

Our Service Portfolio: Consulting



Consulting based on trust and sustainability

Strategy

Strategy in the form of the self-made directional device of promoting business design and growth is supposed to give companies powerful advantages over their competitors. It is meant to support the executives' capacity to act by enabling them to make clear decisions and to stabilise the internal and external image of the company.

Different results stem from different kinds of profiling. Thus, it is important to elaborate an independent corporate profile that distinguishes a company from its competitors. It is no longer enough to offer the same as all others in the field. Therefore, strategy development also requires the determining and strengthening of predominant distinguishing characteristics of the company.

We consult and accompany our clients when developing strategic plans for new products, services or industries, and we implement them as marketing concepts.

Our goal is to support our customers individually and in a practical way by involving the company's decision-makers and by taking into consideration intercultural differences.

- Developing strategies for products, services, and industries and supporting the company during their implementation
- Conducting feasibility checks of the market and assisting the assessment and determination of the feasibility of the proposed strategies
- Determining the strengths and weaknesses of the proposed strategies with direct reference to those of the main competitors, and thereby enabling the correct profiling and positioning
- Supporting a focused implementation of the company's strategy by aligning it with those of competitors, and – where required - developing corrective measures
- Conducting strategy seminars, forums and workshops for managers and employees to develop their understanding of the impact of strategy and marketing
- Developing accompanying strategies in the form of seminars and workshops for managers and employees on „Learning, Delivering and Living“

Management and Human Resources Development

To successfully implement a corporate strategy, you need the correct working atmosphere. For many employees this is the most important reason for staying with a company. If something is wrong here, company cars, insurances, and other incentives will be of no avail.

The working atmosphere is always produced by the management culture of a company. The goal of a good management culture is to align the wishes of the employees and the goals of the company. This secures the loyalty of employees towards their company and increases the efficient use of the human performance potential.

Managers influence the behaviour of their subordinates. They can be either the impetus or the obstacle in a company. In the future, growth and change will depend more on human progress than on machines, commodities, or software. The future of innovation lies in the development of human potential.

- Preparing future managers for their new tasks
- Improving the management skills of existing managers
- Evaluating the factors that motivate / de-motivate employees and drafting proposals about improving the working atmosphere
- Developing a new recruitment procedure
- Assisting the introduction of an appraisal interview
- Coaching in the detection and resolution of personal and/or corporate problems
- Training and workshops on „Management Culture“



Personnel Consulting

Spreeforum delivers its personnel consulting services by collaborating with national and international partners. This makes our company a personnel consultancy with a comprehensive portfolio that covers all aspects of human resource management.

In times of demographic change and the increasing shortage of qualified and motivated specialists and managers, the human factor gains ever greater importance in companies. In the future, recruitment, HR development and employee retention with all their different aspects will feature ever more urgently in the global competition for the best minds, and your performance in that competition will determine the success or failure of your company.

Spreeforum gives you comprehensive support with all your HR issues:

- National and international personnel procurement
- Active recruitment (advertised search, direct search, headhunting)
- HR-development by training and coaching
- On-the-job training
- Development of individual further education concepts / curricula
- Potential analyses
- Evaluation of HR development actions
- Building a trainer pool / trainer selection procedure
- Development of management skills
- Assessment conception / assessment centres
- Remuneration models
- Interim management

Marketing

Marketing is your means to implementing your company's strategy in a written business plan. It includes all business actions aiming to align the company with the requirements of the customer to promote sales and profit.

Marketing tries to actively influence the customer in a different, business promoting way and is responsible for how information on the products and services of a company is perceived.

Marketing is not only a field of expertise but also an attitude which should be supported by all employees of a company, if possible. It is important that the customer realizes that the whole company is an intelligently and creatively acting corporation. Thus, marketing also means to understand that the perception of the customer is the only „truth“ – thus making the company more attractive than the competitors' ones.

