solid impression as opposed to its predecessors. The logo and the way it's presented has a professional look and feel and does refer to the desired brand identity if you ask me.

Besides this it does have a more international appearance compared to the Dutch competition.

Still, when hearing the name I sometimes tend to think about explosives. Really don't know why ;-)"

A Brand discussion

Jan Wessel Hovingh is a graphic designer. In 2006, he designed Young TNT's and Be Young's new house style.

He considers 'Ben'¹⁾, although discontinued, still a good example of a strong brand. 'The name is well chosen. A mobile phone is personal, but you share it with a lot of people. By choosing a proper name and a suitable visual identity, people could easily identify themselves with the brand. It was very pure: 'Ik ben Ben' ('I am Ben').

Jan Wessel thinks a strong brand gives people the idea they are buying more than just the product. With such a brand, people know, consciously or unconsciously, what the brand is about.

His association with PTT was that of a reliable, solid, no-nonsense company. 'As for TNT in 2007; for me it hasn't had time yet to establish itself as an identity. The brand is still 'under construction'. I do like the choice of orange as brand colour, it stands out. However, as a Dutchman, I identify myself less easily with TNT than I did with PTT or TPG, even in spite of the use of orange. TNT is more trendy but also more distant.'

'I find the TNT Post logo to be a bit plump. An understandable choice, but too much cut-and-paste.' The old logo's of PTT Post and TPG Post were refined. For the new logo, the Australian design was used, the crown and 'post' were added and that was it.'

In comparison to its international competitors, like DHL, TNT feels like a serious brand. In comparison to competitors on the Dutch postal market, Jan Wessel replies; 'I can't really picture the logo's of Selektmail and Sandd. To me, they express themselves as the cheaper alternative for TNT. I compare them to price fighters like Ryan Air and Routemobiel.'

Jan Wessel thinks TNT should use its advantage, its image as a reliable company, and keep the individual customer in mind. 'TNT as a postal company is closest to the Dutch, by tradition.'

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¹⁾ Ben used to be the brand name of a mobile phone provider. Since 2003 Ben was renamed T-Mobile.

BEN

Editorial Foreword

...Design is everything -- Everything is design...

Pimp your home, your car, your cell phone, your desk, your iPod, your office, your hyves-site, your outfit, your anything! Name it and I'm sure it can be pimped or well... it can be designed anyway you like it. But... think hard before you just go ahead and design, since how you do this tells us more about who you are and what you stand for than you might realize.

Take Apple's iPod for instance, how does its design make you think about 1) the brand Apple, 2) all other Apple products (iMac, iPhone, etc) and 3) the person carrying around this flashy gadget? Design influences all this and more. Therefore, we found Design to be a topic fascinating enough to dedicate this Be Young to.

