



MB INSPIRATIONS



Transformation Consulting

Leadership ♦ Strategy ♦ Communication

Your expert for successful transformation



MB INSPIRATIONS

As experts in strategy, we aim to be your partner for setting your company or organization up for success. In various industries, we support and accompany our international customers in a trustworthy, holistic and transparent manner. We assist you in setting goals, assessing and analyzing the current situation, and implementing transformation initiatives.



„Our work is to improve our clients' results.“

Marc Breetzke, Founder of *MB Inspirations*

Welcome to *MB Inspirations*

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„The greatest danger in turbulent times is not the turbulence; it is acting with yesterday's logic.“

Peter Drucker

Current Challenges



New requirements by stakeholders

Whether digitalization, the desire for greater service orientation or recent trends in the area of co-working:

Change is becoming inevitable.



Distinct comfort zone

You experience the principles of mediocrity:

1. "We've always done it that way."
2. "That's what the others do, too."



New objectives without operational focus

Most goals, whether it is a new strategy, new programs of personnel development or a changed corporate culture, often fail at the implementation phase.




Lack of motivation

Staff shortages, over- or under-capacity, and leadership deficits all contribute to a toxic corporate culture and rising dissatisfaction.



Communication difficulties

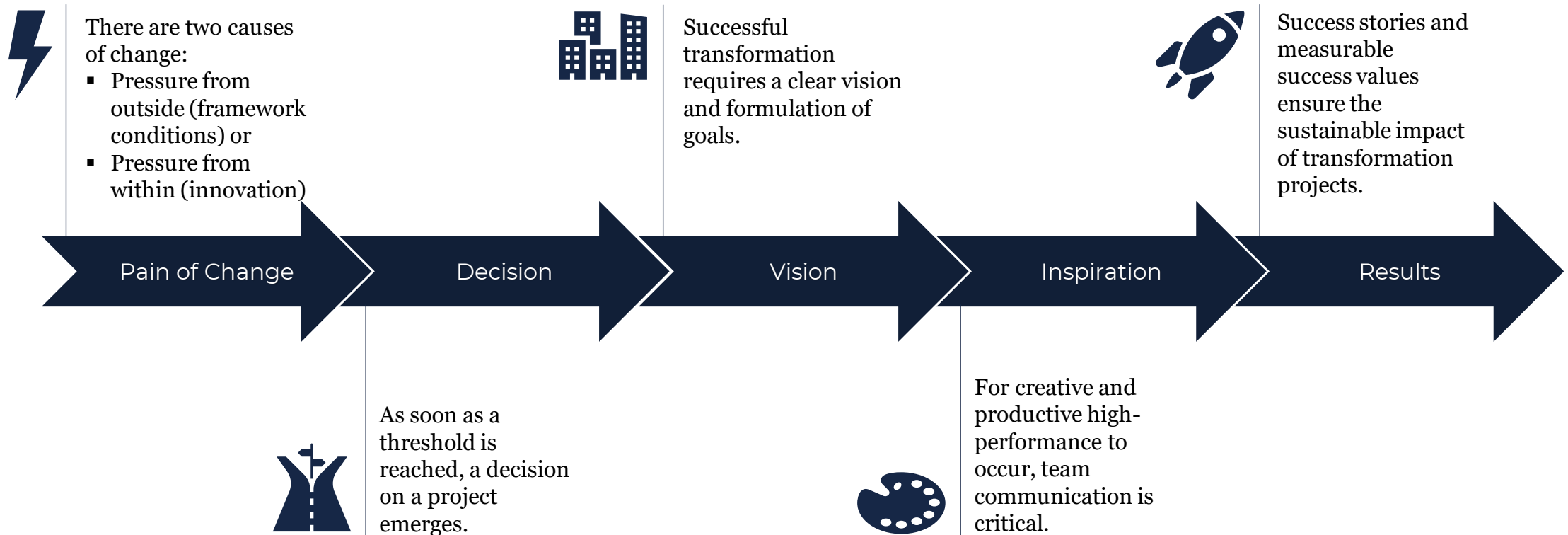
Some of the greatest business expenses are caused by errors of communication. Change projects, strategy formulation and implementation often fail because of a wrong approach to communication.

