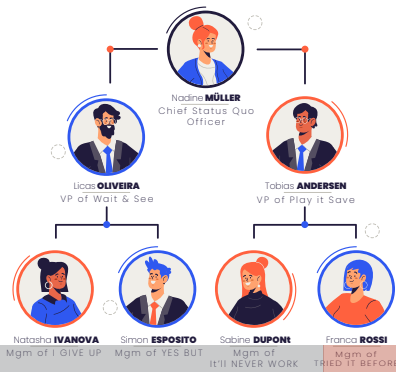


# Gebhard Borck

unleash the power of auto-organization

## Whitepaper Transformation



Your Steady Journey from a „Me“ to a „We“ Organization



Bayernstr. 31  
75177 Pforzheim



+49 173 720 83 07  
+49 7231 78 65 52



[direkt@gebhardborck.de](mailto:direkt@gebhardborck.de)

# Embrace Meaningful Change

Persistently unique, with a smart system

Companies have biographies. Just like the people who make them happen. In these life stories, there are times of upheaval. Often they are tough. Sometimes even life-threatening. But within them always resides the opportunity to make something fundamentally better. This makes sense if it's about more than just the upcoming months. When the perspective opens up to five, ten, twenty years, or more, it is the right time to talk about transformation.

You know better than I if this applies to you. I am open if you are seeking new territory. If you want more than just improving what already exists. If you are ready for courage to change and adventure.

## The Challenge

Because that's exactly what it's about. Are you looking for a way to transform your company and make it more competitive? The Adaptive Activator can help you achieve your goals. In this whitepaper, I'll show you how to apply the Adaptive Activator with me as a transformation catalyst and your team to make your company future-proof. I'll explain the tasks you'll take on, how the price is determined, and what results you can expect.

I have been working with entrepreneurs for two decades who have taken the leap into the future. Their success is knowing which systems let their company succeed in uncharted territory. The magic word is self-direction, both for you as a person and for the organization. With it, you will succeed in being clearly oriented and successful as a „We“ company beyond your control. Embark on the empowerment of real mastery. Discover how you can surf the wave instead of merely keeping afloat.

## The Adaptive Activator

The Adaptive Activator is a mechanism that optimizes the structures and processes of your company and unleashes potential. It is based on the idea that companies behave like a living organism and can be cared for and developed accordingly. The competency required for this is self-direction. I ac-

**Catalysis-Design**



**Power of Ownership**



company you to perform this transformation. I am with you at every step.

*The Adaptive Activator acts like a spark that ignites a chain of reactions.*

By collaborating with a transformation catalyst, you ignite the controlled fire of change in your operation. With the help of experience and knowledge, I assist your company in transforming in a successful direction. I openly show you my work. Through our shared action, you acquire the competency of self-direction.

## Success Story

How do you measure the success of the Adaptive Activator? Here's an example I experienced with Teledata IT Solutions GmbH. We changed the behavior of how meetings were handled there. Instead of meeting and following a simple agenda, we increasingly conducted well-prepared meetings that only brought together those affected by the respective topic. This avoided unproductive meetings. The

necessary work was then done in a fraction of the time. This gives the company room for calmness without leaving anything unattended. You too can make the systemic change from mere communica-

### Sample Calculation

	regular check-in	catalytic
Participants	12	12 PP + 2 Moderation = 14
Frequency	weekly over 8 months	4 appointments
Duration in hours	1	2
Preparation # of Employees	1	2
Preparation duration in hours	0,5	12
$\Sigma$ Employee hours	$12 \times 4 \times 8 \times 1$ $+ 1 \times 4 \times 8 \times 0,5 = 400$	$14 \times 4 \times 2$ $+ 2 \times 12 = 136$

tion to active participation. This way, you experience success yourself!