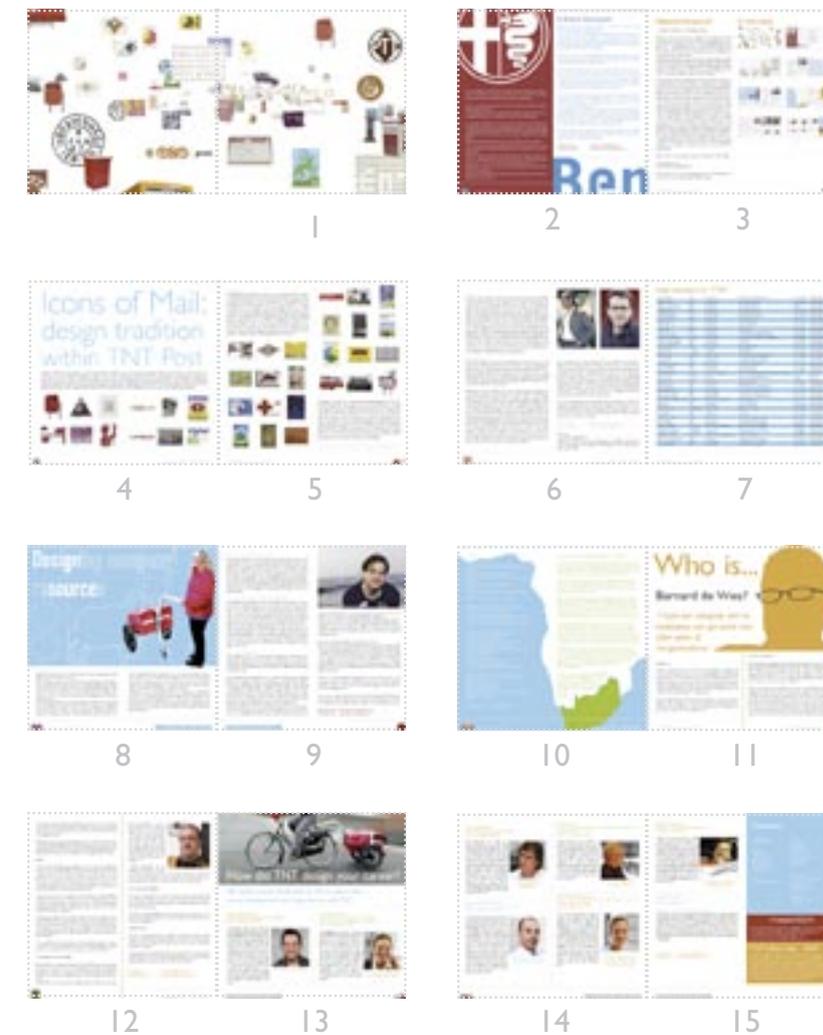
In the making of this issue Marjolijn Pronk and Jolanda Oudshoorn stepped away from TNT and took it to another level as they had discussions about the design of brands with Erik Jan Hultink (Marjolijn's former professor) and Be Young's designer Jan Wessel Hovingh. Brainstorming about this issue, we considered stamps to be the ultimate example of design within TNT Post. Wiechert de Boer and I therefore interviewed Corporate Communication's Julius Vermeulen and Antoine Achten who told us about design within TNT, way beyond the well-known stamp! Paul Leuverink was invited to tell Marjolijn Pronk and Marjolijn Klooster about his ideas on how design relates to the making of our company resources such as boxes, bags and clothing. In order to find out how TNT designs the careers of our company's employees, Anouk Broen and Marjolijn Pronk interviewed employees throughout the company. Jasper ten Dam contributed to this issue by sharing his thoughts in his column titled U-Design. Besides the subject but certainly interesting, Bernard de Vries, chairman of TNT Post Operations' works council, shared his ideals and opinions with Sven Voeten and Jolanda Oudshoorn. I would like to thank all of you for your enthusiastic participation!

By the way, in case you hadn't noticed, we pimped our Be Young...!

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Please check out www.iconenvandepost.nl for all the illustrations used on the cover and throughout this Be Young.

In this issue:



Icons of Mail: design tradition within TNT Post

Luckily for TNT Post many people are still sending birthday or holiday cards to their families and friends. While you often have to think hard about an impressive text on the card, the sticking of a stamp on your card is a standard automatic procedure. You may define a stamp by 'just a small piece of paper that represents a value of € 0.44'. Probably most of you have never realized that many stamps have been the result of TNT Post's long design tradition. Along with Antoine Achten and Julius Vermeulen of Corporate Communications within TNT Post, Be Young wants to give you more background information on the design tradition within TNT Post and how these men challenge to keep this topic on the organisational agenda.



Design history

The design history of TNT Post has its roots in the former PTT organisation. Especially during the first half of the 20th century PTT began to focus strongly on the quality of visual communication. The foundations of this development were laid by general secretary to the Board J.F. van Royen. Contemporary art and design works were brought in since it was considered that as a service-oriented company, PTT should be at the forefront of modern society and therefore not only make use of the latest technology but also contemporary art. In 1945 PTT established its Department of Aesthetic Design in order to ensure that professional design was incorporated in all communication. This department can be considered as the start of a famous design tradition that focused on the design of stamps, telephone- and post-boxes and the application of visual arts¹.



