

## **New Paths – Novel Solutions**



# Vianova – Mission

## **New Paths – Novel Solutions.**

**New situations require new solutions.  
New solutions call for new paths.  
This is where Vianova comes in.**

**New paths lead to new solutions.  
Novel solutions change the future.  
This is corporate development.**

**This was the idea on which Vianova was founded in 1998.**

# Services

## Goal

Definition and implementation of a successful business model ...

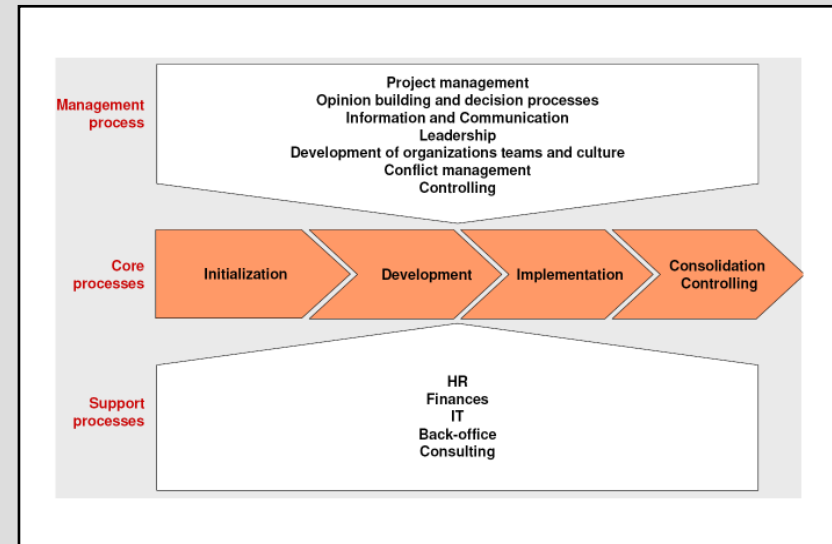
Dimensions	Level					
	Market e.g.	Competition e.g.	Revenue e.g.	Resources and HR e.g.	Organization e.g.	
External Drivers Markets Competition Client's needs Technology Legislation Trends ...	Normative	<ul style="list-style-type: none"> <li>Mission</li> <li>Vision</li> <li>Business areas</li> </ul>	<ul style="list-style-type: none"> <li>Policies concerning competitive behavior</li> <li>Policies for Alliances and Co-operations</li> </ul>	<ul style="list-style-type: none"> <li>Financial concepts and guidelines</li> <li>Distribution of revenues</li> </ul>	<ul style="list-style-type: none"> <li>Production policies</li> <li>Investment policies</li> <li>Outsourcing policies</li> <li>HR Policies</li> <li>Supply policies</li> </ul>	<ul style="list-style-type: none"> <li>Policies and strategy of owners</li> <li>Legal structure</li> <li>Corporate Governance</li> <li>Values</li> <li>Code of conduct</li> </ul>
	Strategic	<ul style="list-style-type: none"> <li>Positioning</li> <li>Target clients</li> <li>Markets</li> <li>Product-Market-Combination</li> <li>Turn over targets</li> </ul>	<ul style="list-style-type: none"> <li>Sources of competitive advantage</li> <li>Strategy of alliances and co-operations</li> </ul>	<ul style="list-style-type: none"> <li>Sources of revenue</li> <li>Business plan</li> <li>Financial goals</li> <li>KPIs</li> </ul>	<ul style="list-style-type: none"> <li>Technology strategy</li> <li>Investment strategy</li> <li>Strategy of KM</li> <li>Structure of the value chain</li> <li>Supply chain management</li> <li>Outsourcing</li> <li>HR strategy</li> </ul>	<ul style="list-style-type: none"> <li>Core processes</li> <li>Organizations structure</li> <li>Communication strategy</li> <li>Systems strategy</li> </ul>
	Operational	<ul style="list-style-type: none"> <li>Product development</li> <li>Pricing</li> <li>Marketing</li> <li>Sales</li> <li>Distribution</li> <li>After sales</li> </ul>	<ul style="list-style-type: none"> <li>Building and implementing partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Budget</li> <li>P&amp;L</li> <li>Balance sheet</li> </ul>	<ul style="list-style-type: none"> <li>Operational HR</li> <li>Cost structure and allocation</li> <li>SLAs</li> </ul>	<ul style="list-style-type: none"> <li>Detailed process and organization design</li> <li>Management processes and systems</li> <li>MIS</li> </ul>

Stakeholder: Owners, Staff, Unions, Partners, Suppliers, Public, Government, Politics, ...

