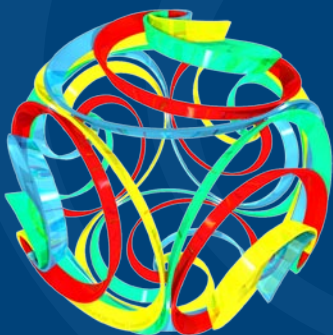


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# Corporate Identity Development Process

**for Teams  
Departments  
Corporate Organisations**

partner für personalentwicklung  
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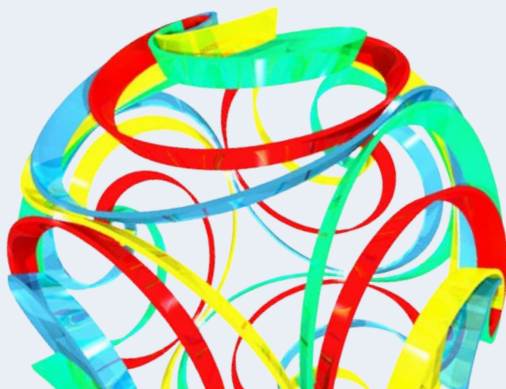


## Target groups

- Teams, departments, high-performance teams, company divisions and entire companies
- Cross-functional teams, project teams, supply chain teams
- Management teams
- Start ups, joint venture partners, newly established or restructured companies
- Sales teams

## This process can help you

- to create your own corporate identity for your team, department or company
- to develop a common vision and identity and implement these with drive and enthusiasm
- to accelerate the cohesion of company divisions
- to hold a strategy workshop with immediate ownership and results
- to bring about rapid cultural and linguistic convergence; change processes
- to establish uniform alignment of agreed objectives
- to achieve an energetic and uniform approach from within that is convincing and consistent
- to launch a proven and effective leadership and company management tool



## Corporate Identity Development Process

This is a creative but highly structured process in which the group builds up a clear picture of their identity and responsibility or creates it for themselves from scratch. This strategic process picks up on each team member's own original motivation and aligns it at the same time to the company's overarching strategy leading to a living corporate identity.

### Results

- Alignment and focus of objectives
- Release of energy from within and the group's own drive
- Facilitation and acceleration of desired behavioural, cultural and value change
- Internalised strategy, agreed tasks, individual ownership of objectives
- Anticipation of and reaction to changes in the environment
- Bringing together of different department cultures to create a new one
- "Walking the talk"
- Increase in job satisfaction
- An organisation that really gels together
- Increase in team, department and company desirability

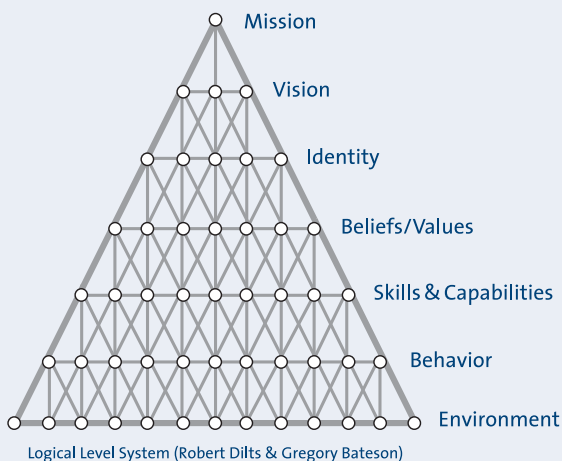
### Method

This facilitated workshop covers simultaneously

- Team development
- Motivation training
- Strategy workshop
- Corporate mission statement development process
- Individual and team coaching

## Duration

Two - "two plus two" days per team



## Approach

The process is made up of personal internal work and the reciprocal integration of thoughts and opinions. In searching for common solutions, participants initially come up against seemingly irreconcilable issues, which are then solved using my unique facilitation model. This process is continued until the identity-based solution creates ownership and increases motivational energy on a personal and team level. The process involves developing a balanced alignment of the "Logical Level System". Innovative systemic and solution-oriented methods, the latest developments in brain and social research as well as Clean Language & Symbolic Modelling support and catalyse the transformational process.

## References

*„The departments and specialist teams that have taken part in the workshop have really taken off. The teams have agreed on common values that fully support our departmental and corporate objectives. We now have a consistent system with aligned visions. As a result, the amount of input required by me has reduced. I can rely on my staff's high quality decisions and outcome.“*

**Otto Haas, Head of District,  
Siemens Real Estate**

*„We went off the beaten track and developed new structures. This was achieved without using a top-down approach and my staff defined these effective structures for themselves.“*

**Reinhold Alsheimer, Global Director Web  
Structure & Content, TREND MICRO**

*„The best strategy workshop I've ever taken part in.“*

**Marc Krüger, Departmental Head of  
a German car manufacturer**

*„Our department's external and internal image of itself has been made clear by thrashing out our mission, vision and identity. The identity development process leads to a real, robust strategy. The results achieved far outweigh those gained from using a Balanced Scorecard process or other strategy development tools. “*

**Norbert Neubauer, Head of Department,  
Siemens A&D SE Top+**

## Hans-Peter Wellke Managing Director

- Born in 1965 in Munich
- Trained as a banker
- Master in Business Education (Dipl.-Hdl.) in Nuremberg
- Independent business advisor since 1996, personal trainer and certified coach

## Clients include

Arcor, Daimler, Siemens, TREND MICRO, Stadtwerke Bremen, T-Systems, ...

## Additional services

- Staff training for corporate development
- Coaching and coaching by phone
- *Personal Identity Development Process*



*I will help you to achieve your vision.*

*Your personal success is my aim.*

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