The background of the slide features a photograph of a wide waterfall cascading over a rocky ledge. The water is a vibrant turquoise color, and white foam is visible at the base. Above the waterfall, the sky is filled with soft, white clouds. The entire image is overlaid with a semi-transparent dark blue filter.

„Transformation means bringing about a lasting change in the mindset and behavior of leaders and teams to drive performance.“

Marc Breetzke

The Emergence of Transformation



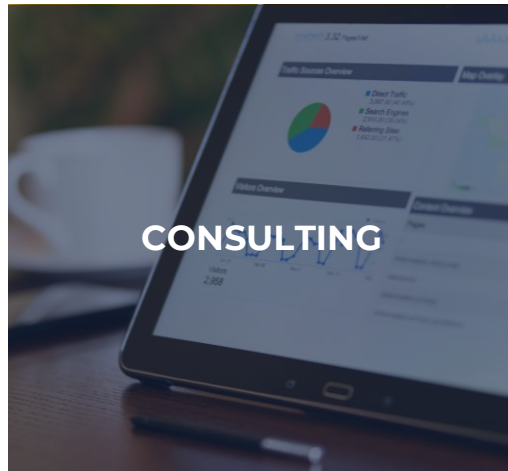
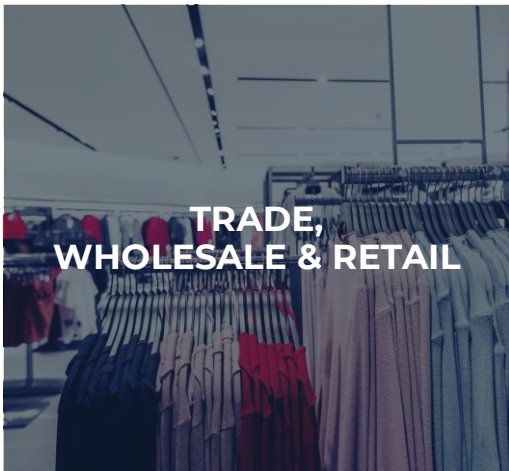


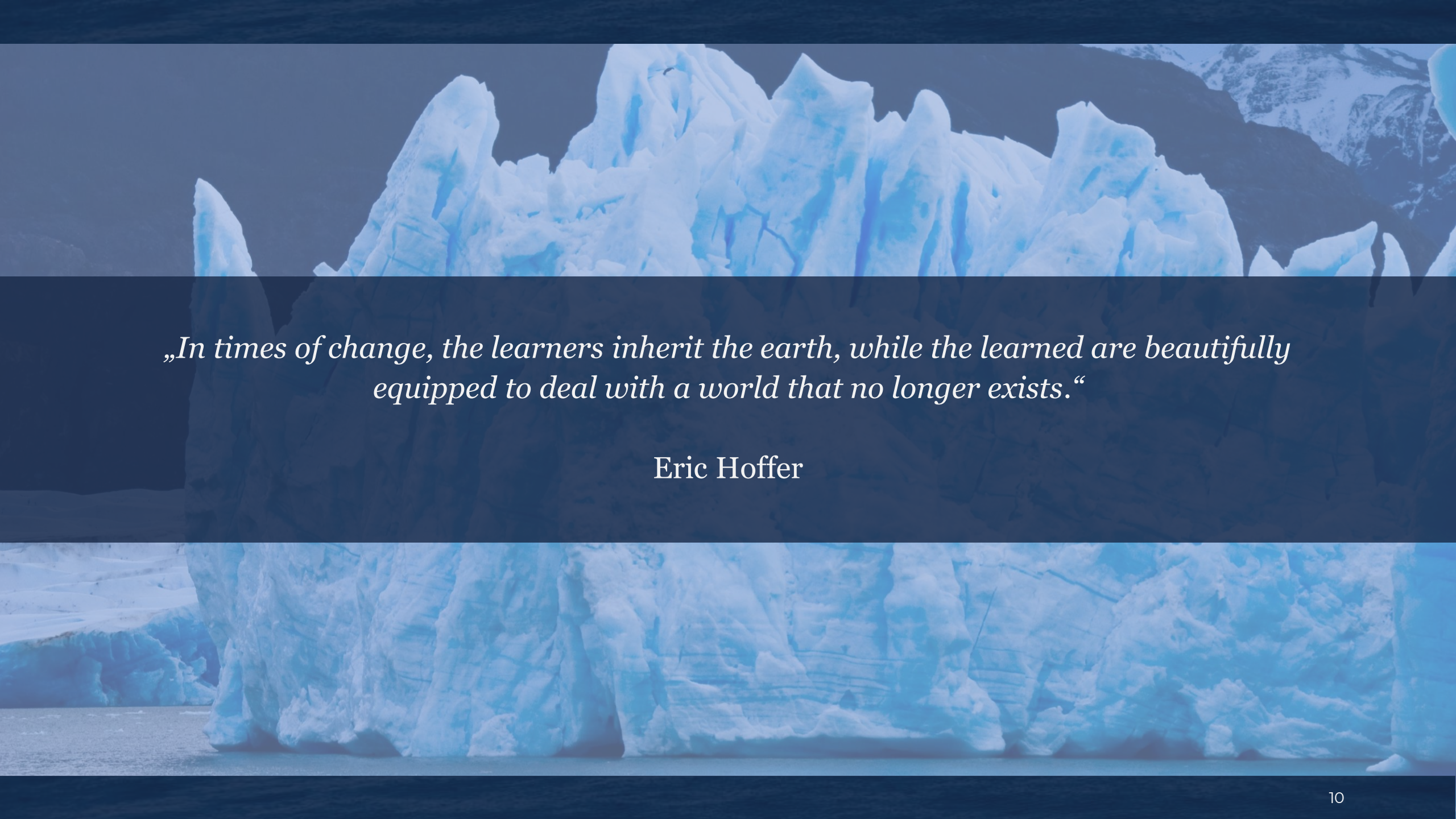
Here you will get a first overview...