According to Antoine it is internationally acknowledged that TNT Post has had an important and progressive role in the development of design and cultural climate in the Netherlands. Besides this, our company has, especially since the 1960s, played a role in the exposition of art: "The main objective of art was to give employees a more pleasant working environment. This idealistic view has currently resulted in a collection of more than six thousand art works which are displayed at locations throughout the Netherlands. Although some attention to this collection is given in the Museum of Communication and the Escher Palace in The Hague, probably most of us are not aware of the historical importance of these art pieces and the presence of this large collection in our buildings".

1) Publication for the exhibition 'Art by mail' held in the museum Escher in the palace in The Hague The Netherlands from 2 September to 11 December 2006.

Stamps

It seems that the values of the 'classical' design tradition have gradually eroded. A good example is the design of the stamp. In earlier times, the stamp had a status comparable with bank notes and coins. Although the image on the stamp at this point was always reserved for the heads of state such as the king or queen, the design works that underpinned these images was often superior and a piece of unique art design. At this moment everyone can design his or her own stamp with a drawing or photograph. This means that we as consumers are not dependent on the use of a portrait of Queen Beatrix for the stamp on our postcards. Although, with this new service, TNT Post anticipates on the need of people and society, the design of the stamp has become fully detached from the traditional taste and aesthetics. With this new development the yearly designed official collection is interesting for stamp collectors and other special audiences and is limited to a series of 12 to 15 new publications a year. The publication of a new stamp is a well organised process in which Corporate Communications facilitates marketing and product management.

Functional design

Especially during the CEO-period of Wim Dik in the 90s the objective and importance of design transformed more and more to the functionality of design. With the organizational separation between KPN and PTT/TPG, the responsible department for design moved for the greater part to the KPN organisation. However, with the different reorganisations within KPN several years ago, this department (including the design tradition) has unfortunately ended into a silent death.

Although you can not compare the current situation with the design years of van Royen, design is still an important issue for TNT Post. With design TNT Post wants to represent her core values: quality, customer focus and innovation. These values can be visualised through the brand of TNT, external communication to clients and for example the development of new clothing or the orange bags of our postmen. According to Julius it has become more difficult to develop a progressive design which is in line with the high standards of the former design tradition. The development and decision making regarding design is now a process in which various functional departments and management are participating. The department Corporate Communications facilitates this process by its contacts with design agencies, academies and art designers. "However, due to the current cost reduction programs and reorganisations within TNT Post, we notice there is less budget available for creative and innovative designs which means we have to, more and more, make use of standard solutions".



Julius Vermeulen



Antoine Achten

Julius and Antoine are convinced that the stamps of TNT Post and design in general are still of high quality in comparison with other postal operators. "We do our utmost best to come up with creative and surprising designs that align with tradition and high quality. For designers it is still a great honour to design a stamp. From an economical perspective the publishing of new stamps for collection purposes is profitable business that positively contribute to the EBIT of TNT Post. However, progressive and high quality design is often not just a case of functional use but also of emotional and personal taste." Especially the latest two factors are difficult to aim for in an environment of short term cost perspectives.

TNT Post should realise that especially with the design of stamps our company can be distinctive to clients and competitors. Good taste is very personal and difficult to define. According to Antoine and Julius: "we must value and not forget the tradition and heritage of Mr. van Royen and his department of Aesthetical Design".

Wiechert de Boer
Annemarije Kramer

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References

- www.iconenvandepost.nl
- Publication on the occasion of the Exhibition 'Art by Mail' in the Museum Escher in the Palace in The Hague The Netherlands from 2 September to 11 December 2006.

