

## About us ...

Our consulting, training and coaching services are based on a **holistic systemic** consideration of three levels



Organisation



Team



Individual

All three levels are closely intertwined and have a significant impact on one another across all sectors. From a **systemic point of view** the focus is on the individual. As a complex specific entity, he belongs to various systems (family, corporations, associations etc.) and is, as both a shaper *and* someone who is shaped, a member of **different** value systems **at the same time**. Depending on his own personality structure he shapes his own **individual freedom** between these systems to a larger or smaller extent.

This individual freedom or preferences is what we want to encourage, extend and stabilise, giving the individual the help he needs for a **personal best performance balancing his professional and private life**. This unleashes an enormous potential and is **the** motivation factor, that can turn **your co-workers into committed co-entrepreneurs**.

The objective of our work is to initialise that the individual, the group / the team and the entire organisation bolsters his / her / its individuality and **strengths**. At the same time we back up the process towards an **energy-efficient solution** of the **individual challenges**. These are **the** prerequisites for a **long-term success in the market**.

## Our philosophy

The markets and our professional environment are in the throes of a fundamental change. The familiar structures we have known are being shaken, not least by global politics.

During these times of drastic change we are experiencing a noticeable shift in values as a pillar of a new business management.

Clichés such as CRM, relationship management, leadership or human resource management have to get a new general picture.

**The one and only thing that is certain is change!**  
**Change management!**  
**Absolutely interchangeable products!**

Nowadays our way to find, bind and inspire our customers is via us as a person, or you could also say “one of us” – therefore

**the best asset is your co-worker!**

13 % of employees actually enjoy their work  
19 % have mentally resigned  
68 % just do the necessary!  
(latest Gallup survey)

On the one hand information and knowledge are the most important resources we have today. On the other hand, enduring success in these times of rapid changes is based on the adjustments that are necessary. However, it's not a case of the ‘it’ changing – i.e. the economy, the political situation, the social environment... – the conduct of people has to change: the conduct of everyone, co-workers and managers.

## **Strategy development**

Constantly changing ambient conditions, as well as economic, ecological, social and technological changes in the peripheral circumstances, call for you, as an entrepreneur, to reconsider and adapt your business strategy at regular intervals.

Strategic planning and implementation means positioning yourself for the future and with strategic leadership attaining the edge among the competition.

The aim is to achieve the best return via a strong competitive position.

This active, creative process of strategy development requires bold thinking as regards alternatives and options and a thorough analysis of the initial situation.

You will receive efficient backup in strategy development on a corporate level. Your individual corporate strategy will be worked out together with you methodically and in stages that build on each other.

Starting with your strategy, the success factors in the implementation are the areas of competence of the balanced scorecard:

[Personnel development](#)

[Process development](#)

[Customer development](#)

... so that strategies can be lived.

# Personnel development

You have defined your strategy – fixed your targets – and what is decisive for your success is whether or not your co-workers go with the implementation.

The constant changes necessary in these times of mega-competition unsettle the co-workers. To improve cooperation among the members of a team and to remove any inter-departmental blockades people must be able to develop to the best of their abilities and satisfaction in a value-enhancing corporate culture. New strategies, structures and processes have to be accepted, implemented and lived by the co-workers. To be able to realise this, leadership figures have to be developed who have skills in informal communication and who can convey and manifest values. They have to live an open culture of trust and teamwork!

Having to manage people, processes and performance in a complex, ever changing environment your leaders require the corresponding programmes developed for them (e.g. [Extended DISC – Behaviour typology](#))

Your executives must be qualified to

- recognise and satisfy the various needs (motivation)
- cooperate effectively with different people in various situations
- achieve results
- establish business contacts
- lead teams
- fulfil quality requirements
- constructively deal with changes in the company

Taken as a whole, all measures in personnel development have the objective of activating co-workers' potential and utilising and increasing emotional intelligence as regards self-perception, social awareness and personal competence.

After all your co-workers constantly have many contacts to stakeholders and customers, i.e. contact to the market! What is crucial is just how competent do your co-workers perform? Are they not only co-workers, but also co-entrepreneurs? It's no longer a case of competition, it's now a case of competence.

# Process development

The specialist area process development is geared towards positioning your company in the market.

Cross-functional methods cater for process efficiency and tempo, and process interfaces should be optimised by means of workflow systems.

A comprehensive as-is analysis of the current process situation reveals inefficient processes so that these can be eliminated, new processes developed and functioning ones implemented and supplemented.

This orientation focuses on the processes in sales and distribution and is carried out in close cooperation with both management and co-workers of your company.

... .. so that strategies can be lived.

# Customer development

**Customer acquisition**  
**Customer development**  
**Customer retention**  
**Customer interest**  
**Customer win-back**

You are in highly competitive markets!

Your sales force complains about stiff competition and price deterioration! Your key figures in the cockpit of the balanced scorecard have been indicating a change in the market for some time now!

What do you do to counteract this development?

What measures allow you to control your sales situation optimally? And before you take corrective measures, you have to scale the situation!

What is your sales controlling set-up?

How do you ensure the change process for your sales force – in customer support and in the field?

How well do you know your customers (behavioural style / responsibility profile / relationship profile...)

How high is the customer churn rate?

How high is customer satisfaction?

How high is the up- and cross-selling potential? (customer value)

Was your introduction of key account management successful? (on a national / European / global level)

How do you acquire new customers?

How do you create customer loyalty without forfeiting your contribution margin?

How good are your price negotiations?

We have to ask all these questions and answer them carefully. After all, the key to market success is the orientation towards your customers and your customers' customers, your customers' customers' customers and so on....!

The success of your company can be built on co-workers who are aware of the productivity of their company and the benefits it has for the customers, an exact customer classification, a well thought out sales controlling system and targeted customer management.

When it comes to these and similar questions of customer development the corresponding SPPC experts will see you successfully through all these development processes.