... about our accumulated industry experience.



A large, jagged iceberg floats in the water, its surface covered in numerous cracks and crevasses. The ice has a deep blue hue, suggesting its age and the depth of the water. The sky is a pale, hazy blue, and the water in the foreground is dark and calm.

„In times of change, the learners inherit the earth, while the learned are beautifully equipped to deal with a world that no longer exists.“

Eric Hoffer

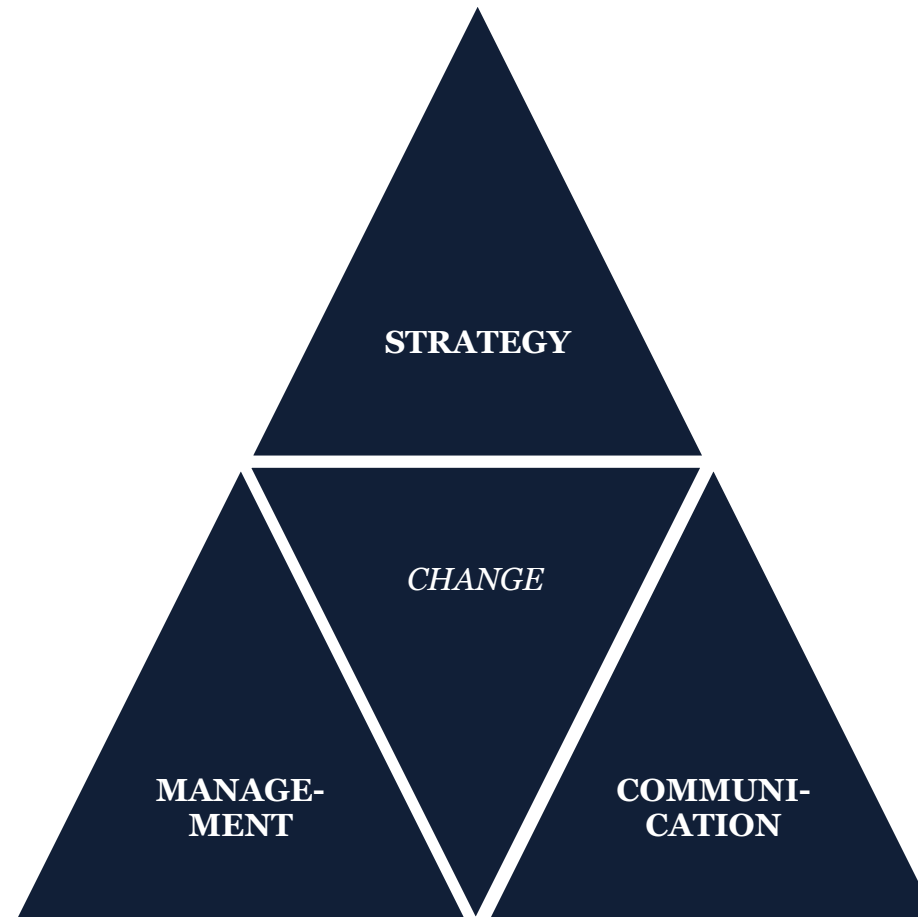
Areas of Expertise – What Are Your Topics?