New members of YTNT

Rosita Klaver	Mail	Commerce	Key Account Management	Den Haag	Netherlands
Menno Worst	Mail	Production	Area Noord-West	Amsterdam	Netherlands
Rutger Laman Trip	Mail	Production	Area Noord-Oost	Alkmaar	Netherlands
Tjibbe Bouma	Mail	Production	Area Noord-West	Amsterdam	Netherlands
Willemijn Beelen	Mail	Head Office	Quantitative Support	Den Haag	Netherlands
Jurriaan Peters	Mail	Production	Area Zuid-Oost	Den Bosch	Netherlands
Okke Wiersma	Mail	Production	Area Zuid-West	Dordrecht	Netherlands
Arno Smit	Mail	Production	Area West	Den Haag	Netherlands
Anique Bierman	Mail	Commerce	Marketing & Communications	Den Haag	Netherlands
Laurens Liezenberg	Express	Head Office	Customer and Market Intelligence	Hoofddorp	Netherlands
Linda van Nieuwkerk	Mail	Commerce	Control	Den Haag	Netherlands
Joanne de Fretes	Mail	Production	Area Zuid-West	Den Haag	Netherlands
Jeroen Kruit	Cendris	Cendris	Marketing	Den Haag	Netherlands
Niels Toeset	Express	Head Office	Global Account Management	Hoofddorp	Netherlands
Carola Edel	Mail	Commerce	Commercial Traineeship	Den Haag	Netherlands
Anke Kampschreur	Mail	Production	Ondernemingsraad	Den Haag	Netherlands
Simon de Rijke	Mail	Production	Staf Operations	Den Haag	Netherlands
Martin Jaeppeche	Express	Business Solutions	Key Account Management / Business Solutions	Troisdorf	Germany
Alice Tseng	Express	Finance	Finance and Administration	Taipei	Taiwan
Berend Gras	Mail	Production	Staf Operations	Den Haag	Netherlands
Niek Uitentuis	Mail	Commerce	Marketing & Communications	Den Haag	Netherlands
Najiba Abdellaoui	Mail	Head Office	Corporate Communications	Den Haag	Netherlands
Bianca Rozendaal	Mail	Head Office	Corporate Communications	Den Haag	Netherlands
Sanne Maarschalkerweerd	Express	TNT Benelux Express	Customer Care	Houten	Netherlands
Jikkie Has	Mail	Production	Area Zuid-West	Roosendaal	Netherlands
Peter Cermak	Headoffice	Head Office	Business Control	Hoofddorp	Netherlands
Lotje Huijs	Mail	Commerce	Control	Den Haag	Netherlands
Sander van Gogh	Mail	Commerce	Commercial Traineeship	Den Haag	Netherlands
Roos Deman	Mail	Commerce	Commercial Traineeship	Den Haag	Netherlands
Paul van Velden	Express	TNT Express Benelux	Major Account Handling	Schiphol	Netherlands
Daphne Dumoulin	Headoffice	Corporate	Human Resources Services	Hoofddorp	Netherlands
Rachel Dowling	Express	TNT International Express	Customer Service	Hoofddorp	Netherlands
Marc Tissot van Patot	Mail	Commerce	Commercial Traineeship	Den Haag	Netherlands
Jessie Liebrechts	Mail	Head Office	Graduate Recruitment	Den Haag	Netherlands



Designing company

resources



July 27th we had the chance to talk to Paul Leuverink, head manager of the department for company resources.

The first impression at our arrival was quite special since Paul's department is a pilot project for flex workers in the office building in The Hague due to lack of space. The area has a new type of design with bright orange and white colours and different rooms for different needs. Being a coincidence or not, it was a very convenient surrounding for our interview regarding design.

Paul Leuverink started his current job January 1st 2006. He is responsible for the availability of company resources. These company tools include all means necessary for the processing of mail, except machinery. A few examples are clothing, the famous orange mailboxes and also vehicles. An-

other challenge for Paul's department is to develop and design for maintenance parts. There is always the possibility of a new resource breaking down. It is necessary to fix it in as short a period of time as possible. Paul's department is developing ways to speed up this process with solutions such as removable parts which can easily be replaced.

