

The Insight Impact Framework

Unlocking your organizations hidden intelligence

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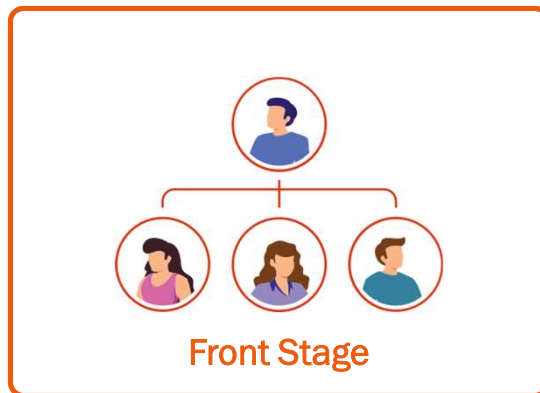
If we only knew what we know!

Niklas Luhmann

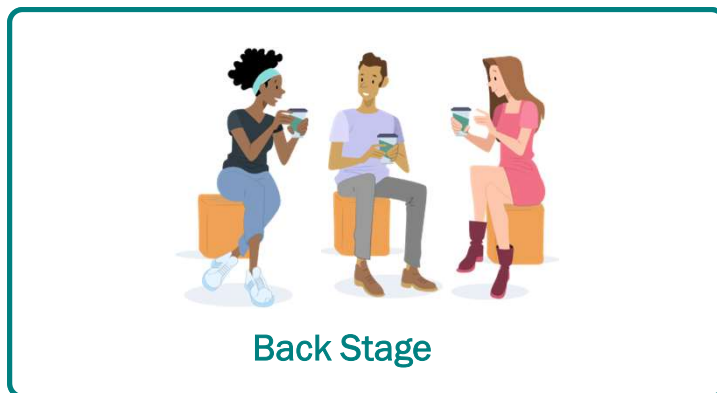
PIA STRUCK
BUSINESS INNOVATION

Today's Organizational Challenge

The multilayered hierarchy hinders information from getting through



- » Organizations face a multicomplex structure in which knowledge is distributed
- » Every employee only grasps parts of the entire situation
- » The best evaluation is based on the integrated intuition of the collective
- » Unfortunately this mainly evolves on “Back Stage”, where people tend to speak straight
- » Additionally the multilayered hierarchy unintentionally hinders information from getting through
- » Mature organizations are aware of this and try to unlock this potential
- » The applied tools (f.ex. Employee Survey, Organizational Development, Speak-up-Culture...) have proven to be only partially suitable to do so



The Untapped Potential

Using collective intuition, intelligence and knowledge

Why?

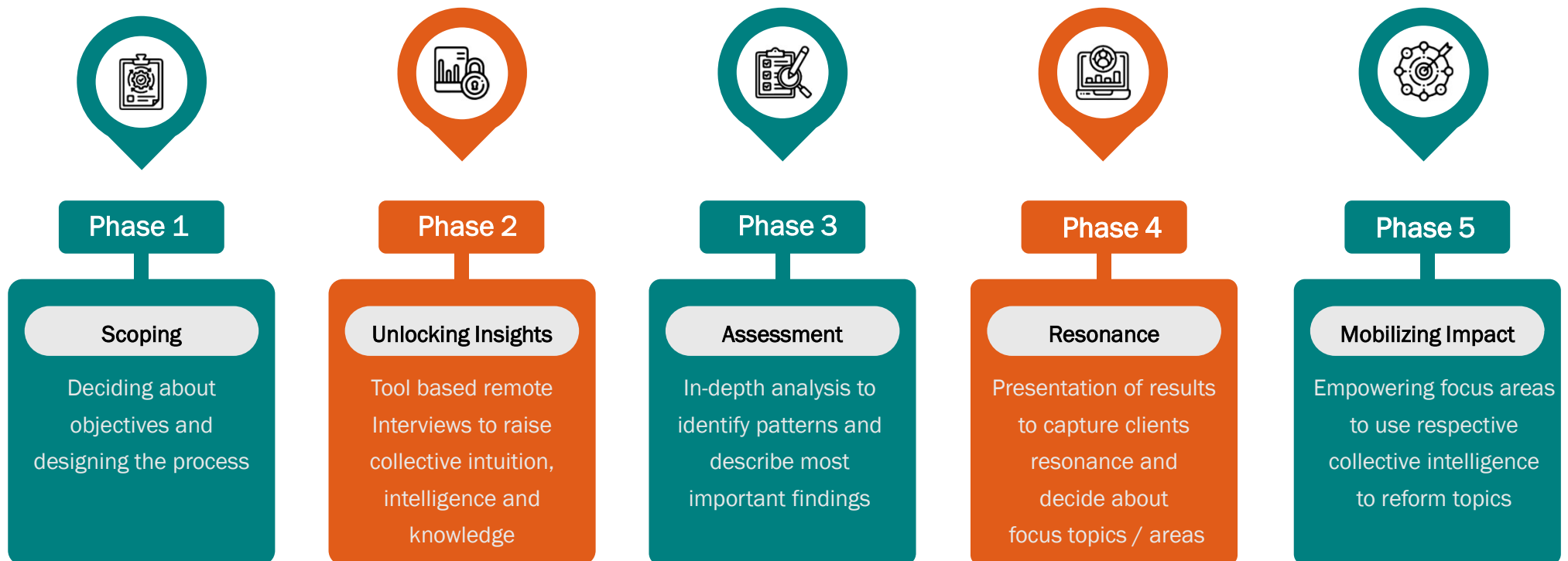
- » Human collectives as organizations are intuitively capable of assessing the status against the planned future.
- » This collective intelligence within an organization is the smartest advisor for management.

