

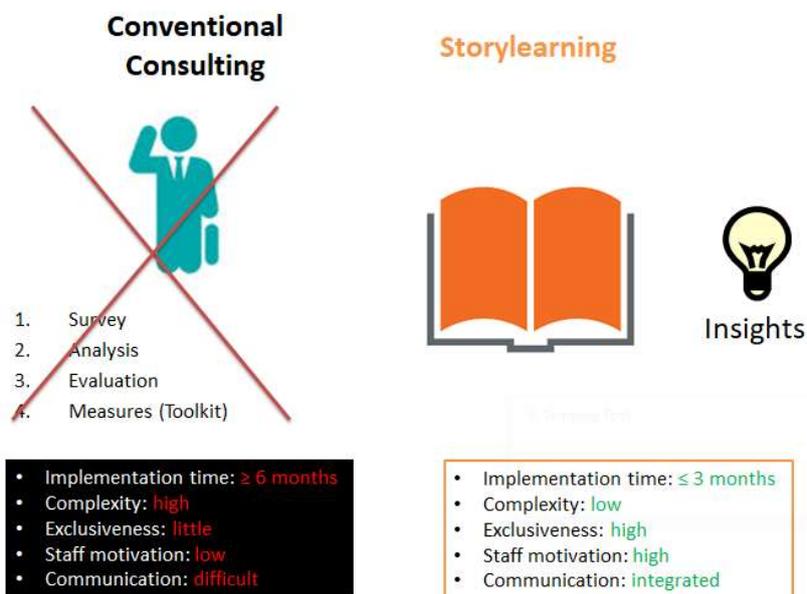
Summary: Company Book

ABOUT COMPANYPOETS

COMPANYPOETS was founded in 2018 by Dr. Silke Schmidt with the vision to develop a creative consulting method that would facilitate corporate decision-making based on a holistic organizational analysis. The method is strength-based and thus runs counter to conventional consulting approaches that focus on standardized problem solving. It enables clients to effectively channel resources towards strengthening capabilities while involving staff and fostering organizational culture.

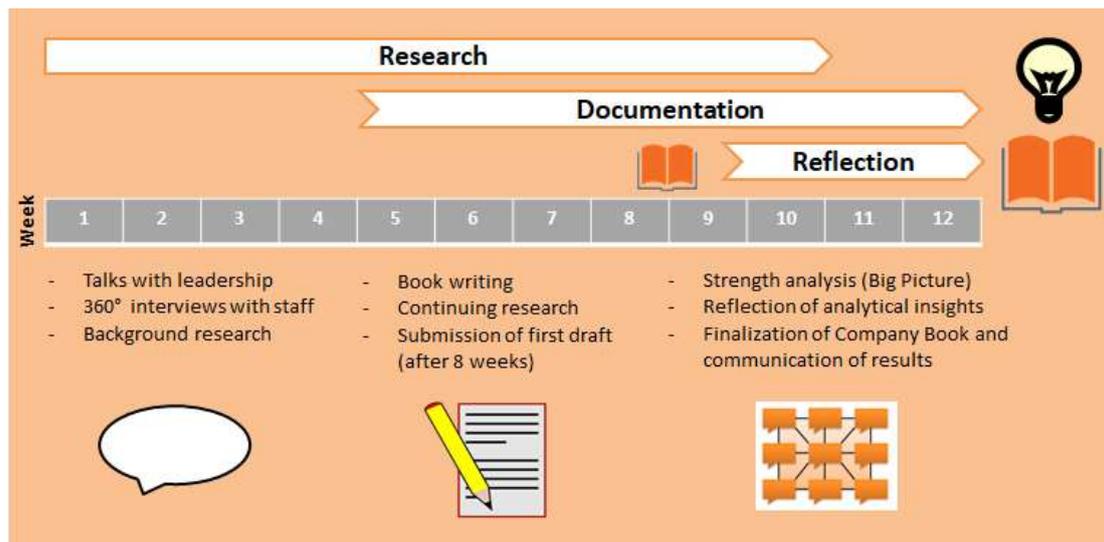
METHOD: STORYLEARNING AND COMPANY BOOK

At the center of the Storylearning method is the Company Book (available in German and English). In contrast to conventional consulting methods which employ a linear logic, the Company Book integrates several process steps based on a LEAN approach. This ensures high quality of research and maximum agility during the analytical process.



PROCESS

The process of Storylearning has been designed for 3 months in total. The first 4 weeks are dedicated to on-site research, including talks with the organizational/unit leader and 360° interviews with staff. After that, the writing phase starts while research activities continue in parallel. This ensures that current developments inside and outside the organization are accounted for. After 8 weeks, a first draft is submitted to the leader (*authorizations are previously obtained from interview partners to ensure confidentiality*). This serves as the basis for novel insights based on a mirroring effect. The analysis of the status quo takes place in a workshop format with the leadership level. The focus is set on the systematic identification of strengths from a bird's eye perspective (big picture). This secures that the measures to be derived are highly effective and easy to implement while at the same time being in line with the strategic goals of the larger organization. After the reflection, further editions to the Company Book are made and the final version is submitted after a maximum of 12 weeks. It serves as the basis for specific measures in the organization that can be implemented at rapid speed and prioritized with maximum impact. Decisions on the further use of the Company Book, e.g., for internal communication purposes, are made individually by the organization.



ADVANTAGES

- Storylearning takes place with one consultant only (LEAN). He/she is exclusively at the service of the client throughout the entire project. This is a crucial basis for the effectiveness of the method because a high level of trust emerges and communication takes place directly.
- The AGILE procedure allows for maximum product quality and quick visualization of results. The first draft of the Company Book already contains 80% of the crucial decision-making information.
- The interviews allow staff members to be taken aboard from the beginning. Important internal know-how from multiple perspectives is thus integrated and openly appreciated.
- The Company Book is documentation and communication in one. It illustrates the status-quo analysis with vivid storytelling and comprehensible language.
- The method positively affects organizational culture, especially in diverse team environments. It creates openness and trust in the midst of rapid organizational and social change. Staff members are thus motivated to participate in the implementation of resulting measures.

TARGET GROUPS

- ❖ Startup teams in first rapid growth phases (post Series A)
- ❖ Corporate executives for quick strategic decision-making, during change processes

PRICE (on request)

Includes a minimum of 20 days on-site research, draft writing (remote), reflection workshop, research meetings with partners, Company Book for further use (electronic)

CREDENTIALS

Example projects and personal contact to clients upon request.

COMPANYPOETS

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