Spreeforum offers:

- The development of your marketing guiding concept based on strategic goals
- Assistance in developing individual marketing instruments such as
 - Market research
 - Product and program politics
 - Distribution politics
 - Price politics
 - Communication politics, e.g. sales promotion, use of intelligent advertising material and public relations
- Assistance in controlling the sub-goals

Sales

Active sales effort is one of the most important success factors of a company. The purpose of sales actions is to leave as little to luck or fate as possible. Sales is an extremely complex discipline of which the direct objective is to generate revenue and profit.

Sales is one of the most important levers of an organisation. It deals with demands, expectations, emotions, and interpersonal relationships with existing customers and potential clients.

Communication is an inherent human need. Thus, successful companies interact with their customers not only via the media but also face-to-face. Personal interaction with your customer is not only of social importance but it is also the means of exchanging information, conveying ideas, and of presenting complex subjects and concepts in an understandable way. It is during personal meetings that facts are best clarified and feelings most constructively expressed.

Personal communication improves the relationship between you and your customer, creates trust, and thus promotes business.

- Setting up and controlling small, medium-sized and big sales organisations
- Customer acquisition
- Setting up franchise organisations
- Customer care and retention
- Developing programs to increase efficiency
- Sales checks
- Sales training

Innovation Management

Innovation, and thus innovation management, is increasingly important in a globalised world. The sustainable success of a company, its products, brands and services are basically defined by the ability to innovate.

Being able to create customise offers to meet the constantly changing demands of your customers, while keeping in mind their future requirements and needs, is the mainstay of companies that will be successful and innovative in the long run.

It is important to start working on innovative future concepts at an early stage to be able to present them at the right point of time. The more innovative a company is, the more positive its image. This is true of the entire business environment, from the supplier to the customer, and from the employee to the shareholder. A good corporate image pays off.

We consult and assist our customers in the development of their innovative ideas, from the definition of their search fields and creative concepts to the determination of the potential and the creation of an innovation pipeline (for the short, medium, and long term). We offer an individual and practice-oriented consultancy that collaborates closely with the customer and is adjusted to the corporate strategy to support all further action.

We concentrate on determining / aligning the **innovation culture** itself and on directing inward and outward **communication concerned with innovation**. This strategy clearly defines the **innovation processes** and allocates responsibilities in the complex **innovation organisation** unequivocally.

Accompanying seminars, trainings and workshops for managers and employees are another important pillar to establish and live innovation in your company in the long run.

Project Management

Spreeforum International supports your process and project management - in a professional and comprehensive way that is tailored to your needs.

Our team includes several certified project managers with long-term experiences in national and international corporations and medium-sized companies. You can employ them in your company as project leads or trainers, consultants and coaches for project management aspects.

Interim Management

Spreeforum offers you another advantage in addition to the „normal“ services of an external consulting agency. If required, we work in your company as „your employee“ and thus help you to solve problems and crises on-site.

In this context, we focus on marketing, communication, sales, management and human resources development. Thus, we can help you dealing with personnel bottlenecks or last-minute projects in a fast way and avoiding red tape.

Health Management

„Workplace Health Promotion“ and „Workplace Health Management“ are increasingly important in business. Only healthy employees who feel well in the company can deliver good services. Stress, burnout, back complaints, overweight and frequent illness-related absenteeisms are only some signs that there is a need for action. Contemporary research confirms that each Euro invested in health will pay off at a three-to-ten fold rate.

Spreeforum International has numerous health experts at its disposal who have proven their skills in many situations, and who can produce impressive testimonials.

We work with you in your efforts to implement or enhance your health management system. We will support you with activities that range from hosting a „health day“ and organising lectures and workshops, to implementing complex actions in your company that are beneficial to your employees' health.

Networking / Contact Management

The often-quoted sentence „Relationships only harm those who do not have them“ is truer for today's business life than ever before. The need for cooperation partners working customer relationships and stable relationship networks grows at the same speed as the challenges of the aggravated competition. Only those will be able to rise or to stay successful on the long-term who have permanent and stable networks which will help to solve a problem, answer an important question or support a process giving active recommendations and help when the need arises. Companies realise more and more frequently that working networks and stable relationships on all levels are decisive factors for the success of individual projects and entire organisations.