How?

- » Structured, precise and comparable revealing of collective intuition, intelligence and knowledge.
- » Psychological *qualitative* depth integrated in mathematical *quantitative* methods.
- » Objective comparability and traceability.
- » Identification and quantification of collective assessments and solutions.
- » Ensuring confidentiality through anonymity.

The Insight Impact Framework

Empowering the organization to take swift decisions and deliver successfully



Organizational Analysis IT Tool

Phase 2 and Phase 3 powered by IT Tool* creating measurable solutions out of subjectivity

Was kennzeichnet

Unternehmen heute

teilweise zu behäbig Näher...

im Gegensatz zu

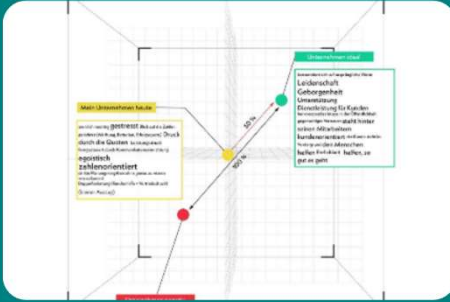
die Strategie des Unternehmens

flexibler Dienstleister Näher...

Structured Subjectivity

Once the interviewee has formed their own evaluation dimension, they quickly and intuitively assess all the elements. This process is repeated several times in an interview.

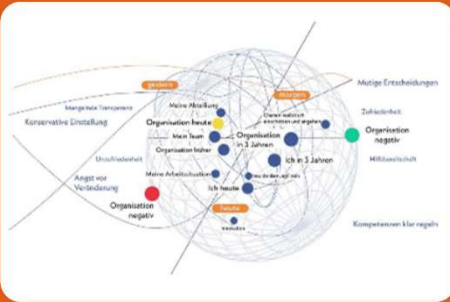
Qualitative



Calculated Valuation Area

The matrices created in the individual interviews are calculated using special algorithms and generate a mathematically analysable (qualitative-quantitative) result space.

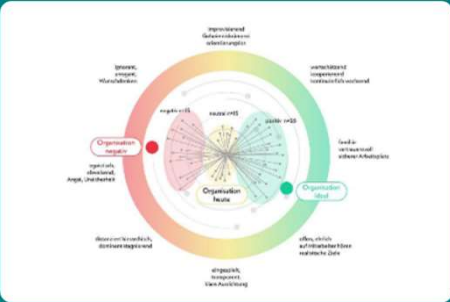
Quantitative



Intuitive Evaluation Matrix

The rating scales named by a respondent and their approximately 500 element assignments are recorded in a relational rating matrix during the interview.

Intuitive



Semantic Topic Map

The mathematically supported consolidation of the terms into topic clusters creates a differentiated and objective understanding of the over-individual preferences and resonances.

