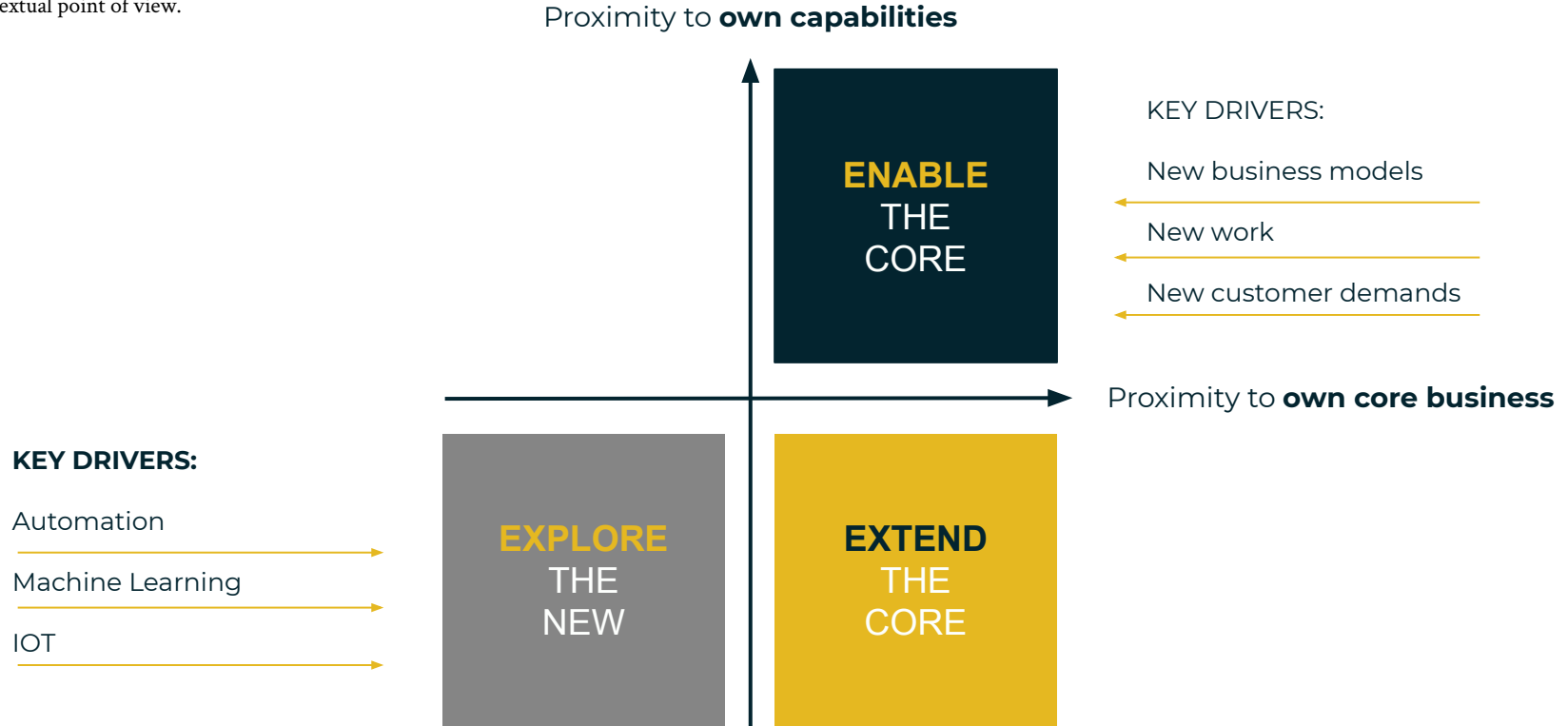


MASCHINENRAUM

Context Canvas

We embrace courage to collectively enable & extend the core and explore the new. Doing so, we continuously challenge our contextual point of view.



CUSTOMER

Do you *start with your customer*?

Customer Segments
User Insights
Existing Pains
Emerging Needs

HORIZON TOPICS

Do you know the *underlying forces of change*?

Business Model Trends
Technological Trends
Macro Trends (e.g. Sustainability)
Public Affairs

LEADERSHIP

Do you enforce *servant leadership* and *transparency*?

Leadership Competencies
Build Vitality
Foster Mindset

ORGANIZATIONAL DESIGN & ROUTINES

Are your organizational processes *agile* and *transparent*?

Digital Tools
Agile Routines & Methods

ECO-SYSTEMS

Do you establish *the right partnerships*?

Cross industry collaboration
Co-Innovation
Co-Creation

COMPETITIVE LANDSCAPE

Do you know *adjacent players and startups* entering your business?

Traditional Competition & Incumbents
Emerging Player
Disruptive Startups

CAPABILITIES & SKILLS

Can you execute your strategy with the current *set of skills*?

Digital Understanding
Advanced Capabilities
Specialized Capabilities
Aspirational Capabilities

WORKSPACES & LOCATIONS

Does your *working environment* drive collaboration and bridge physical gaps?

Workplace design
Corporate communication
Productivity & communication

EXPLORE & INNOVATE

How do you get *inspired & drive above incremental innovation*?

Crowdsourcing
Research & trend interpolation
Innovation scouting

LEARN & ADOPT

How do you *engage and activate* your organization to change mindsets, structures and routines?

Change initiatives & lessons learned
Corporate innovation management

Our corporate organizations have a common purpose, culture and strategy. We collectively bring them to action. Bottom up as well as top down.

Transformational Track

We host & exchange on relevant topics to get inspired. We curate learning formats to break down your strategy and provide direction for change.

Executorial Track

We help to execute on strategic initiatives. We build collaborative teams by merging established ones with new skills & capabilities. Learn and apply new routines. Change locations.



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