Strategy

- Strategy formulation/implementation
- Goal orientation
- Corporate Culture
- Corporate Identity
- Mission & Vision...

Leadership & Management

- Leadership psychology & mindset (resilience, creativity, empathy,...)
- Leadership Style
- Leadership tools
- Conversational skills (evaluation, conflict, feedback/criticism, facilitation and presentation skills)
- Delegation
- Decision-making...



HR & Personnel

- Employer Branding
- Onboarding Process
- Personal & professional development
- ...

Communication

- Interviewing
- Preparing and holding presentations
- Convincing stakeholders
- Communication psychology...

Marketing & Sales

- Strategic Marketing
- Content Marketing
- Social Selling
- Virtual Selling
- New Business
- Customer Care
- Key Account Management
- Negotiation...

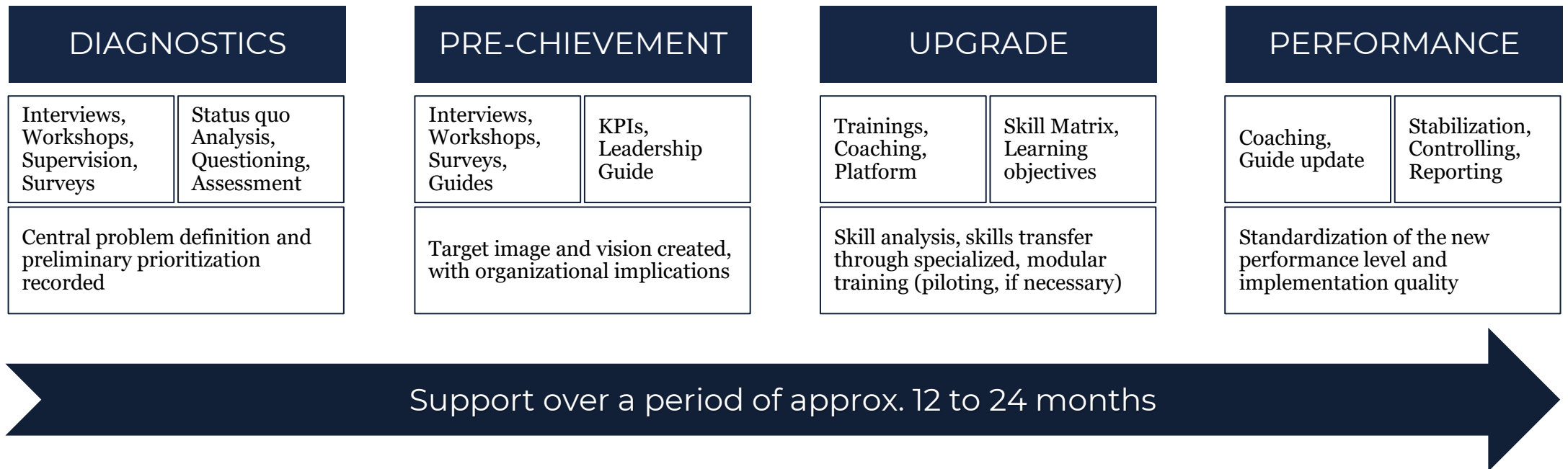
Reference Projects (Selection),...