Differentiated

*Currently you have two IT-tools on the market, we have broad experience with both

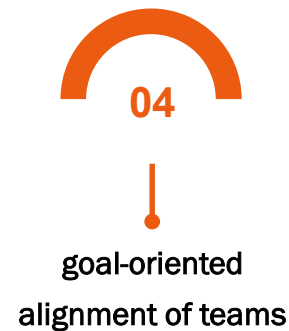
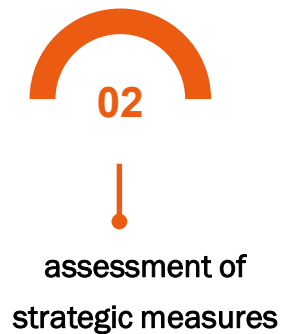
Areas of Application

All existing relevant intuition on risks, solutions and ideas can be revealed

gap analysis using hidden
organizational intelligence



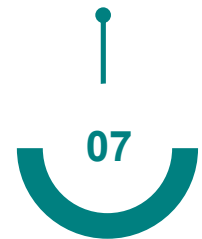
data-based decision-making
for top management



development
of solutions

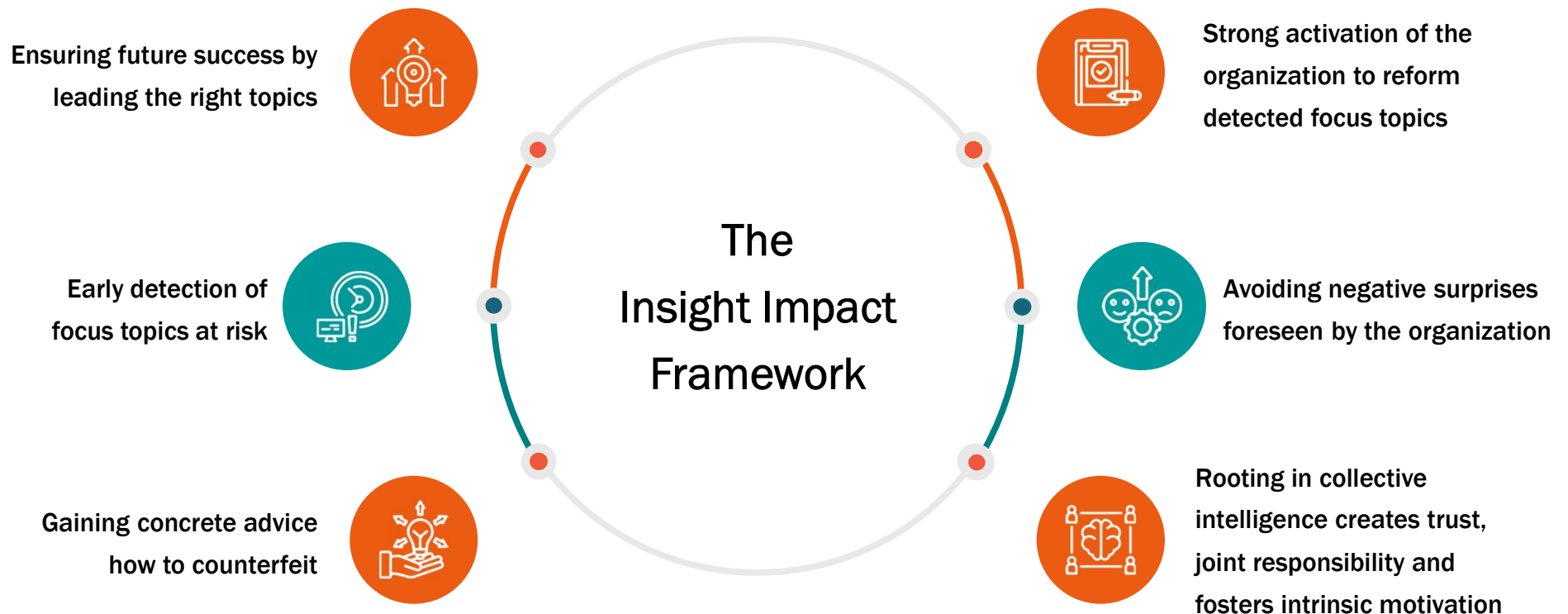


optimization of
performance



Your Benefits

“Doing the right things and doing things right” (Peter Drucker)



Customers Use Cases

How the organizational analysis fueled decisions

“ Our sales were lower than our competitors whilst having the technically better product. With the organizational analysis we came across that our sales field force liked the competitors products more. Instead of accusing them we used their knowledge to understand the relevant image aspect of our brand better to position the brand differently. Without this tool we would never have learned this important aspect.

“ We chose a qualitative mix of methods because it is extremely important to us that our employees can freely express their very personal impressions and opinions. The analysis clearly revealed the true motivational drivers and motives for action as well as the hidden drives of our employees and provided valuable ideas for our further development.

“ For the sustainable development of people, teams and organizations, a precise assessment of the location is essential - you need to know what you should leave out, keep and gain in the future. The special qualitative-intuitive method provided us with the best maps for our further development. They give us clarity and orientation for the future.

