

PROJECT STUDY

Co-leadership as driving force for a sustainable, inclusive, and resilient corporate culture. Developing a Business and Marketing Strategy for Junghans Consulting

About Junghans Consulting

- Junghans Consulting is a consulting firm that specializes in guiding organizations through transformative changes with a focus on innovative leadership and Co-Leadership models. The firm is dedicated to assisting businesses in implementing new work models and embracing modern leadership practices to adapt to the changing work environment effectively.
- Key Services of Junghans Consulting:
 - Tandem Accompaniment & Coaching: Professional guidance and executive coaching for co-leaders, focusing on support during the application phase, the first year of co-leadership, and ongoing reflection.
 - Consulting & Sparring: Strategic consultation and support for executives and HR professionals in designing and implementing innovative work models, with an emphasis on Co-Leadership.
 - Workshop Formats & Lectures: Tailored workshops and seminars on Co-Leadership, along with lectures on modern leadership practices and transformational leadership.

Junghans Consulting's expertise in Co-Leadership and modern leadership practices positions the firm as a leader in driving organizational change and promoting leadership models that cater to the demands of today's dynamic work environment.

Project Background

The contemporary business environment is characterized by rapid changes and evolving challenges such as the need for improved work-life balance, reducing burnout rates, and adapting to the demands of digital transformation. Moreover, concepts like Co-Leadership are gaining traction, promoting diversity, equity, inclusion (DEI), and fostering innovation and problem-solving by combining diverse perspectives and skills.

Junghans Consulting seeks to align its business strategies with these evolving market needs and trends. The project aims to devise a comprehensive business and marketing strategy, focusing on a detailed target group analysis and innovative service and product offerings.

Project Goals

Business Strategy Development

- Examine how Junghans Consulting's focus on Co-Leadership can address contemporary organizational challenges.
- Evaluate the potential of Co-Leadership models in enhancing business operations, promoting DEI, and increasing innovation and problem-solving capabilities.
- Develop business strategies that leverage the firm's expertise in Co-Leadership and modern leadership practices.

Marketing Strategy Development

- Revise and analyze the target group for Junghans Consulting, incorporating the latest market trends and consumer behaviors.
- Develop a dynamic marketing strategy that utilizes various social media channels or advertising methods to create a strong marketing funnel.
- Propose a go-to-market strategy that is innovative, sustainable, and aligned with current market demands.

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To
Lead
Different**
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Project Goals (Ctd.)

Service and Product Diversification

- Analyze current offerings and propose new services or enhancements, focusing on the firm's core competencies in Co-Leadership and leadership innovation.

Project Activities

- Conduct market research to identify opportunities for Junghans Consulting to expand its influence in the area of Co-Leadership and flexible working models.
- Perform a detailed analysis of the target group, utilizing data analytics and market research tools.
- Develop and propose a marketing strategy that includes digital marketing, content strategy, and innovative use of social media or advertising platforms that emphasizes the firm's expertise in modern leadership and its impact on organizational success
- Propose innovative service enhancements or new offerings that reflect the benefits and applicability of Co-Leadership in various organizational contexts.

Benefits

- Experience a steep learning curve in cutting-edge leadership models, focusing on Co-Leadership and job sharing.
- Develop expertise in social media marketing, branding, and setting up effective marketing funnels.
- Gain insights into flexible working models, enhancing understanding of modern organizational practices.
- Work independently at your own pace, cultivating autonomy and initiative.

Application Process

Application & Qualification

- Teams of Bachelor or Master students with an interest in business strategy, marketing, and organizational transformation, particularly in leadership innovation.
- Proficiency in German required.
- Project duration can be full-time for 3 months or part-time for 6 months.
- Start time: ASAP or upon agreement

Application Process

- Interested teams should submit an application including team members' names, a joint cover letter, individual CVs, and transcripts to the designated contact at Junghans Consulting.