

ZESIM GmbH

The ZESIM Center for Systemic Innovation and Management Consulting (Zentrum für Systemische Innovations- und Managementberatung) supports companies in creating natural growth and obtaining market leadership. As experts in the fields of management consultancy, innovation management, and organizational/human resources development, we make use of our experience and apply scientific findings as well as success analyses of important innovators in management research. Our work reflects ideas of the following authors, to whom we are especially grateful:

Jim Collins for his brilliant analytic studies, which made us aware of the crucial success parameters in management.

Clayton Christensen for his both comprehensive and market-oriented outlook on management for the advancement of innovation, which helped us develop pragmatic solutions.

Gary Hamel for his approach to management innovation and his many strategical tools, which considerably facilitate our work.

Chan Kim for his visionary approach and his "competitor's strategy without competitors", which encouraged us to put into practice, fast but prudently, radical changes.

Tom Peters for his passion for identifying current evils and his "destructiveness", which sharpened our awareness of the many bars to success.

Rolf Wunderer for his pragmatic concept of intrapreneurship, who inspired many of our ideas for the encouragement of intrapreneurs.

David Francis also for his concept of the "G21 model", which enables us to describe in detail an organization's innovation level and to design intervention strategies.

Kim Barnes for her utterly practical and behavior-transforming training concepts, which really translate ideas into actions.



Ready for take-off?

We give companies upswing, dynamic and future

You want to learn more about us or book one of the following lectures?

Good to great – How to build a top organization:

Why some organizations are particularly successful – and many others are not

"Innovation is great!" – how to become a successful innovator:

How managers successfully channel innovations and which aspects they should observe

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Building the dynamics of success and preparing for the challenges of the future – From an exhausted organization ...

Organizations that are well established in the market rarely succeed in replicating the intense growth and dynamics of the past. Frequently it is the previous success itself that causes saturation effects in terms of increasing remoteness from the market, inflexible routines, and prolonged decision-making processes.

Even the top management is bound to day-to-day supervising and controlling routines and scarcely has any capacities left to fulfill its primordial task: the 'creating of entrepreneurial and strategic concepts'.

The way the top management responds to symptoms of fatigue commonly consists in implementing optimization programs designed to counteract areas of weak market positioning and internal shortcomings. These short-term concepts however, merely targeted at effectiveness and efficiency, tend to exhaust the organizational power rather than contribute to its lasting development.

As experience suggests, "there is no such challenging task as reshaping oneself". Therefore a new approach is needed to create, besides short-term successes, a lasting high-performing organization.

...to a high-performing enterprise

Top organizations have an in-depth understanding of their own business principle. They know which of the organization's core competences and success instruments are unique and ensure high margins on the basis of innovative products.

Top organizations actively maximize the abilities to face the challenges of the future by systematically increasing their relevant core competences. This leads to sustainable advantages in competition.

The top management of high-performing organizations defines an overall strategy for increasing the company's success as based on the previously identified core competences, and focuses on applying them consistently.

The top organization's management acts as the driving force and generator of a powerful and innovative enterprise. It systematically encourages innovations and creates the flexibility needed for achieving quick (market) successes. And it simultaneously strengthens a specific culture of success.

Top organizations' employees have a business-focused approach in their thinking and acting, thus contributing to the organization's and their individual careers' benefit. And they are offered active support by the HRD department in order to tap their full potential.

Building a top organization

Top organizations function as archetypes and role-models within their lines of business. They set the pace on the market, whereas competitors have to secure their survival by means of imitation and relinquishing their operating margin. In order to realize the quantum leap from an average enterprise to a top organization, first of all a thorough understanding of one's own success instruments and core competences is needed. Here is where our Take-off Consulting becomes effective by initiating the process of transformation into the top organization.

Our fields of activity in Take-off Consulting®

Management

It is only by the management's unlimited focusing on the key elements of business success that an increase in profit, uniqueness, and commitment can be obtained. Together with the top management we develop a shared definition of the company's essential success factors. In this process we apply a wide range of scientific studies that – nearly unanimously – identify a set of general success parameters and ways to market leadership. On the basis of these well-defined and company-specific parameters we design a powerful transformation process enabling our customer's take-off towards creating a top organization.

Organization

Only a vigorous organization that determinedly creates the freedom for entrepreneurial initiatives can act as the generator and driving force for an innovative company.

We revitalize the organization by enhancing the organization's innovation competence and flexibility at the levels of culture, structure, and processes on a sustained basis.

In the course of this reconstruction process the entire organization creates a wide range of forward-pointing business-, process-, and product ideas, from which the top management selects the most promising ones in order to win the future markets.

Employees

The employees' ability to tap their full potential is a prerequisite for the enthusiasm and passion required to translate innovations into market successes. We mobilize the employees' entrepreneurial thinking and acting. We encourage intrapreneurship, embedded in a sound corporate culture, by appropriate employee selection and purposeful human resources development, as offered by our Take-off training programs.

By providing momentum to these three fields of activity, we energize with our Take-off Consulting® a "fly-wheel", which, originating from the management, engages the organization as a whole thus creating the very success dynamics leading the organization towards a top position.