

TOWARDS THE 'IDIAL' ORGANIZATION

Activate the untapped potential in yourself and your organization: the Inspiration Experience©

ANCIENT STRUCTURES AND NEW CHALLENGES



Research by the National Safety and Transportation Board in America showed that in several aircraft accidents co-pilots had too much respect for the captain. Even in urgent, life threatening situations, they gave too subtle clues, to a captain obviously making mistakes, with a plane crash as a result. Creating a secure environment in the cockpit of an aircraft is a matter of life and death. What about your organization in more and less urgent situations?



Already in 1976 Kodak had the first digital photography patents pending. However, due to a lack of openness towards developments in the world around them, Kodak maintained too long its still successful instant-photo-business model. Thus Kodak was too late to actually radically change its business. While the know-how and the product were available. How connected is your organization with employees, customers and relevant developments?



Chrysler dealers were demoralized after 9 years Daimler involvement. Instead of choosing a CEO candidate that was available, and was worshiped by the dealers, Chrysler opted for a hard, cash-flow-driven manager. While there was a need for renewed energy. Someone who could convince the dealers of their huge potential. A clear case of disconnection between top management and organization. How inspiring is your organization?

All cases are symptoms of an all too familiar lack of connection and inspiration within organizations. This deficiency leads to a growing disconnect between organizations, employees and customers. Therefore a lot of potential remains unexposed and untapped. With all its consequences.

THE SOLUTION

The IDI-model© is developed to fill the potential-void as mentioned. Aimed at activating the untapped potential. IDI stands for inspiration, design and implementation.

The IDI-model© adds one step before the start of each relevant (strategic) project. The Inspiration Experience©, as core part of the model, is combined with design elements. This step enables a structural change within (parts of) the organization. The unique strength of the model is the combination of design & business knowledge and experience, combined with a profound and unique 'experience' by the participants.

Optional components such as return-sessions, a Board of Inspiration and events aim at maintaining a sustainable inspiring and successful organization.

RESULTS?

The Inspiration Experience© uniquely combines insights from art, nature, design, science and business cases. This creates an inspiring, 'open' environment which leads to better:

- collaboration across boundaries of departments/hierarchy;
- identifying and exploiting new opportunities;
- tailor made strategy, business and product development;
- deepening connection between employees, the organization and customers;
- unleashing existing creativity

FOR WHOM?

For medium-sized to large organizations (and departments) which understand that the rapid and impactful changes should be embraced. Aimed at an enduring agile organization.

Step by step, you can use this model for various parts of your organization, at all levels. Horizontally and vertically. On every project. In every team. Whether it is developing a new strategy, business model or product. Or a post-merger integration.

Always at an extraordinary location within or close to nature.

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"The Inspiration Experience leads the way in a stream, which will bring about change in thinking, business management and leadership" (Director neuro-marketing agency)

"No overflow of theory, but a profound adventure that you have to experience" (serial-entrepreneur)

"... one of the necessary steps for management teams that want to achieve something" (MT member prominent financial services company)

"Excellent inspiration for our new strategy" (Rob Bongenaar, Managing Director of branch association OSB)

(quotes participants)

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WHY AND WHO?

The basis of successful adaptation of the business is to increase the bonding within the team and the organization as a whole. It all starts with yourself. Through inspiration and profound insights for change.

After extensive experience in both corporate and SME environments, Jeroen Pliester focuses with ReNEXT on organizations which aim to adapt to the current challenges in a rapidly transforming environment. This process always starts with individual persons and teams. With this in mind, the IDI-model© has been developed in close cooperation with design agency Chocolate & Foam.

APPROACH

1. Inspiration Experience©: from experience to insights and concrete action; 1 day or 2 days
2. Location: in all cases off-site and in exceptional, natural surroundings
3. Target audience: senior management, business and project teams. Medium and large organizations; profit and non-profit.
4. Participants: 6-15 persons
5. Optional: follow up advice/support

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