• quality of work / quality of life

• business/personal success/failure

• career / earnings

FROM THE VISION TO THE RESULTS WHAT RESULTS FORM THE PYRAMID OF BEHAVIOUR IN YOUR ORGANISATION?

ORGANISATION?	PYRAMID OF BEHAVIOUR IN YOUR	
VISION MISSION	 Vision in Life Work vision (Vision) Objectives in life Work objectives (Mission) 	
SENSE OF BELONGING	to the business culture to the working team	
IDENTIFICATION	 with the business culture with the strategy with the objectives with the working team with the services for the customer 	
CONVICTION	 of the strategy of own (potential) capabilities of the meaning of customer service (Value for Money) of the necessity for continual change of the necessity always to improve 	
CAPABILITIES	 communication with empathy social competence in the team development initiation of change sale of a service through a product thinking, understanding, acting, in change motivation flexibility in thinking and acting maximal respect for inter-personal relationships 	
BEHAVIOUR	 acting in harmony with the vision, with the values and objectives living and creating change realisation of the Vision in the Mission high technical and social competence support of WIN/WIN living and creating customer service 	
	• productivity	

RESULTS

THE EXCHANGE RELATIONSHIP

Every organisation communicates with a demonstrative and complex publicity panorama (stake-holder), which presupposes the corresponding engagement of a specific communication.

Not only does the message have to be oriented with regard to the particular nature of the individual receiver, but the appeal must also change in accordance with the objective. If the announcement of an operational change can be good news for the shareholders and for the customers, then it must be explained to the working team and to the customers that this situation is directed to increasing the market share and to the improvement of their working conditions. In brief, business communication must take account of the diverse expectations of the numerous recipients for whom these messages are intended.

This is one of our specialities!

STAKE HOLDERS EXPECTATIONS	POSSIBLE EXPECTATIONS	EXPECTATIONS
Shareholders	Profits Capital Gain Harmony with the system	
Management staff	Power Sense of belonging Status Protagonism Praise/incentives	
Working teams	Recognition Participation Career Professionalism Sense of belonging	DIALOG +
Employees	Security Pay adjustments New working organisation Working environment Scope for development/autonomy Good management	INCREASED SOCIAL COMPETENCE
Unions	Recognition of their role Information Involvement Participation Status	+ LEADERSHIP
Suppliers	Protection Observance of contracts Privileges Preferential interest rates	
Sales networks	Product quality Product image Speed and correctness Deliveries Profit sharing	