

HOW WE **WORK**

A VIEW BEHIND THE SCENES

TATIN INSTITUTE
FOR STRATEGY ACTIVATION

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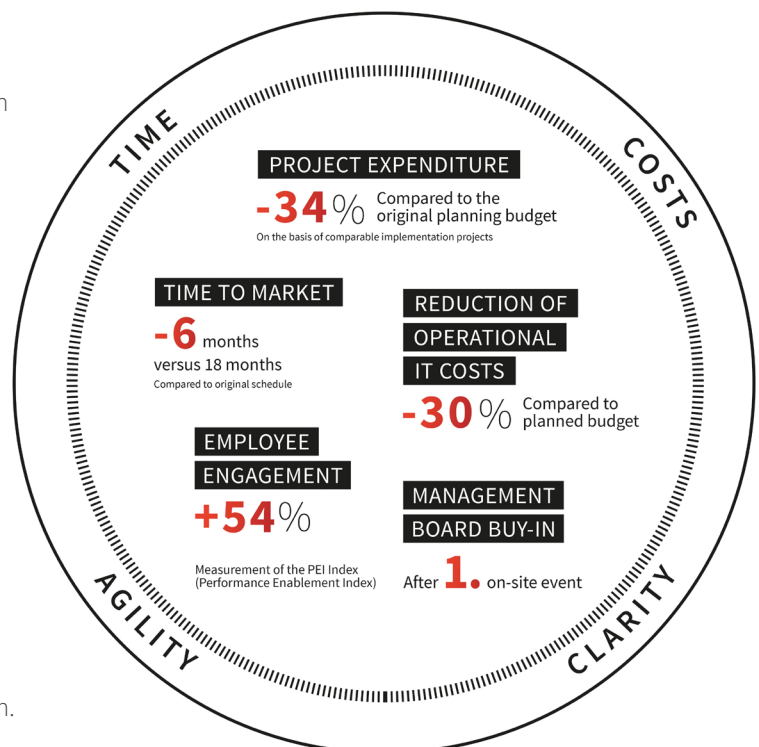
TATIN Institute for Strategy Activation is more than a classic management consultancy: We combine proven approaches to strategy implementation with new findings from cognitive research and innovative strategy communication.

We look ahead in our activation programs: How would you recognize that the new strategy has been 100% successful in the near future? How would your employees recognize this? How would your customers perceive this? Then we win active supporters for this concrete goal and visualize it as a **big picture**.

In this way we tell strategy as an exciting story about the future of your company. When it comes down to strategy execution, we intuitively promote cross-functional collaboration in those moments in everyday working life that offer the greatest leverage for future success ('moments that matter'). Strategy activation also means that we connect 'live' and 'digital' in the transformation process, just as you're used to in all the other areas of life.

THE RESULTS:

- A significant reduction of expenditure on external coaches or trainers – without any loss of quality in terms of methods and didactics.
- Significant time savings through autonomously acting and digitally linked teams instead of centrally organized workshop cascades – without giving up the 'live exchange' of thoughts and perspectives.
- Significant reductions in travel costs – without sacrificing the joint development of cross-departmental and cross-national solutions and best practices.
- Better and systematic understanding of the organization - without further surveys, but with big data analyses for better decisions and interventions on the basis of in-depth information.



EXAMPLES OF TYPICAL RESULTS YOU CAN EXPECT FROM OUR WORK

Clear and concrete objectives, consistent big picture and visions amongst all actors involved, plus constructive solutions to existing barriers. These are the core outcomes of our consulting. As our client, you'll moreover profit from the following aspects:

COLLECTIVE CLARITY OF GOALS

You'll define clear strategies to achieve your objectives, and all key stakeholders will join together to come on board. You'll focus everyone's attention on answering questions that are decisive for your success.

REFRESHING COLLABORATIVE THINKING

You'll have a strategy that doesn't end with a PowerPoint presentation, but instead is dynamically rooted in the minds of your leadership team and employees, motivating them to cooperatively think through situations and consistently act in line with your strategy.

INCREASED POTENTIAL

Through the comprehensive networking of your company's knowledge and experience, you'll discover new opportunities to achieve additional advantages, thereby increasing your competitiveness and profitability.

NEW MARKET SOVEREIGNTY

Thanks to a clear and unique positioning, you'll create a domino effect with regard to performance and products which will improve perceptions of your brand together with the way you see yourselves and what your company can bring to the table.

UNEXPECTED COMPETITIVE ADVANTAGES

You'll turn planning into a creative process. You'll optimize your performance much more rapidly than your competition through short-term adaptable cycles. Permanent development will become part of your identity. You'll remain flexible and raise your profitability in a sustainable way.

A SECOND OPERATING SYSTEM

You'll have employees who strive for a smoothly running operation and proactively bring about sensible change-related initiatives. You'll have created open spaces in which the best minds in your business link together across functions and hierarchies to create strategic innovations.

NEW SELF-PERCEPTION

Your leadership and employees will identify with the strong strategic mission of your business, and be able to confidently represent the significant advantages of your company. Your team will become company ambassadors with a consistent, credible and attractive message, both internally and externally.

AGILE LEADERSHIP SKILLS

Your leadership will learn and internalize the critical competencies of modern leadership: consistent self-control and the ability to self-correct, staying calm but poised to act, adaptability, collaborative skills, emotional intelligence (EQ), the ability to address conflicts, and courage in the face of the future.

BEST PLACE TO WORK

Together with TATIN INSTITUTE, you'll have established an important cultural and organizational foundation to make your business fit for the future, making you more open to innovation and more attractive to the next generation of leadership.

WOULD YOU LIKE TO LEARN MORE?

GET TO KNOW OUR APPROACH THROUGH A PERSONAL DIALOGUE!

ROBERT WRESCHNIOK
CEO AT TATIN INSTITUTE

Robert Wreschniok conducts research and offers in-depth expertise in the areas of strategy activation and agile leadership. He supports for more than 18 years leading international companies and 'hidden champions' amongst SMEs in developing, communicating and activating their corporate strategy. He also chairs the Cluster for Innovation and Digital Transformation (CIDT).

In recent years he has specialized in matters relating to the visualization of strategy and strategy design. He has been a member of the Design Strategy Board (Basel) since 2015. As a co-founder of the Future of Leadership Initiative (FLI), he established already in 2013 one of today's foremost networks which unites different industries and generations with the common goal of embracing the challenges and opportunities posed by digital transformation.




Robert is a frequent lecturer at conferences and author of numerous articles and books on strategy and transformation, including "Der ganz normale Change Wahnsinn", "Reputation Capital: Building and Maintaining Trust in the 21st Century" and "Change 2.0: Beyond Organizational Transformation".



Further Information strategyactivation.com



TATIN INSTITUTE
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 Isarwinkel 8, 81379 Munich
 +49 (0) 89 41 32 773 11
 info@strategyactivation.com