Spreeforum International has a very big and strong network in economy and politics which we gladly use for our clients. We also advise you on how to strategically build your own networks and how to maintain and stabilise them.

In addition, Spreeforum offers you the following last-minute or individual actions on project basis

- Placing speakers and experts
- Contacts to public authorities, parties, and organisations
- Placing of cooperation and business partners
- Optimisation of data bases

IT Service Management

The importance of IT has grown in importance in ever more corporate divisions in the last years. The latest compliance requirements mean that your IT organisation has to comprehensively use actions and methods that enable the best business process support possible. These approaches, which are also called „IT Service Management“, describe the development of the IT organisation towards a customer and service orientation and IT governance.

Service management turns into a special challenge for managers and IT specialists. Creating a service organisation and service processes dealing with organisational changes or managing operative risks are necessary skills which are provided via international standards and frameworks such as ITIL (IT Infrastructure Library) for ITSM (IT Service Management) or CobiT (Control Objectives for Information and Related Technology) for building consistent controlling systems.

IT governance does not only lead to an efficient implementation but lives on constant checks and an optimisation which are reflected by the culture and behaviour of the IT staff. IT service management has to be supported internally by the organisation.

IT governance is all about building know-how in these areas, to impart practical skills and to foster an awareness of the comprehensive context.

- Creating awareness for IT service management and IT governance on all organisational levels
- Assessing quality management systems for IT governance, and supporting their implementation
- Coaching the management in change projects and re-structuring their IT organisation
- Training and certifying the skills required for various ITSM roles (ITIL, CobiT, ISO and Service Desk Institute Standards)
- Targeted support for the attainment of certifications at international standards (ISO IEC 20000 and 27001)
- Conducting workshops and simulations to convey the advantages of process-oriented methods
- Increasing the efficiency and improving the services of the support organisation

Demography Consulting

It comes slowly but surely and will cause enormous changes: the **Demographic Change**. An increasingly small and old population will be one of the greatest challenges of our times for economies, companies, and institutions:

- The growing labour shortage and lack of specialist is already one of the major impediments to growth in many industries.
- Due to retiring employees, valuable knowledge will irretrievably be lost to the company.
- Faster business processes are accompanied by a smaller half-time of specialist knowledge; qualifying human resources becomes obsolete after a shorter period of time.

Consequently, if you now concentrate on employee retention, age-based employment, family-friendly workplaces, flexible working hours, and a culturally integrative working environment, you will ensure a sustainable competitive edge for your company.

Spreeforum can support you effectively in this strategic re-positioning of your management by performing an operative age structure analysis (ASA) which identifies and shows existing and future HR risks in your company. If you want to learn more about this powerful tool which offers both valuable decision-making fundamentals in management and HR policy and in knowledge and project management, do not hesitate to contact us.

Knowledge Management

Today, the ability to deal with knowledge intelligently is a success factor for each company. There are numerous technical solutions for supporting the knowledge management. However, in many cases the technical support is not as accepted by employees as hoped. They often don't see this feature as a means that makes work much easier but as an additional effort. They have to work and deal with different IT-systems, databases, wikis and other tools which often don't harmonise with one another. Isolated data silos are thus set up and have to be maintained homogeneously. So it's not surprising that the personnel is lacking motivation to fill these data silos with relevant knowledge and to keep them updated.

We advise and accompany our clients in introducing knowledge management solutions. We perform a status-quo analysis by means of online questionnaires. The evaluation shows which fields of knowledge should be improved and which requirements will be needed. As a result, your individual solution is developed according to your personal aims and objectives.

Our consulting philosophy: Before a decision for a technical solution is made, it has to be ensured that this solution matches all working processes and the people employed in that company. We are working with a toolbox of methods which stimulate the acceptance of people and organisation.

Apart from an individual consulting we also offer different trainings regarding the topics knowledge- and information management.

SPREEFORUM INTERNATIONAL

Symbiose aus Beratung und Agentur

