

PURPOSE

RECOGNIZING
THE WHY



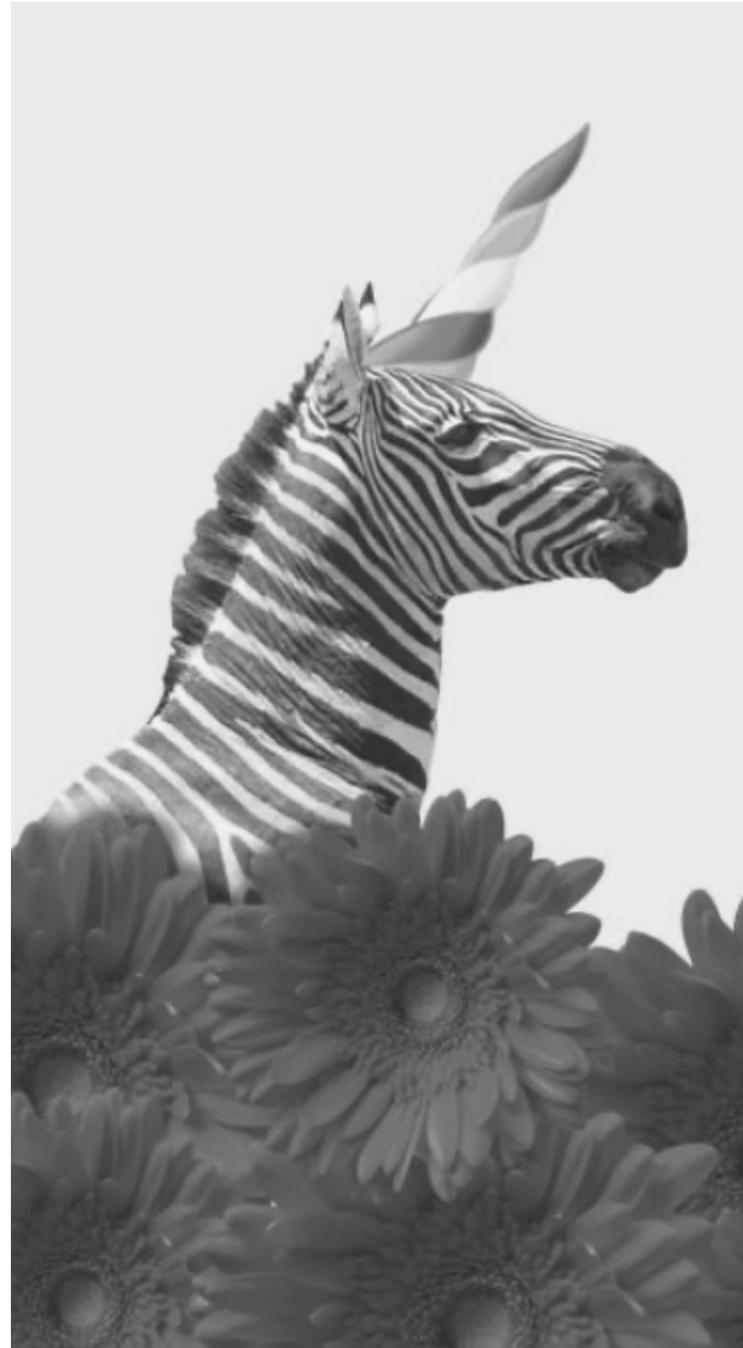
How to work as a
team in a meaningful
& motivated manner

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MO:CO and
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EXPLOITING POTENTIAL.

*„Success is what follows when
you follow your destiny.“*

- Dieter Lange



INSPIRING EMPLOYEES AND CUSTOMERS.

Our world is in constant change.
(Potential) employees seek meaning
in their work. Customers look for
reliability and security.

Companies need to redefine
themselves so that they can
convince authentically through
meaning and trust.

THE PROCESS.

Over the course of several workshops, we start with your company's status quo, kick off realignment and redefine your core messages.

Together, we will develop your company's motivation and purpose. This will result in your employees reaching their full potential and your customers gaining maximum trust.



The workshops cover the following questions and topics:

- Our company: What do we stand for? What sets us apart? What makes us convincing?
- Our appearance both internally and externally - our company's tonality, our characteristics and attributes, our value add
- Setting a framework: What do we want to achieve with our purpose? Competence, culture or cause?
- Purpose development
- Purpose rollout - transferring our newly defined purpose into internal and external communication

Online or in person.



THE EFFECT.

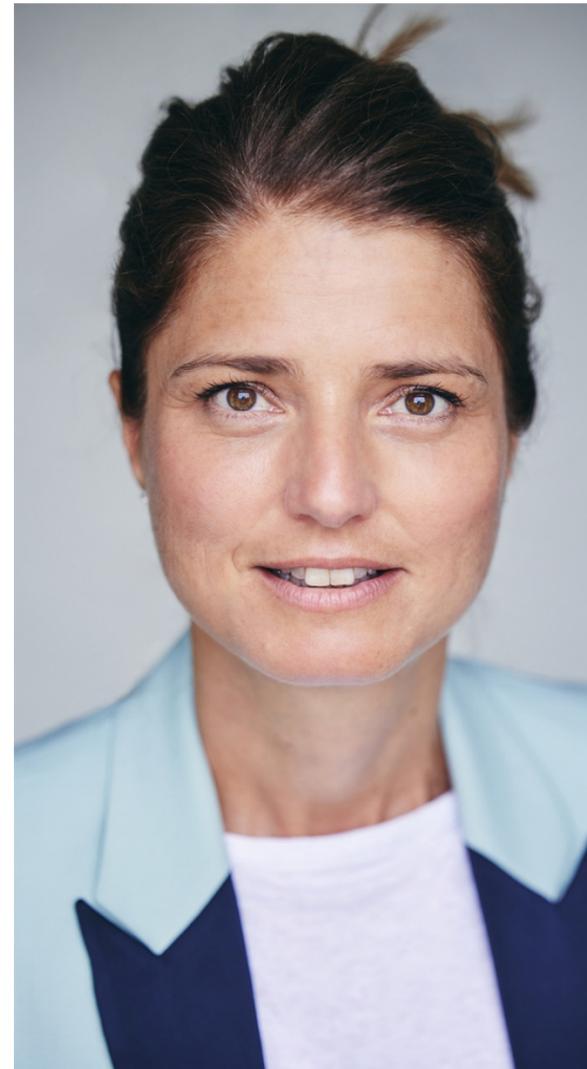
Developing and clearly communicating your company's why and purpose impacts many areas. Your employees will feel (more) motivated and work more effectively. Your company will generate greater awareness in the search for new talents. You will kick off the development of a valuable, authentic and meaningful company culture. You will create a sense of reliability and trust for your customers - both existing and new.



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Merle von Oppen is a communication expert and business coach. She is the managing director of MO:CO a modern boutique communication consultancy. As a communication expert, she helps her clients gain clarity, visibility and relevancy. Merle's expertise lies not only in developing purpose and strategy but also in storytelling. As a journalist, she knows the importance of setting the right tone thereby addressing all and excluding no one in her audience.

Julia von Dewitz is an experienced (ex-BCG) consultant with focus on strategy, innovation and transformation processes. She is convinced that companies are truly successful – be they start-ups, scale-ups or corporations – when their strategy is fully understood, accepted and internalized by each and every employee. Due to her university background in science, Julia combines analytics and precision with the ability to bring people together and to motivate them to their utmost potential. Management teams and executives in international companies value her skills in prioritizing and straightforward communication.

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