



What Makes Us Different?

Instead of a predefined toolkit, we tailor our consulting services individually to each business situation, crafting our guidance based on the specific requirements of each client.

We not only provide more targeted and sustainable consulting but also save our clients' money by advising only as much as necessary and leveraging the self-healing capacities within the organization.

Our approach involves 2-3 interactive workshops, where we collaborate closely with the management, board of directors, or shareholders (depending on the engagement) to develop a new vision for the company – our so-called "North Star."

This North Star serves as a guiding light for the company's realignment, always designed from the perspective of the customers. It articulates the unique customer experience the company will provide in the future, how it will delight customers, and differentiate itself from the competition.

” Only a true understanding of clear guiding principles – a north star - gives orientation to all stakeholders and delivers simple clarity.

Jörn H. Werner
Long-time CEO in renowned companies and founder of Valboo



NORTH STAR TRANSFORMATION

PRINCIPLES

01
CUSTOMER FIRST
Kundenbindung geht über Kunden Begeisterung

02
DIGITAL FIRST
Digitalisierung zum Nutzen des Kunden



03
PARETO THINKING
80% getan ist besser als 100% geplant

04
RESULT MATTERS
Kein nachhaltiger Erfolg ohne Gewinn

05
STOP TALKING - START DOING



Our Engagement Boosts Value

Our Services: Highly Effective Transformation



The North Star

We assist our clients in developing a new vision, the North Star, for their company and efficiently and sustainably implementing it within the organization and the market. We place great emphasis on ensuring that all stakeholders consistently have the customer perspective in mind. Our goal is to cultivate long-term customer loyalty by captivating them through a unique experience.

Our Offering: Empowerment

We empower our clients to drive the realignment independently. We act as sparring partners, catalysts, and enablers, igniting change dynamics in your organization that will inspire you. We only apply external consulting where there are genuine constraints, allowing you to transform cost-effectively, efficiently, and sustainably.

Utilizing Cutting-Edge AI:

Our expertise, combined with state-of-the-art AI tools, enables us to anticipate the need for change early on. This empowers management teams to design and implement transformation processes swiftly and confidently. Real-time success measurement is incorporated into the process!

” Most companies do not suffer from a lack of knowledge but rather from insufficient implementation. ”

Jörn H. Werner
Long-time CEO in renowned companies and founder of Valboo