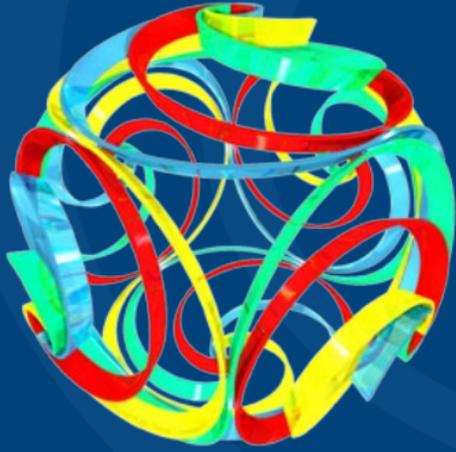


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Corporate Identity Development Process

**for Teams
Departments
Corporate Organisations**

partner für personalentwicklung
hans-peter wellke

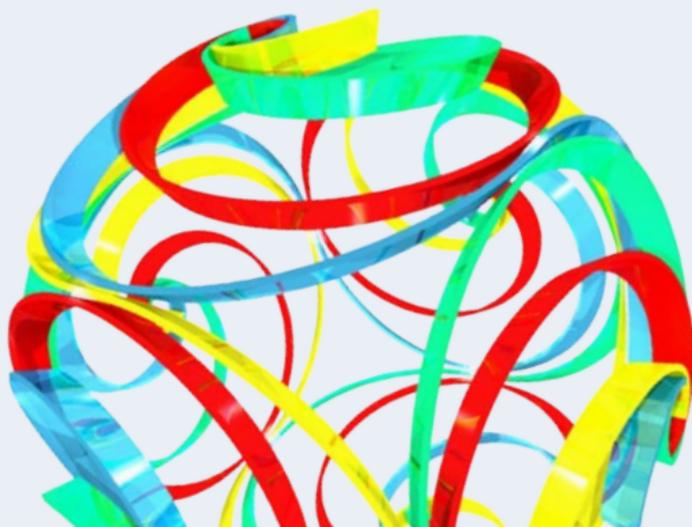


Target groups

- 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

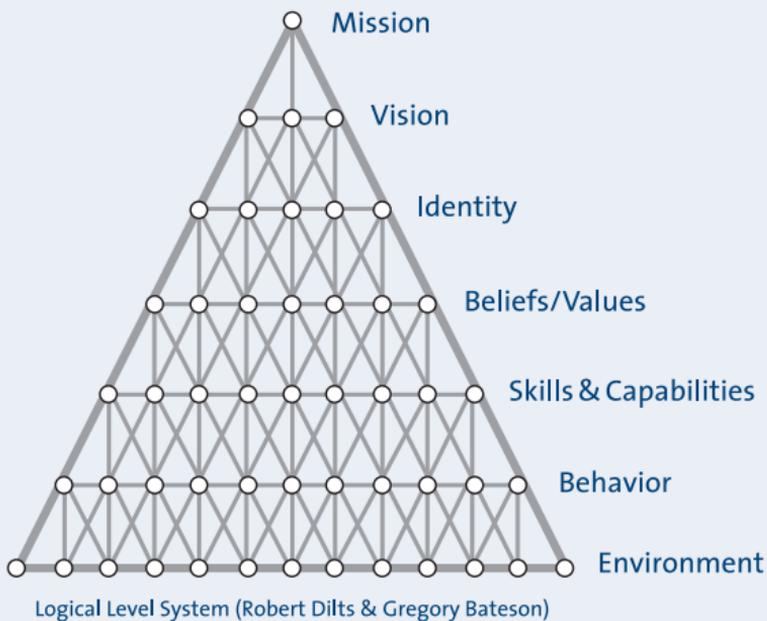
Method

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.

