



creaffective

CO-CREATING THE FUTURE

Company presentation



## Who we are

We are a self-organized consulting company with seven employees. Our main focus is on German-speaking countries as well as the Greater China region.

We work for our customers as consultants, coaches, facilitators, trainers and keynote speakers. In our projects we accompany organizations of different industries and sizes co-creatively and individually on the way to more innovation, agility and self-organization.

Our team also serves us and our customers as a laboratory for new work. We work and experiment with models and tools of agile work and self-organization. The experience we gain influences our work with customers. We also regularly publish our findings through books and articles.

# Where we come from



2004

## Founding the brand

creaffective starts to support companies in Germany and Asia mainly through workshops and trainings to bring about more creativity and innovation.

2013

## Founding the company

The focus of our work is widening. More and more we accompany organizations in larger innovation projects and the development of innovation management structures.

2016

## The way into self-organization

The team is growing and we dare to take the step into becoming fully self-organized. We experiment first with Holacracy, then with Sociocracy 3.0. Our team becomes a laboratory for methods of agility and new work.

2019

## Future Fit Company

Five colleagues jointly write the book Future Fit Company summarizing our experiences of the last years. Our consulting work now covers the topics innovation, agility and self-organization.

# What we offer



## Innovation

We accompany you on the way to a **culture of creativity and innovation**, so that you can continuously develop and implement new ideas and solutions.

## Agility

Together we create **meaningful structures for working in an agile way**, so that your organization can adapt to a dynamic market environment.

## Self-Organization

As coaches and consultants we show possibilities to live **more self-organization, participation and entrepreneurial thinking** in the organization.

# How we support

## Consulting

We support you in your agile transformation, during the introduction of elements of self-organization, the development of innovation management and the establishment of a culture of innovation and adaptability.

## Coaching

We support teams on their way to more agility and self-organization, serve executives as sparring partners and accompany innovation projects and large-scale change projects.

## Facilitation

We facilitate your workshops to develop relevant scenarios, set up new strategies or create innovative solutions for new products, services and business models.

## Training

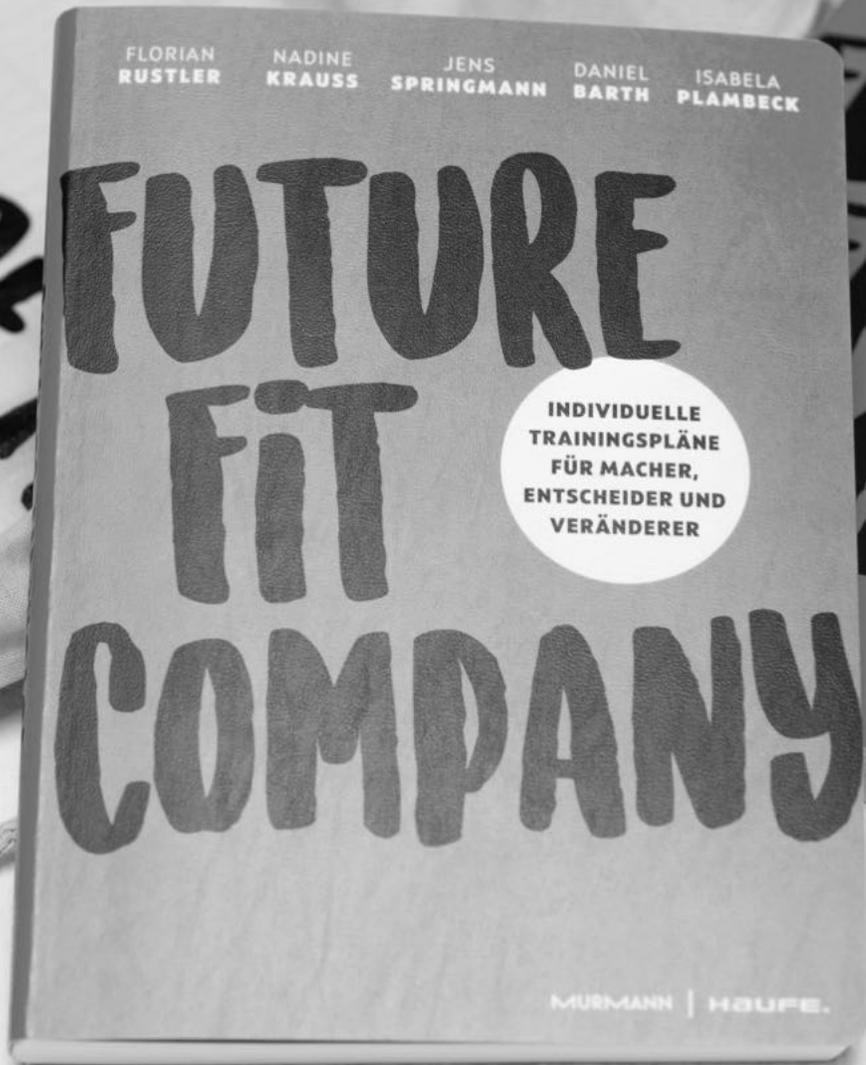
In our trainings we share tools and approaches of innovation and agility as well as modern approaches to leadership. Our training programs lay the foundation for a culture and mindset of an innovative company.

