

Green Transformation Opportunity leads to change

Green organisation development that has a long-term effect and taps future potential. To ensure that green thinking becomes a common thread throughout your organisation, we support your organisation development process from the beginning right through to strategic milestones. Let's apply targeted forward thinking – with intelligent processes and sustainable structures, with a new environmental awareness and the motivation of your entire team.

The goal:

Convince your employees to become part of an active green corporate culture that is practiced internally and is clearly visible externally.

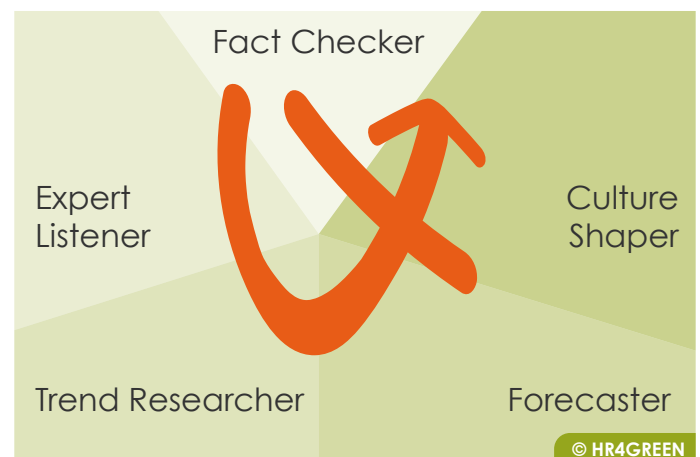
Our support: To enable an environmental and climate-friendly corporate culture to take root, you have to make in-depth changes as these are the only changes that will last: You have to tackle unconscious behaviour and structures that are no longer fit for purpose.

Our change support goes beneath the surface. We make use of the Theory U concept developed by the renowned researcher Otto Scharmer:

The key player in your company: Your **“Green Culture Team”**. A diverse team: This is an assembly of HR employees, managers, environmental officers and sales professionals. Employees who have the required expertise and are motivated to drive green cultural activities.

From the concept phase through transfer of the necessary know-how, right up to the work involved in the change: We provide you and your Green Culture Team with competent and structured support on the path from information repository to culture shaper. With the diversity of perspectives and the different effective areas of the team members, a lot can be achieved:

Old ways of thinking and acting based on habit are questioned, a new awareness emerges.



The destination of the Green Culture Team: Employees become culture shapers

With Green Culture Teams, environment and climate protection become an ever-present topic within the organisation. The way in which employees deal with each other changes the mood, the attitude and the visible behaviour.

A practiced green corporate culture emerges, which grows slowly but surely – with firm roots and a genuine sense of community. Employees become not only shapers of the culture, but also have a potential leverage effect: Their technical and organisational measures toward ecological sustainability now develop added effectiveness.