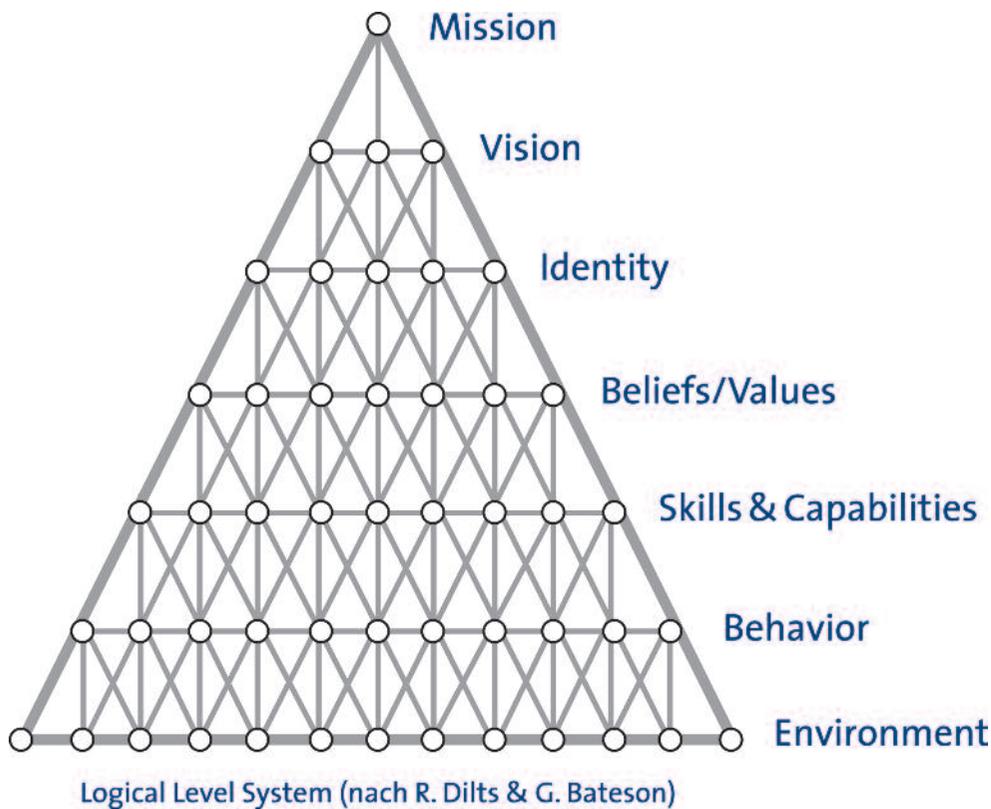
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The Fast-Track Approach to living CORPORATE IDENTITY



The CIDP process is structured like a pyramid.

Companies are like living organisms and forever subject to change. Market forces, individuals, or the environment determines the degree of their change. Big corporations which progress like sluggish steamships may undergo change and re-emerge as downsized, independent organizational units. Other companies that move like speedboats through strategic waters may gain size. Behind each merger or restructuring process are individuals who are expected to support these changes. Corporate coach and trainer Hans-Peter Wellke facilitates corporate change processes by employing a unique approach: Corporate Identity Development Process (CIDP) is a fast-track approach to transform teams, divisions and companies into highly motivated, powerful teams in only a few days.

Powerful Teams

In CIDP workshops, the trainer's focus is on developing a common identity. "The goal is to create powerful teams," says the German HR specialist, who has a Master's Degree in Business Education. In real corporate life, project teams, divisions and entire companies will have to adapt to

changes very quickly. "In many instances, totally incompatible worlds are required to merge." Such a development and socializing process may take several months. "Often, companies just do not have that long." CIDP is a focused and efficient way to make a team more effective in the shortest possible time. The workshops are



Petra Schinz (l.) and Nele Gilch, founders of Trommelwirbel, an event launderette and coffee shop in Nuremberg

Laundry Business with Identity

Editor Edith Rayner spoke with the two entrepreneurs Nele Gilch and Petra Schinz. In fall 2009, they opened up their launderette coffee shop called Trommelwirbel in Nuremberg. Creating a snazzy seventies design and an unusual event idea, the two managers chose a refreshing new approach.

Allgäuer Wirtschaftsmagazin (AWM): A year ago, you opened up your self-service laundry. In the lead-up phase you were coached by Hans-Peter Wellke. How did your pathways cross?

Nele Gilch: Our business plan was completed; it was a typical matter-of-fact business plan. Yet we felt that there was something missing. Hans-Peter Wellke was recommended to us, and we asked him to coach us. He guided us through the emotional process of setting up our business.

AWM: Emotional process in setting up a business? That's interesting, how did it work?

Petra Schinz: Mr. Wellke helped us to develop our mission and vision. It was really hard work! Thanks to his sensible way of facilitating the process, we managed to put our own emotions in words and to gain strength from that.

Gilch: He kept asking us for our motifs: Why we do what we do, what is the driving force behind. In this way, we managed to establish the missing link in our plan. We recognized inconsistencies and

changed our plan of action accordingly. Hans-Peter sharpened our entrepreneurial ways of thinking – after all, we had yet to convince the banks of our idea. That was real identity development work!

AWM: Can you give us more details about the term identity development process?

Gilch: We worked on our mission and vision, dismissed beliefs, questioned our behavioral patterns until it all culminated in this one sentence, which stated: Yes, THAT is us, that is our company. This one sentence was the reason why we engaged Hans-Peter Wellke.