Client	Project	Measures
European water filter and water dispenser manufacturer	As part of the international expansion, new market areas need to be developed, in particular the industry and the healthcare sectors	<ul style="list-style-type: none"> ▪ Conducting interviews with high performers ▪ Creation of blueprint, playbooks and tools ▪ Real-life trainings for internal and external sales force in Germany and Switzerland
Leading manufacturer and specialist of fastening systems	New sales challenges require new approaches in marketing and sales	Facilitation of several workshops for idea generation and action planning
Global market leader for feed and nutrition solutions for livestock farming	Sales training	Facilitation of sales training in German-speaking countries
International solution provider of industrial conveyor belts and vulcanization	Reorganization and strategic alignment of the sales organization, systematization as well as standardization of various subsidiaries	<ul style="list-style-type: none"> ▪ 360° interviews, travels, workshops ▪ Creation of blueprints, playbooks and organizational concepts ▪ Accompanied facilitation of trainings, workshops & coachings

...which look different for each client.

Client	Project	Measures
Semi-public organization to provide preliminary medical consultations	Optimization of management processes including delegation and team communication. Development of several divisions in different locations.	<ul style="list-style-type: none">▪ Conducting and evaluating interviews with executives▪ Facilitation of several workshops to develop leadership principles, measures and relevant KPIs to measure results▪ Design and facilitation of training
International machine builder	Training of all German-speaking salespeople and sales managers (consultative selling)	Conducting sales, key account and negotiation training for approx. 120 sales staff from the DACH region
International heating engineer and plant builder	Designing and Facilitating traininigs for all German-speaking salespeople according to a playbook	Implementation of virtual sales trainings with more than 40 salespeople over several modules over the course of two years
International full-range supplier of high-quality waterproofing systems	Training of the salespeople (value selling, prospecting, negotiation)	Implementation of various sales trainings in Switzerland

MBI Project Blueprint



MBI Methodology



DIAGNOSTICS

Every company works differently: projects begin by getting to know you and by understanding your situation.

In comprehensive analytics, we uncover untapped potential, and we present immediate opportunities and easy wins.



PRE-ACHIEVEMENT

The formulation and creation of a strategic target image (incl. KPIs) is the next step: clear, concise and easy to communicate.

Brain-ready: Whether as a virtual guide, videos or as a paper, the target image motivates and inspires the entire team.



UPGRADE

After creating a vision, we do not leave you alone: We accompany you in the implementation of the target image through skill development and transfers of best practices.