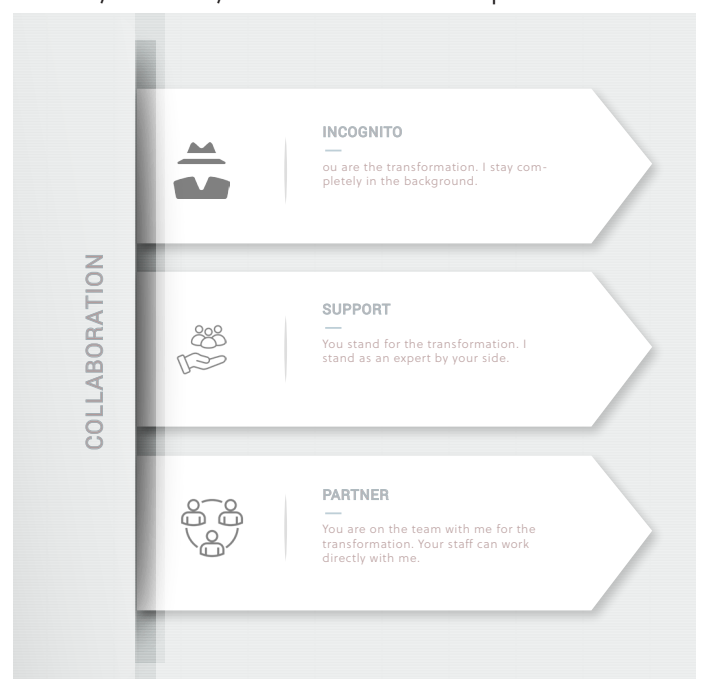
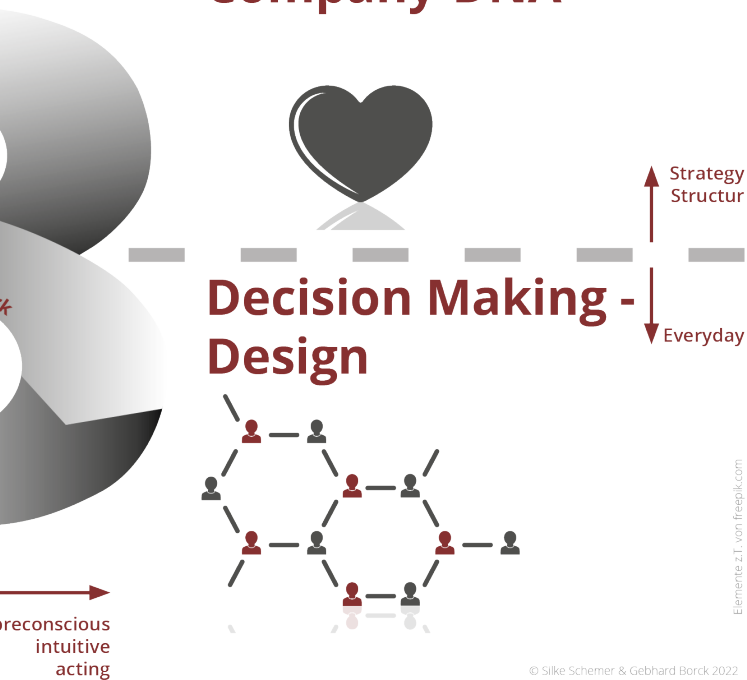
## The Transformation Process

As a catalyst, it is my job to support companies in their successful transformation. A central point is the design of the catalysis. This means the design of the framework that allows effective participation of the workforce and the innovations resulting from it. I work with you to build this competency in yourself as well. Until then, I take on this task and ensure that your change is successful.

## Your Tasks

As a client, you are in the cockpit. It is your job to actively embody the transformation process. You

## Inner Compass / Company-DNA

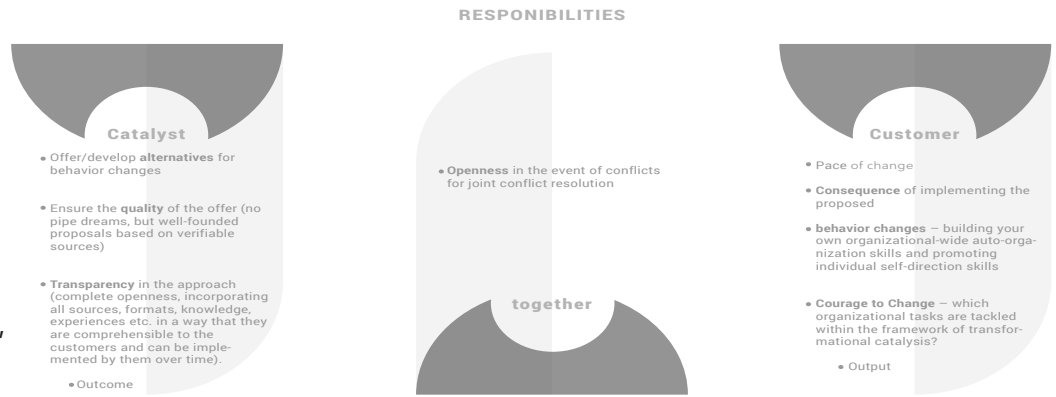


drive the changes by being willing to break old behaviors and take new paths yourself. This motivates your team to take responsibility and collectively shape the company.

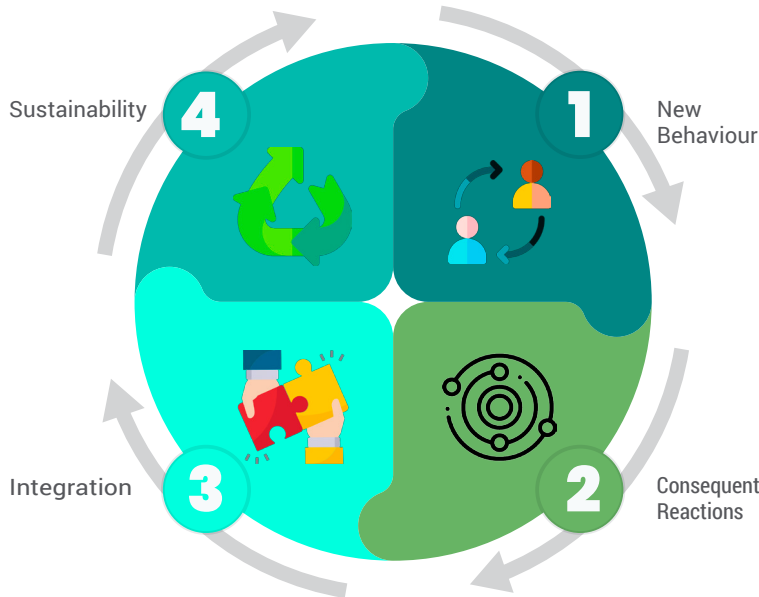
The transformation process requires commitment and endurance, but in the end, you are rewarded with an adaptive and auto-organized firm that is as successful as it is future-proof.