“ We implemented a global matrix structure to gain efficiency and drive standardization. In the next 3 years our turnover dropped and we lost a lot of talents. The organizational analysis showed that the intrinsic motivation of our employees as a driver for our success was linked to their country and market identity & team. We removed the Matrix and implemented a global collaboration platform to ensure efficiency and exchange. It was the 100% right decision and it was quantitatively and solutionwise triggered by the results of the analysis.

Our theoretical Fundament

„Systemic Theory“* is the sociological fundament for governing organizations

Four factors driving organizations

Systemic theory provides a powerful framework to understand complex social systems such as companies by emphasizing interdependencies, communication, differentiation, and self-organization.

An organic evolving system

It highlights that systems do not function as monolithic entities but as dynamic, evolving systems that manage complexity through internal structures and feedback mechanisms.

Communication as the basis of social systems

Unlike biological systems that rely on metabolism, social systems are sustained by communication.

Complexity and uncertainty management

Complex systems cannot be controlled entirely, only influenced.

When subsystems fail to manage complexity, crises occur.

Overall systems have the tendency to stabilize themselves, whilst today's multicomplexity forces them to be creative and renew themselves constantly.

*Ludwig von Bertalanffy, Niklas Luhmann etc.

Differentiation from other Tools

Only the Insight Impact Framework transforms subjectivity into measurable objectivity

Employee Survey

Pro

- » Objective
- » Quantitatively measurable
- » Comparable
- » Everyone included
- » Fueling image & employer branding

Con

- » Predefined
- » Raising high expectations
- » No measures implicated
- » No explicit strategic conclusions
- » Organisational Fatigue-Risk

Organizational Analysis IT Tool

- » Showing and understanding patterns
- » Using broad organizational intelligence
- » Comparable
- » Standardized
- » Measurable
- » Very impactful
- » Detects challenges
- » Shows solutions
- » Integrating Back-Stage & Front Stage

Organizational Development

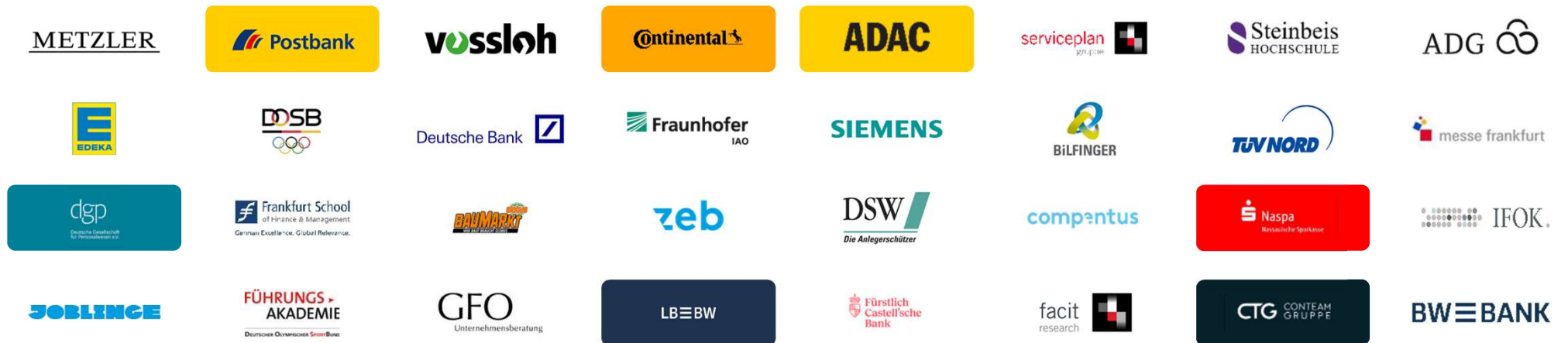
Pro

- » Understanding deep patterns
- » Using employees intelligence
- » Often very impactful
- » Customized

Con

- » Subjective
- » Individual
- » Not comparable
- » Quality by consultant
- » No quantitative measurability
- » Limited to parts of the organisation

Customers using collective intuition



Who we are

Profound business, psychological & systemic experience combined



Pia Struck

- » Diploma in Business Administration
- » Background in Corporate Strategy
- » Systemic Consultant
- » Executive Coaching
- » Team & Organizational Development
- » Book Author and Speaker
(‘Game Change - the end of hierarchy’ / GABAL)



Andreas Greve

- » Graduate Psychologist
- » Systemic Counsellor
- » Co-founder & Owner of
Nextpractice Institute
- » Market, trend and social research
- » Many years of experience in
organizational analysis