Thinking in terms of design Paul told us it is important to distinguish between aesthetic design and functional design. When developing a new model this is a difficult challenge. On the one hand the object has to be functional, while on the other hand it's important that it is appealing, since these products are often part of the visibility of the company towards the (potential) client.

Roodrunner; the end of appearance design

A perfect example of a resource which was all about the looks was the "Rood Runner". It was a bike specially designed by a designer agency. This bike looked amazing, very flashy with a big red mail container in front. But after a couple of months it turned out it was not functional at all. The little engine that was connected to the spinning wheel, meant to alleviate the mailman's cycling efforts, was already depleted after only 5 kilometres, and the wheels broke off after a couple of rides! Paul's department learned its lesson and the designing had to be done in a different way. The functional part of the designing in a company like TNT had to be the most important part.

The Postman; an excellent example of functional design

An example of a tool which is very successful is the "Postman". This is a cart which is multifunctional, since it is possible to either connect to the bike or tow it while walking with an attached special retractable wheel. The test model was very basic, so nobody could be misled by the appearance of the cart. The specially designed TNT carrier bags, in orange and silver colours, were connected to the cart, which means these are multifunctional as well. Of great importance was the stable solid material. After the stable model was developed they started to pimp the cart! To make things look right the cart got real Italian designer moped wheels; on the one hand fashionable, on the other functional. Besides that, the frame of the cart was silver, since you never know if TNT might have a different name in the future. In that case TNT only will have to change the carrier bags on these carts.

The resource design process

The continuous process of renewing and of ergonomic principles cause demand for adequate tools and resources. When there is a certain demand, Paul's department starts with the development of models. The "Postman" was developed after the need for a combined foot and bike cart became clear.

After defining and clarifying all sorts of specific requirements (regarding functional, technical, commercial and logistics demands) Paul's department starts negotiating with a specialised design agency. After testing a small wooden model, which is called the "spit model", a real life-size model will be tested. This is done by various TNT employees for a certain period of time. The purpose of the testing is to find out which parts of the model have to be improved. In this process TNO plays an important role being the institute that finally has to approve the model for use. Once the model has been successfully tested and all necessary adjustments have been done, the purchase of the different parts and materials starts. It's a challenge to find these parts and materials in the lowest price



Paul Leuverink

range. Especially when the department brings a new model to the "TNT market", it's important to start with high quality materials. The resources used by the company must be of a solid, reliable and functional character. This corresponds with the Brand TNT which stands for: reliability, expertise and enthusiasm. TNT is a company that is involved with its customers and it is of great importance to carry this message out in different ways.

How environmental friendly are the TNT resources?

At last we wanted to know if the department's production complies with TNT environmental standards. Paul told us frankly that for him and his colleagues environmental requirements are most important. TNT's policy is not only concerned with environmental requirements. Dealing with various suppliers in countries all over the world, TNT sees it as company responsibility to have an influence on the manufacturing process of the products. Thus, a control program makes sure that, for instance, no child labour is involved.

The process of developing and designing new tools and instruments never stops since there is always something to improve in a dynamic company like TNT, and there are always new materials available on the market to improve existing products.

For us it was a great experience to have this meeting with Paul Leuverink. We now realise how much we depend on his department for the functionality and the public image of many of the instruments we use.

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U-Design

See yourself as a piece of art.
Not entirely finished, just getting the right shapes and structures.

Design yourself. Bit by bit, piece by piece.

Add some, lose some. Be a creative artist, critical and perfectionist.

Let your next choice be your best choice.

Ready for more?

Or is there something on the surface, that's making you nervous?

Don't worry your life away and start building.

Build yourself, stronger and better than yesterday.

Along the way you win some and learn some.