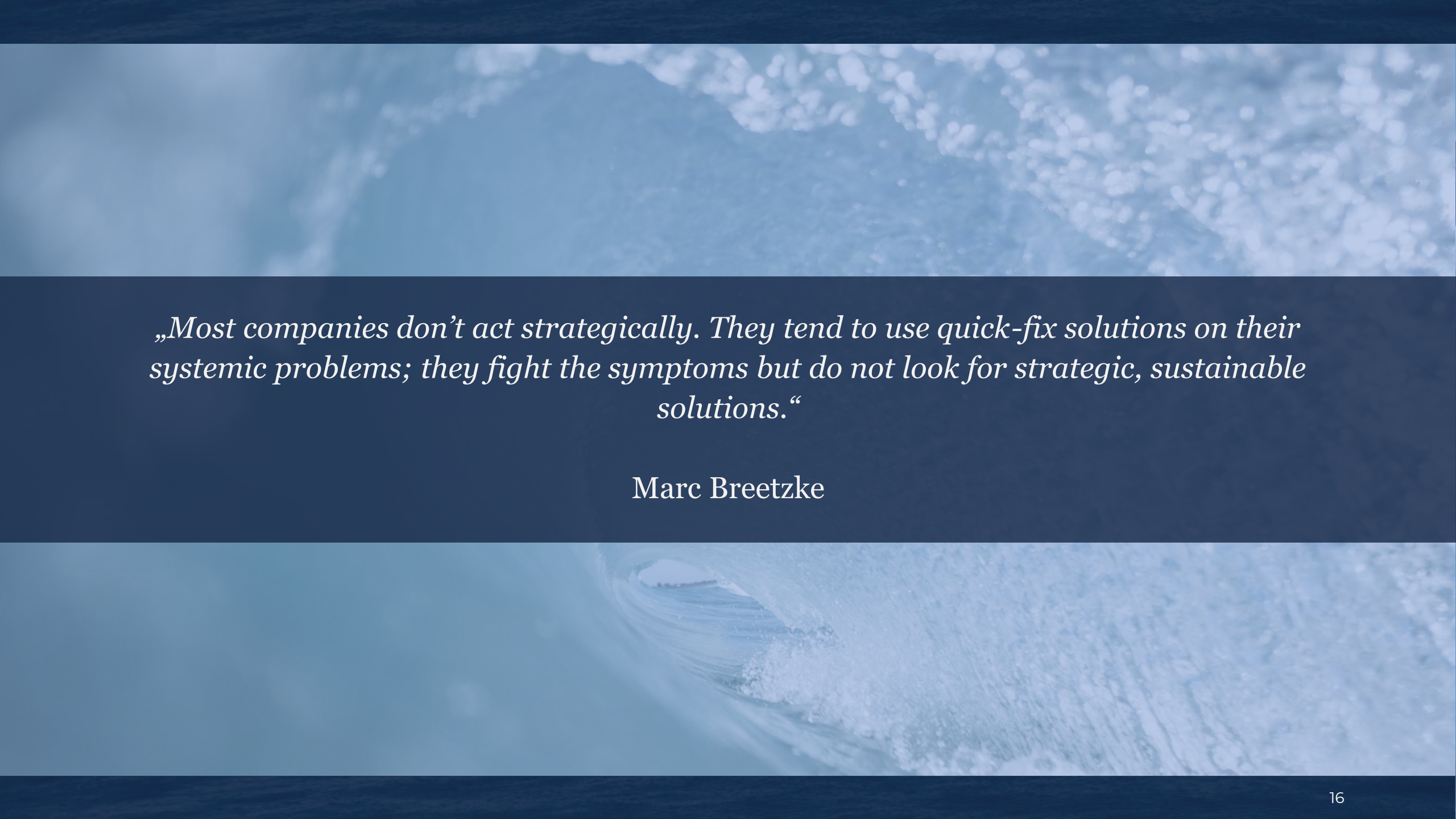
Here, you experience customized formats implemented with change psychology.



PERFORMANCE

The upgrade is not complete until your organization systematically implements and pushes new best practices - even without us.

We also take care of controlling, providing you with instant feedback on the project success.



„Most companies don't act strategically. They tend to use quick-fix solutions on their systemic problems; they fight the symptoms but do not look for strategic, sustainable solutions.“

Marc Breetzke

About *MB Inspirations*



In 2013, Marc Breetzke, M.A., M.A. founded the international consulting practice *MB Inspirations* in Tübingen. Since then, he has been traveling the world as an expert in leadership, strategy, communication and sales.

In 2021, he moved the company's headquarters to Stuttgart, from where he supports various companies and organizations and assists them in their strategic orientation. Furthermore, he is a speaker, coach, trainer and lecturer.



Press and Testimonials

“Very, very valuable!”

“I’ve learned something for life.”

“Competent!”

“Very competent, it was fun to work with him.”

"The trainer's facilitation of the workshops was top notch. He gave us the space for open communication where you can always refer back to the consultant as an expert."

„Germany's leading strategy expert.“

Süddeutsche Zeitung

„A special view.“

wallstreet:online

"Marc Breetzke provides support in turbulent times."

Saarbrücker Zeitung

„Nominated and awarded Top service providers 2020 and 2021.“

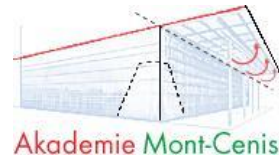


“[Marc’s] practical knowledge and experience were very valuable!”

“They excellently implemented our preferences and wishes in his work.”

"Top consulting service! [MB Inspirations] helped us a lot to see our internal processes from a different point of view and to work on them. Mr. Breetzke took a lot of time and answered all our questions."

Selection of our references





MB INSPIRATIONS

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