



Talent meets innovation – a systemic approach

Our Client:

As a site operator of one of Germany's largest chemical parks, our client with its 1000 employees offers innovative, networked solutions in logistics, supply and disposal, security and I.T. services for customers in the chemical and process industries. Thanks to the unique professionalism of their approach in providing such a broad range of services, our client secures the competitive advantage of the companies they support.

Why we were approached:

As a pioneer in its industry, our client is always looking for innovative and future-oriented ways to improve the solutions that it offers. Because of this, our client places great emphasis on the development of work climate that promotes innovation and creativity. Implementing and maintaining a culture of innovation requires support from Management and the appropriate framework conditions to allow creativity to flourish. Our client made use of regular Workshops for Managers, as well as the development and implementation of measures to achieve this goal. In this, they were supported by three members of our Breitenstein Consulting team.

Our Task:

During a Strategy Workshop at the Berghotel Breitenstein, the promotion of an Innovation Culture as well as the development of the Leadership Culture and Talent Management were identified as important focus topics. Our experience has shown cultural changes are only successful when they are initiated and supported by the client. Thus, we adopted a systemic approach for this project by combining the two focus topics with each other by initiating a Talent Program to drive the implementation of an Innovation Culture from the "inside out". During several Workshops moderated by us, a group of Talents worked on a Culture Analysis of the organization, and developed concrete ideas on how to improve internal processes and services to foster innovation. The first phase of the program culminated with a two-day event focused around Innovation Culture which was attended by all 120 Managers in the organization. The Talents played a key role at this event, both in supporting the coordination and preparations beforehand, as well as moderating Workshops during the event. The result was unbelievable: Altogether 30 Workshops on the topic of Innovation Culture and Methodology were moderated by the Managers and Talents themselves during the event. In addition, a lively exchange of ideas to promote an Innovation Culture took place.