## Business Model

## Path

... shaping the necessary developments with professional process design and tools



## Transformation Process

# Services

## Strategy Development

- Initiation, design and management of **projects and processes targeting at the definition of business models or components of them**
- Definition and realization of specific **modules and steps of strategy development**
- Definition and implementation of **strategic management processes**

## Strategy Implementation and Change Management\*

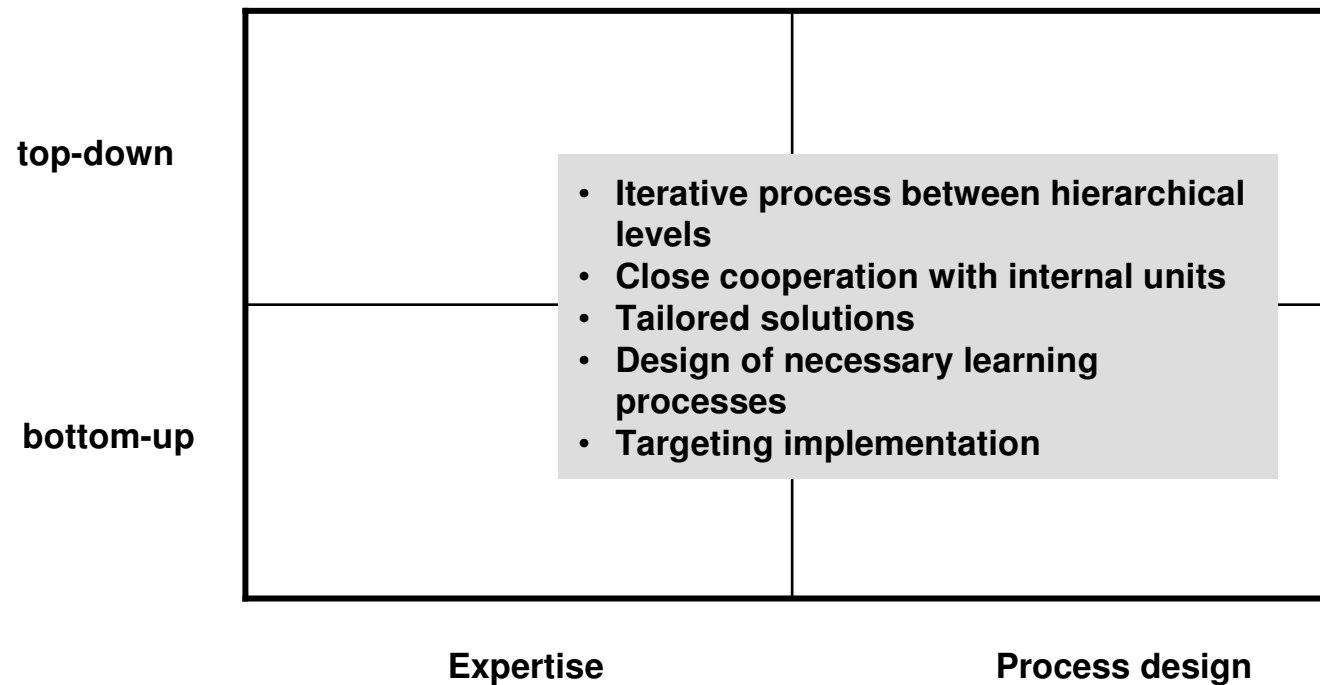
- Planning and management of **strategy implementation and transformation projects**
- Design and management of **large scale and complex projects**
- Improvement of **products, marketing and customer service**
- Management of **reorganizations, processes of organizational and team development, design of new leadership processes**
- Reduction and resolution of **conflicts**
- Realization of **process-reengineering and process-optimization**
- Identification and implementation of **efficiency improvements**

## Management Development and Training\*

- Integration of **learning processes in project design**
- Design and realization of **programs and seminars of management development**
- Hold **lectures and speeches** at universities and conferences
- Development and realization of the **MAS Corporate Development** at the University of Applied Sciences, Northwestern Switzerland

\* Depending on needs cooperation with partners.

