

A to B Profile



SEE – What can we see today?

The A to B Profile is an integrative component in the implementation of strategic initiatives and projects. The aim is to integrate strategy and culture. During the first phase of change, the systematic evaluation of the emotional level is vital to success. The correct measurement of emotional values within the change process framework enables the deliberate management of soft factors. The web-based online survey records individual attitudes and compares them with the views and opinions of the most important reference or stakeholder groups in your company. The results of the survey show where the greatest leveraged impact can be made in order to manage the emotional level.

DO – Where do we take action?

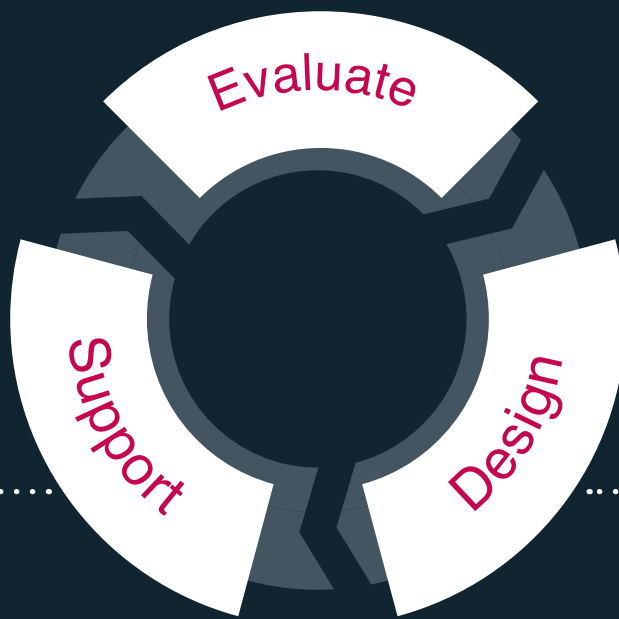
The results of the survey show where the greatest leveraged impact can be made in order to manage the emotional level. It is essential for the successful management of change processes that the measures and interventions are coordinated both on the factual level (strategy) and on the emotional level (culture). Only when both levels are in balance is the successful implementation of the strategic initiatives guaranteed. The reference groups are involved in the shaping of the measures on the basis of the results and thus actively integrated into the change process.

GET – How will you benefit?

The results of the online survey are evaluated and represented graphically for the various reference or stakeholder groups. This allows you to rapidly register and communicate the results. The graphical representation allows a structured discussion with the corresponding stakeholders to shape the change process. After approx. 6 months the survey is repeated and success can be seen. The periodic progress monitoring ensures sustainability and provides feedback for those involved in the change process.

Our products & solutions

- 1. A to B Profile
- 2. Performance Navigator
- 3. Development workshop



- 1. Executive Coaching
- 2. Train-the-Trainer
- 3. Change communication

- 1. New leadership skills
- 2. Accelerate projects
- 3. Redesign training