Schinz: Hans-Peter Wellke has just got that special talent for shaping the CIDP process. We felt that he knew exactly what really mattered. And he didn't let go! Time and again he gently honed our entrepreneurial ways of thinking. After all, our idea was designed to yield turnover and profit. Even until today we live and breathe our mission and vision – and (laughing) being business partners, we keep synchronizing ourselves!

made up of several building blocks; team members are encouraged to establish their own identity, culture and mission statements. "CIDP is a great method for project groups which have just been newly formed and are set to undertake new tasks" summarizes a former participant. "CIDP is also ideal for teams which want to work together more quickly and more efficiently."

Working as Individuals or in small Groups

In the CIDP workshops, participants permanently shift from individual to group work to presenting the results. Hans-Peter Wellke subtly facilitates this process, applying his tried-and-tested moderation techniques. To settle seemingly irreconcilable differences, one of his specialties is to quickly adjust his moderation techniques to new situations. He uses his techniques skillfully to successfully manage group dynamics when exchanging opinions, dis-



Hartmut Schmökel and Enrico Kröll (r.) from Siemens Real Estate Germany

“We have a Roadmap to fulfill our Mission”

At the idyllic Hotel Sulzberger Hof in Southern Germany, we met Hartmut Schmökel and his business administration manager Enrico Kroll of Siemens Real Estate. After an internal restructuring of Siemens AG, the two managers are faced with the challenge to manage a powerful team of 350 existing and new employees at more than 30 locations.

Allgäuer Wirtschaftsmagazin (AWM): You've just participated in a CIDP workshop with Hans-Peter Wellke. How would you describe your experience in the last two days?

Enrico Kroll: It's amazing how much we have achieved! To think how much time we've invested purely to establish our mission... we certainly have achieved a lot.

Hartmut Schmökel: I agree. We have learnt a great deal from each other. After only two days we are much clearer on our common goals. It will facilitate our day-to-day work and will accelerate coordination processes. When our mission and vision was finally established – at nine thirty the first evening, all disagreements had disappeared. After that point, everything else just came rushing forward.

Kroll: Having worked together for three months, we were familiar with the issues

that had to be clarified, which, however, could not be solved in our day-to-day business. This seminar has sped up the clarification process. Now we have a roadmap with which to fulfill our mission.

AWM: What are the concrete results from this? And, when returning to the office, what are the first steps that you are going to take?

Schmökel: Mr. Kroll and I have a clear understanding about our joint roadmap. As a result, we will be more clearly perceived as a unit by the people around us. We are planning to initiate strategy workshops with our staff. In Germany, my job is to look after about 14 units. I am set on the goal that I wish to enable the managers of the different locations to think more like entrepreneurs. While I will pursue my goals single-mindedly, there will be no big bang but rather lots of small steps.

AWM: Being a manager for many years, you surely have participated in many seminars. How does CIDP differ from other workshops?

Schmökel: Throughout the day, we were asked to actively use our minds and to fully participate. We had certainly not expected this level of productivity at that point! It was fun to work with Mr. Wellke; we jointly accelerated the change processes. At times, this was a painful procedure, i.e. we felt we had found the desired result, just to discover the next moment that we still had a long way to go. When we had finally reached our goal, the whole situation felt very comfortable. I was very impressed the way Mr. Wellke conducted the workshop. He always had a little trick up his sleeve and the perfect timing to adjust his techniques as appropriate.

AWM: In your opinion, who should undergo this CIDP process?

Schmökel: Teams which are facing great challenges and wish to jointly accomplish something. Because I believe that an authoritarian leadership style is only the second-best approach. After all, it is much better to develop entrepreneurial understanding! During the CIDP process, the participants pass through all the team building processes forming, storming, norming, performing... applying CIDP, they reach the performing phase much more quickly!



Hans-Peter Wellke.

Discussing values or establishing similarities and differences. "I have been successful in applying my special techniques even when a solution seemed to be absolutely out of reach," says the HR specialist.

No matter how big the challenge, Hans-Peter Wellke never loses sight of his client's goal: "CIDP accelerates the team building process and makes the team work more efficient in a shorter period of time." According to the trainer, other positive results are that the team cooperates in a more focused way and requires less guidance. "As a result, executives will interfere less on the operative level" Hans-Peter adds. "Instead, they increasingly manage by visions, principles, attitudes, and values." And last but not least, the accelerated process will save the company money, he says. A positive side effect of the workshop is that the entire team becomes more

attractive to outsiders. "And that's contagious" smiles Hans-Peter. It may even make an employer more attractive, a former CIDP participant concludes.

Edith Rayner

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