You could be the one to do it differently.

Save yourself from unoriginality. Break the boundaries and limitations of the context you're living in.

Design it, shape it. Reclaim yourself from good to great.

Wake up and start designing. Live the life the way you really feel, not the way they make you feel.

Or would you rather just mingle?

Follow the mainstream and let your life flow away.

Standing in the middle of the line, all day?

You could complain along with the rest, why life isn't going where you want it to go.

No more, it can not wait.

Open up your mind and see like me.

Look into your heart and you will see.

Or else, you might regret what you let slip away.

Build it, break it, as long as you keep on moving.

Take time to look back, but don't hesitate too long.

Nothing is gonna stop you.

Take the wheel and make it turn.

Start designing 'the better you'.

Take this minty-fresh breeze and live your life a bit more dangerously and differently.

U-design.

Jasper ten Dam jasper.ten.dam@tntpost.nl

International Business Orientation (IBO) 2007 – South Africa

On behalf of the board of Young TNT we have this unique opportunity to introduce ourselves as the International Business Orientation (IBO) committee of 2007. The IBO is an annual tradition bringing together 30 Young TNT members to work on an assignment of strategic importance.

The IBO focuses on three objectives: create added value for TNT. Second, it offers young employees of TNT the opportunity to study TNT businesses abroad. Finally, the trip enables members to meet employees working in similar functions abroad.

After several months of preparation we proudly presented our assignment to the members of Young TNT at the BBQ organised on the 27th of July 2007. This year's participants will conduct a preliminary feasibility assessment for an intra-regional road network for Southern Africa. Five groups (the Big Five!) will focus on different regions to prioritise attractiveness of the relevant domestic and cross border road express markets.

The research will be carried out in Johannesburg from October 29th until November 2nd 2007. The IBO will create an interactive exchange of knowledge between TNT employees in South Africa and the IBO's participants. To achieve the research objectives, the participants will start preparing their assignment two months in advance of the trip. This preparation phase includes two seminars organised in September and October.

During the trip there will be time allocated to finalise the assignment before the closing presentations. At the end of the week the conclusions and recommendations of each group will be presented to the local management of TNT in South Africa. After the trip the final outcomes will be presented to the TNT Board of Management and senior management.

We are very proud to organise the IBO 2007.

It promises to be a challenging and exciting project for Young TNT. We'll share our South African experiences in the next Be Young! Check www.youngtnt.com for further information.

Who is...

Bernard de Vries?

'I hope our company and its employees can get some rest after years of reorganizations.'



Background

Bernard started his career at PTT Post in Groningen as a mailman, 28 years ago. At that time, he was active in the political party GroenLinks and participated in school-committees in the area. In 1989 he joined the works council and after some years he became chairman of the Works Council (OR) for the Business Unit Letters, which later developed into OR Distribution and OR Operations. His position in politics taught him tactics he could use while negotiating PTT's management.

Bernard's ambitions are related to TNT's employees: 'To do as well as possible for TNT's employees'. His goal is balancing the company's interests with those of the employees. 'I hope our company and its employees can get some rest after years of reorganizations.'

The OR vs. Operations

The relationship and dialogue which OR and management, Bernard de Vries and Pieter Hollander, have, is unique for a large company such as TNT. 'When I started working for the works council, we fought PTT's management. Nowadays we try to find creative solutions, we search for mutual interests. This costs more energy than a fighting attitude, but it results in better outcomes for the employees.'

Several years ago can be marked as the start of this dialogue between management and works council. Distribution's manager at the time, Sjet Gustings, and Bernard had an appointment in Limburg to solve a disagreement between local management and the works council. Where their talks about work usually turned into discussions, they now discussed their personal lives as they were driving there by car. They both enjoyed the conversation and asked themselves why they couldn't talk about business matters in the same way. At the end of the day, sealing their agreement



over dinner, they agreed they would both try and reach an open dialogue and declared to have 100 % faith in each other. That was the easy part. Now, both their backings had to be convinced of this more effective way of reaching consensus.