## Transformation Phases Pricing:

The investment in such a transformation depends on many factors such as the size of the company, the number of employees, and the extent of the necessary behavior changes.



In this phase, the new procedures and behaviors become normality. You have initiated a sustainable change in your organization and together you have achieved it. Based on experience, it has a positive impact on your team and your company for years.



As an entrepreneur, you adopt different behaviors, so your organization starts the transformation. You serve as a role model. Your team recognizes your changed actions and reacts to them. This reaction initiates phase two.

Your new behavior triggers changes in your company. Your team adjusts. It finds new ways to align their work with your new behavior. For a certain period, there is an interplay between phases one and two. This leads to new procedures. The rather negative ones, we immediately discard. The positive ones we integrate into everyday life. That is phase three.

In this phase, we establish the helpful behavior in the organization in such a way that it persists. For this, we adapt structures and processes. Employees are integrated into the development. As a result, their qualification in the changed action arises as a side effect. With every improvement that comes into the company in this way, the auto-organized culture stabilizes. This leads to phase four.

## Value-oriented Pricing

With value-oriented pricing, the price is based on the benefit your company and you get from the transformation. This means that the price is individually adapted to the conditions and goals of the company. The focus is on creating value for the operation. This allows for fair and sustainable pricing that offers customers real added value. If you are interested in the price for your company, schedule an appointment for a non-binding initial value analysis right away.

## Services

During the transformation, I will provide you with a support tailored to your needs. I help you establish the changed behavior and the resulting work methods in the organization. On this journey, your team and you will build up the necessary self-direction skills. Together, we develop the transformation process. I assist you in implementing the upcoming changes in your company to achieve profitable results. My expertise in catalysis thus enables a sustainable transformation that leads your organization into a successful future.

## Results

The possible results of the transformation are diverse: it can lead to better cooperation and communication in the company. The time from problem identification to productive solution is shortened. The customers move into the center of attention. This improves how they experience your company. In addition, the transformation strengthens the company culture, creating a constructive working environment for employees. In short:

CATALYST

- Actual behavior change. For example, strategic decisions in large groups.
- Transformation catalysts make themselves redundant over time (we come to go). Unlike consultancies, they show completely openly how they design their workshops and processes. They involve the customers in all considerations and thoughts.
- The time-to-success shortens. Not time-to-concept, time-to-decision or time-to-rollout.
- The systematic development of auto-organizational competence for the organization and the promotion of self-direction at a personal level.
- The development of self-steering competence leads in consequence to a multitude of positive changes that have a positive effect over years or decades, long after the catalysts have already left the company = empowerment system.

OUTCOME

*A transformation towards a „We“ company can positively influence the entire company and secure success in the long term.*

CUSTOMER/  
CATALYST

- Create presentations
- Develop Miroboards
- Produce information texts (for intranet, FAQs, methods playbooks, etc.)
- Design project processes
- Design surveys
- Prepare data, results, statements as outcomes
- Fill canvases
- Moderate workshops, support moderation

Output services are provided by a transformation catalyst to the extent that it makes sense for the reduction of the competence gaps and the customer pace. They are not a driving part of the fee. Even if they are zero, the value of the catalyst support is regularly fully given.

OUTPUT

## Conclusion & Summary

Dear business leader, if you want to successfully transform your organization into a „We“ company, it pays to rely on the expertise of a transformation catalyst.

Value-oriented pricing and clear communication of services are important. During the transformation, you change your behavior. This leads to follow-up reactions. These result in changed procedures. You integrate them and thus achieve sustainable results. Investing in such a change is worthwhile for your organization in the long run.

PERFORMANCE  
CONTROLL

Catalyst	Customer
Flat rate fee	Absolute decision-making authority over the duration of the contract
Cancellation fee	All opportunities to keep the total price low (through change consequence and change courage)
The commissioning lasts as long as necessary in a positive course until the competence deficit and the relapse rate into old behavioral patterns are sufficiently low. The customer agrees to accompany up to 6 recommendation discussions per year for three years after the termination if he is asked to do so.	

MECHANISMS

The world is constantly changing, and so is the world of work. Self-direction is a core competency to remain competitive. In the future, adaptive companies will become increasingly important to quickly respond to changes. The transformation process helps create such an organization. It's important to involve our employees in the change process. This way, we can be successful and continue to exist in the future.



# Thank You



## Contact us



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direkt@gebhardborck.de  
info@gb-komm.de

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