# Consultancy Approach



# Working Principles

**Following principles shape our approach:**

- **We apply a systematic and process oriented working procedure**
- **We question, analyze, give new impulses and time for the opinion building process**
- **We care for implementation, induce the necessary learning processes and intervene according the needs in the given situation**
- **We orient our efforts towards the expectations of stakeholders, develop tailor-made solutions and deliver the required quality**
- **We practice an interdisciplinary approach**
- **We apply our sound experience, the theoretical framework of different schools and scientific findings**
- **We base our work on a globally recognized ethical foundation**

**We focus on the essentials, work engaged, fast, solution-oriented, efficiently and stick with it when the going gets tough.**

# Clients

Board Level					
Executive Level					
Functional Level					
Projects					
	International Companies	Subsidiaries	SME	NPO NGO	Government

# Types of consultancy

**Our roles and tasks depend on the needs of our clients**

- **Project leader**
- **Project and process consulting**
- **Expertise**
- **Facilitation**
- **Coaching**
- **Training**

# Project experiences

- **Development of a new business model for merging companies in the transport sector**
- **Strategy development and strategy implementation for a new business area which emerged out of the integration of non-profit organizations**
- **World wide integration of the human resources of two merging companies (Switzerland-USA)**
- **Support of integration processes of merging international companies (Switzerland-Belgium, Switzerland-France)**
- **Definition and implementation of the product development strategy along the service chain of a large scale corporation (Switzerland-Poland)**
- **Restructuring of a transnational European company (Belgium)**
- **Development of strategies, structures and processes for the core business of merging associations**
- **Professionalization of the customer service delivered by the front staff of a large European company (Belgium)**
- **Goal setting process and improvement of customer service in European SMEs (Germany, France)**
- **Identification of cost saving potentials in a large state-owned company in western Europe (Belgium)**
- **Strategy development in Swiss SMEs, NGOs and NPOs**
- **Integration of structures and processes of merged SMEs**
- **Organizational development and team development in various organizations**
- **Specification of a sustainability report for an international company**
- **Conception and realization of programs of management development**



# Clients and References

**On request**

# Team – Dr. Gabrielle Schlittler

## Functions since 1998

- Founder, owner and director of Vianova GmbH
- Program and course leader of the MAS Corporate Development at the University of Applied Sciences, Northwestern Switzerland

## Previous functions

- Vice President Corporate Development and Member of the Management Committee of a large scale company in Europe
- General Manager Division Marketing, management function in Corporate Development and member of an Internal Consultancy Team in a big transnational company in Switzerland
- Graduate assistant for education and research at the Seminar of Sociology, University of Fribourg, Switzerland
- President of the Association of the Graduates at the University of Fribourg, Switzerland
- Working student in health services

## Interdisciplinary education

- Doctorate in Sociology with specialization in economic sociology and sociology of organizations, University of Fribourg, Switzerland
- Executive Development Program, Northwestern University, Chicago, USA
- Curriculum for Organizational Development, Gottlieb Duttweiler Institut, Switzerland
- Managing the Innovation Process, IMD, Switzerland
- UN Intensive Seminar, Seton Hall University, New Jersey, USA
- Diploma in Geography with specialization in economic and social geography, University of Fribourg, Switzerland

## International experiences and languages

- Working in Belgium, France, Germany, Poland and USA
- Living for 14 years in Belgium, South America (Bolivia, Argentina, Peru) and South Africa
- German, English and French



# Team – Partners

Depending on the needs we work together with

- **mas Management & Advisory Services Ltd, Schweiz**
- **Andreas Wenger, Transforma GmbH, Schweiz**
- **Onion, Netzwerk für Beratung, Schweiz**

# Contact

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