



# **TATIN TAKE-OFF WORKSHOP**®

## UNDERSTANDING & BEGINNING

**TATIN** INSTITUTE  
FOR STRATEGY ACTIVATION

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# Do you want to (1) understand the way in which we operate and (2) immediately begin to benefit from it?

In just one day, we use an interactive workshop design to identify significant contextual elements and develop effective approaches for the activation of your business strategy.

## **WE WILL:**

- Review your current business objectives with regard to cognitive effectiveness
- Identify and analyze conflicting goals and limiting thought patterns
- Develop ideas for effective solutions
- Work out approaches to crafting an emotionally impactful mission
- Identify the key factors for the attractive implementation of that mission
- Define the next steps

On-site at your company or at an inspiring location, we'll lead you on an exciting journey via a stimulating process and changes of perspective, continually refocusing on the 'why?' and ending up with tangible results. Moreover, if at the end of the day you're not completely satisfied with our services, **we'll refund the fee for our session.**

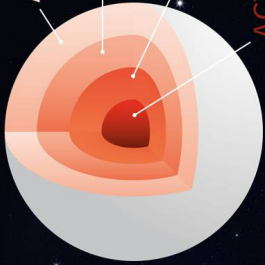
**GOAL**

# 01 STRATEGY

The most important goal of our strategy.

What keeps you awake at night when you think of that goal?

# 02 ACTION LEVELS



**AWARENESS** Does the target group know about this?

**UNDERSTANDING** Does the target group understand it?

**PREFERENCE** Does the target group want to change it?

**ACTION** Is the target group ready to act?

# 03 TARGET IMAGE

Imagine all strategic goals are 100% achieved.

How would the target group recognize that the strategy has been successfully implemented?

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# 04 MOMENTS THAT MATTER

A working day in the life of Eva & Tom.

Emotional benefit: What motivates them?

# 05 SUCCESS LEVER

What are the most important success levers? Where should we start?

Rational needs: Which „Yes, but ...“ is there related to the goal?

Typical Mindset & Rituals

## WOULD YOU LIKE TO LEARN MORE?

GET TO KNOW OUR APPROACH THROUGH A PERSONAL DIALOGUE!

### NURIA BEHRINGER

CONSULTANT AT TATIN INSTITUTE

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After working in management coaching for a large automotive group and in a consulting firm for personnel and organizational development, Nuria Behringer now works for TATIN projects in strategy activation and consulting in an international context.

During her international management studies in German, English and Spanish in the USA and Germany, she focused on leadership cultures in globally active companies.

She has acquired extensive intercultural skills in Africa, the USA and South America in various projects and internationally staffed teams, and successfully applies these skills in transformation and team-building processes.




Further Information [strategyactivation.com](https://strategyactivation.com)



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