

C-TO-BE

THE COACHING COMPANY

AGENDA

- 01 | C-TO-BE. THE COACHING COMPANY
- 02 | Organizational Development
- 03 | Change Management
- 04 | Business Coaching
- 05 | Negotiation Consulting & Training
- 06 | References

01. C-TO-BE. THE COACHING COMPANY

Your Partner for Consulting, Coaching & Training

Supporting Companies Through Phases of Change Since 2002

With over 20 years of experience in consulting, coaching and training, we support both national and international companies in navigating change projects.

Our Team – Expertise at the Highest Level

We provide tailor-made solutions through a dedicated team of highly experienced experts and take shared responsibility for the success of your projects and training programs.

References – Trusted by Industry Leaders

Our extensive list of references includes numerous leading DAX companies that rely on our expertise and experience, choosing us for their organizational development, key trainings and change projects.

International Focus

We operate globally, bringing you international knowledge and expertise to drive your organization's success.



More about us: www.c-to-be.de

02. ORGANIZATIONAL DEVELOPMENT

Targeted, Sustainable, Effective



OUR SERVICES

For Large Enterprises: We advise executive management and organizational development (OD & HR) departments.

For SMEs: We take on temporary OD functions to enable smaller companies to develop a solid growth strategy.



KEY AREAS

C-TO-BE supports you in developing your corporate culture.

We optimize structures and processes within your organization.

We professionally guide your (international) change management and transformation processes.



OUR APPROACH

We believe in the learning organization (Peter M. Senge) – a holistic approach to continuous learning and development.

We are committed to creating future-ready, flexible, and innovative companies.

02. ORGANIZATIONAL DEVELOPMENT

What C-TO-BE Offers

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|----|---|
| 01 | Consulting – Targeted support for your organization's development |
| 02 | Change Management – Guiding transformation processes |
| 03 | People Development – Individual support and qualification |
| 04 | Diversity – Promoting diversity in corporate culture |
| 05 | Project Management – Structured project execution |
| 06 | Workshop Facilitation – Expert moderation of group processes |
| 07 | Better Negotiating – Consulting, coaching, and training |

03. CHANGE MANAGEMENT

We Guide You Through All Phases of Change – From Planning to Implementation



ANALYSIS & PLANNING

Development of tailored strategies and definition of goals, phases, and responsibilities



STAKEHOLDER MANAGEMENT

Commitment of managers and employees through active involvement and engagement



COMMUNICATION STRATEGIES

Targeted communication and internal marketing to support the change



WIDERSTANDS-KOMPETENZ

Professional management of resistance and conflicts to foster acceptance



MOTIVATION & TEAM BUILDING

Make quick wins visible and ensure long-term commitment



MONITORING & ADAPTATION

Measurement of effectiveness and continuous adaptation of change processes

04. BUSINESS COACHING

The Key to Successful Leadership and Development

RELEVANCE

C-TO-BE has over 20 years of experience in business coaching. Our team of more than 20 senior coaches are qualified, specialized, and highly experienced. We view business coaching as a proven tool for leaders and emerging leaders to develop strategically. Confidentiality has highest priority.

WHY BUSINESS COACHING?

Business coaching can be a short-term, time-limited support or a long-term developmental process with a sparring partner.

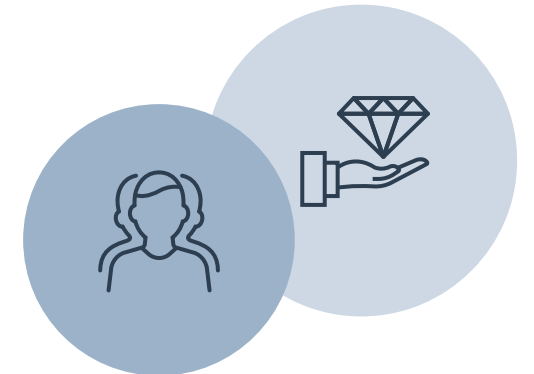
It strengthens leadership skills, promotes self-reflection, and helps to continuously optimize leadership style.

COACHING WITH IMPACT

C-TO-BE coaching is individualized and goal-oriented. Our coaches invest time and effort in thorough clarification of objectives and tailored support.

Our goal is always to promote independence and personal responsibility, as well as the development of self-generated solutions by the coachee.

We follow a holistic approach, integrating both professional and personal aspects.



04. BUSINESS COACHING

ONE-TO-ONE COACHING

Personal support for your individual development

CONFLICT FACILITATION

Conflict resolution through constructive communication

SYSTEMIC COACHING

Holistic view of contexts and solutions



TEAM COACHING

Strengthening cooperation and team motivation

FIT FOR CHANGE

Support in adapting to new challenges

EXPERIENTIAL COACHING

Personal transformation through intensive experience and reflection

05. NEGOTIATION CONSULTING

Strategy, Expertise & Sensitivity for Complex Negotiations

01

INTERNAL NEGOTIATIONS

Negotiations with
the works council
Salary negotiations
Resource conflicts

02

EXTERNAL NEGOTIATIONS

M&A
Supplier negotiations
Strategic alliances

03

CONFLICT & CRISIS NEGOTIATIONS

Mediation
Labour law disputes
Crisis management

04

STRATEGIC TOPICS

Cost optimization
Change management
Power issues

05

INTERNATIONAL NEGOTIATIONS

Intercultural
challenges
Trade agreements
Political negotiations

05. NEGOTIATION TRAINING

Negotiating using the Harvard Concept & Beyond



06. SELECTED REFERENCES



Airbus Group SE



Daimler AG



Deutsche Telekom AG



Merck KGaA



Infineon Technologies
AG



Schaeffler Technologies
AG & Co. KG



Procter & Gamble
GmbH



Wacker Chemie AG



Siemens AG



Volkswagen AG



Mondelez Deutschland
GmbH



Clariant AG

[You can find more references here](#)



Thank you for your interest in our services. We look forward to working with you and achieving your goals.

Jutta Portner

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