## Events

Together with you, we organize hackathons to push ideas forward, plan and facilitate large-scale workshops on key topics and create inspiring networking events for internal and external participants.

## Key Notes

With interactive impulses and exciting key notes on the topics of innovation, agility, self-organization and new work, we inspire your employees and support your events.



# How we think and work

**Companies as organisms.** Organizations are not machines, but complex organisms that are constantly learning, practicing and changing. Therefore, we design settings for experiments with our clients, thus enabling optimal conditions for learning and development.

**Co-creative approach.** Standardized off-the-shelf solutions do not fit constantly evolving organizations. All methods and tools must always be co-creatively adapted to the respective context together with the people in charge.

**Free of dogma and ideology.** We see methods, models and theories as a source of possibilities, which always must be tested regarding their usefulness. We look at the economic reality of a company, question familiar concepts and consider all options with openness and curiosity.

**Holistic approach.** We view companies holistically from different perspectives. In order to capture all dimensions of modern work, we base our consulting work on the concept of four spaces: the operative, structural, interpersonal and individual space.

# How we do it

We look at companies in the context of four spaces, each overlapping, complementing and influencing each other.

Depending on the concrete initial situation, we focus our work on those spaces with the most need for action.

Many of our clients also use the model for analysis, evaluation and self-reflection with regard to their own company.

## The operative space

This is where value creation takes place.

We design work processes, project planning and innovation.

Methods and models such as Scrum, Design Thinking or Lean Startup primarily address this space.

## The structural space

This is about structures of decision making and resource allocation, the structure of the organization as well as purpose and values.

Models of self-organization and some agile methods offer good practices for this space.

## The individual space

Behind all other spaces there is always the mindset, the world view and the beliefs of each person.

Here we rely on concepts of mindfulness, work with the Growth Mindset and promote a culture of Artful Participation.

## The interpersonal space

Communication, conflict resolution and feedback culture support the upper two spaces.

We supplement our agile toolbox with elements of non-violent communication and dynamic facilitation.

# What now?

You want to learn about our specific offerings of consulting and coaching? And maybe you would like to see some more references and case studies?

We have detailed portfolios on our consultation work regarding innovation management, agile transformation and self-organization, as well as organizational development. We are more than happy to send you the portfolios! Just drop us an email at [info@creffective.de](mailto:info@creffective.de).

You can also find more information on us and our services on our websites [www.creffective.de](http://www.creffective.de) (in German) and [www.creffective.com](http://www.creffective.com) (in English).

You can also find interesting content on our [YouTube channel](#).

And if you want, you can connect with our team on LinkedIn: [Florian Rustler](#) – [Isabela Plambeck](#) – [Jens Springmann](#) – [Vermie Vigilia](#) – [Daniel Barth](#) – [Nadine Krauß](#)

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