Although cooperation through dialogue generates profit, the New Initiatives Master Plans (NIMP) worry Bernard. Up till now no decisions have been taken that have crossed a line for Bernard, but looking at the possible dismissal of thousands of employees, crossing that line is nearby.

NIMP

'I understand something must happen. But, the way our management wants to do this within NIMP is almost unacceptable. We have now reached a limit of how much the employees can take within a certain period of time. Everyone needs some peace and quiet to recover from the previous tumult before taking the next step. At this point, we are not resting but taking the next step straight away, while our employees are still recovering from the last changes in their jobs.'

'If you ask me, once we complete the new initiatives, another 6000 to 11000 jobs will be at stake. To keep up with the changing market, I think we have to try and make a continuous process of our reorganizations, changing gradually instead of making ad hoc plans after the last reorganization has just been completed.'

A big question within TNT nowadays is how to keep our employees motivated. 'Within TNT, we communicate a lot but we are not good at it. For example, the day the plans for the new initiatives were communicated to our employees was one day before Peter Bakker announced that TNT had made 700 million euros profit during 2006. You can't explain that to our employees.'

'It's very difficult to keep the 50 year old (and older) employees motivated. They're scared; hearing only bad news, from their employer and from politics as well. All you can do is communicate clearly with them.'

Is management ready for NIMP?

Bernard thinks we have good managers within TNT, but not good management. How can we make sure our management can guide our employees through the changes to come? The OR will bring up our management's quality in discussions about NIMP with the senior management of Operations.

'Within TNT we are not good at telling people honestly that they don't

fit the job profile; we tend to spare them. We don't easily tell people they do very well either. We're good at appreciating and pronouncing that people function well, average. We should tell people when they don't fit the requirements and we should tell the good ones just how well they are doing. At this point, we struggle on.'



'I think management has the freedom to say what is on their mind, but somehow they don't see it that way. People don't speak their mind, which can be dangerous for our organisation. The question is if it is allowed within Operations to make mistakes and learn from them.'

Is the OR ready for NIMP?

'We want to expand the network of contact persons, and include staff personnel and managers to get more input from the whole organisation. If we are able to ask the right questions to the right people we can do a lot with the information.'

'The OR is ready for NIMP. I am concerned, however, for the OC's. Do they have the qualities needed to be a professional sparring partner for the local management?'

YOUNG TNT'ers

'The OR is supported by three Young TNT'ers, and this works very well. They have a fresh look at things and learn a lot about our company and relations within it. Besides this, they discover what a works council can do within a company.'

'Young academics are valuable for TNT, especially in these times of change. Despite the fact that we are downsizing in general, it is good that these young employees keep the older ones, like myself, sharp!'

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How did TNT design your career?

We asked several employees to tell us about their career development and experiences with TNT.

Wouter Hollander, age 31
Cendris Customer Information – Project manager
8 years of employment at TNT

"I started my career at Sales and went from Application Management to Marketing Intelligence, which taught me a lot about the correct application of information knowledge. The CRM education course further improved this knowledge and provided me with a useful network of experts on the subject. I've also learned that a positive attitude is a must in convincing people to cooperate and to go the extra mile to make that special project a successful one! Finally, I'd advise people to work on their communication skills and visibility. It really stimulates your career."



"A positive attitude is a must!"

Marjon Dijkstra, age 29
Cendris Customer Information - Product manager
(Before Cendris: 5 years experience as mail carrier)
2 years of employment at TNT

"The highlight of my career has been the realisation of the new Postal Moving Service. It took three months to develop the new application with the help of several internal and external parties. A project like this makes you realise that everything is possible when you use the right mix of people and tools around you! Even within a large organisation, as long as there is commitment, perseverance, guts and enthusiasm, it's possible to deliver a successful product in a short period of time!"



"Create commitment, perseverance, guts and enthusiasm!"



Simon van Dijk, age 28
TNT Post Parcel service – Market manager
3 years of employment at TNT

The realisation of an online customer satisfaction system for TNT Parcel Services has taught me to be an entrepreneur and that new initiatives are always welcome. I especially learned to focus on a limited number of projects which enables me to deliver an end product that I'm satisfied with. Another aspect I developed through the years is to think before I act. I now take time to think and deliberate with co-workers before answering a question, which gives me new and helpful insights, which really works well for me!"



"I take time to think and deliberate"

Stephan van den Eijnden, age 40
TNT Post Parcel service – Commercial director
16 years of employment at TNT

"All my previous positions lasted for several years, which made every experience I had more effective I think. The highlight of my career is my current position with the multitude of responsibilities. One of those things I've learned is to focus on the here and now: 'Just do your job and maximize the outcome!'. Furthermore, I think that a positive attitude is most effective for yourself as well as for the people around you. In times of pressure it keeps the spirit alive and assures the right path is being followed. But most important of all is to take pleasure in your work!"



"Most important of all is to take pleasure in your work!"

Erik Waltz, age 56,
Contact Centre National Major Accounts, TNT Express – Customer Service Representative
25 years of employment at TNT

"What I learned most at TNT is to prioritise in very hectic and busy periods, something which is essential in a dynamic market. I also learned to listen carefully to the wishes of the customer. The creation of 'label on demand' was one of the climaxes in my career. During my 25 years at TNT, I met a lot of interesting colleagues, who all contributed to my career in their own way!"



"Keep listening carefully to the customers' demands!"

Sanne Maarschalkerweerd, age 26
Contact Centre National Major Accounts, TNT Express - Senior Customer Service Representative
1 year of employment at TNT

"The most noteworthy of my job is that I work with a lot of different people, from different cultures and backgrounds. It's very fulfilling and challenging to work together towards a common goal. Sometimes I need to make decisions on a very short notice. This is something I learned during the hectic Christmas period, one of the highlights of my career. Furthermore I've noticed you can learn from both experienced colleagues such as Erik Waltz, as well as from young colleagues, with fresh and innovative ideas.



"It is very inspiring to work with people of different cultures towards a common goal"

Joost Kerckhaert, age 25
TNT Post – Production Team Leader (PTL)
8 months of employment

"When I started this job at TNT, Leo, an experienced PTL, taught me a lot about what goes on in a sorting centre as well as how to cope with the employees. Now, I manage a group of 40+ men, all with different personalities and who know the process inside out, which makes it really challenging for me! And although I've met a lot of inspiring and experienced people the past eight months, who teach me a lot, I am gradually developing my own leadership style."



"The challenge is to develop your own leadership style!"

Henny Herber, age 48
TNT Post – production employee
28 years of employment

"From PTT, to TPG and now TNT, what's next?"

"There have been a lot of people I've worked with so far that taught me something or other. But although I've worked in a lot of different fields within TNT, TPG and even PTT, which taught me a lot about every part of the postal process, I personally think I've learned more from the experiences I've had outside the job. In my job I've experienced quite some disappointments. Of all the people I worked with so far I cannot choose one particular person who has really shaped me, everyone taught me something!"

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!!!WANTED!!!

We (the Be Young committee) are looking for someone to complete our team! Are you a member of Young TNT and interested in contributing to Be Young Magazine? Please contact us for more information: beyoung@youngtnt.com

TNT's Best Idea – 2007

In 2006 Young TNT organized the TNT's Best Idea competition in order to stimulate innovation within TNT. Last year's winning idea (mail collection in boxes) is currently in the pilot's final stage. It is truly possible: Going from the best idea in a competition to actual implementation! Up to the 31st of August it was possible to send in ideas for this year's competition. At this point the first selections are being made for the presentations. Keep an eye on your e-mail and the intranet for more information on the finals and the award ceremony.

