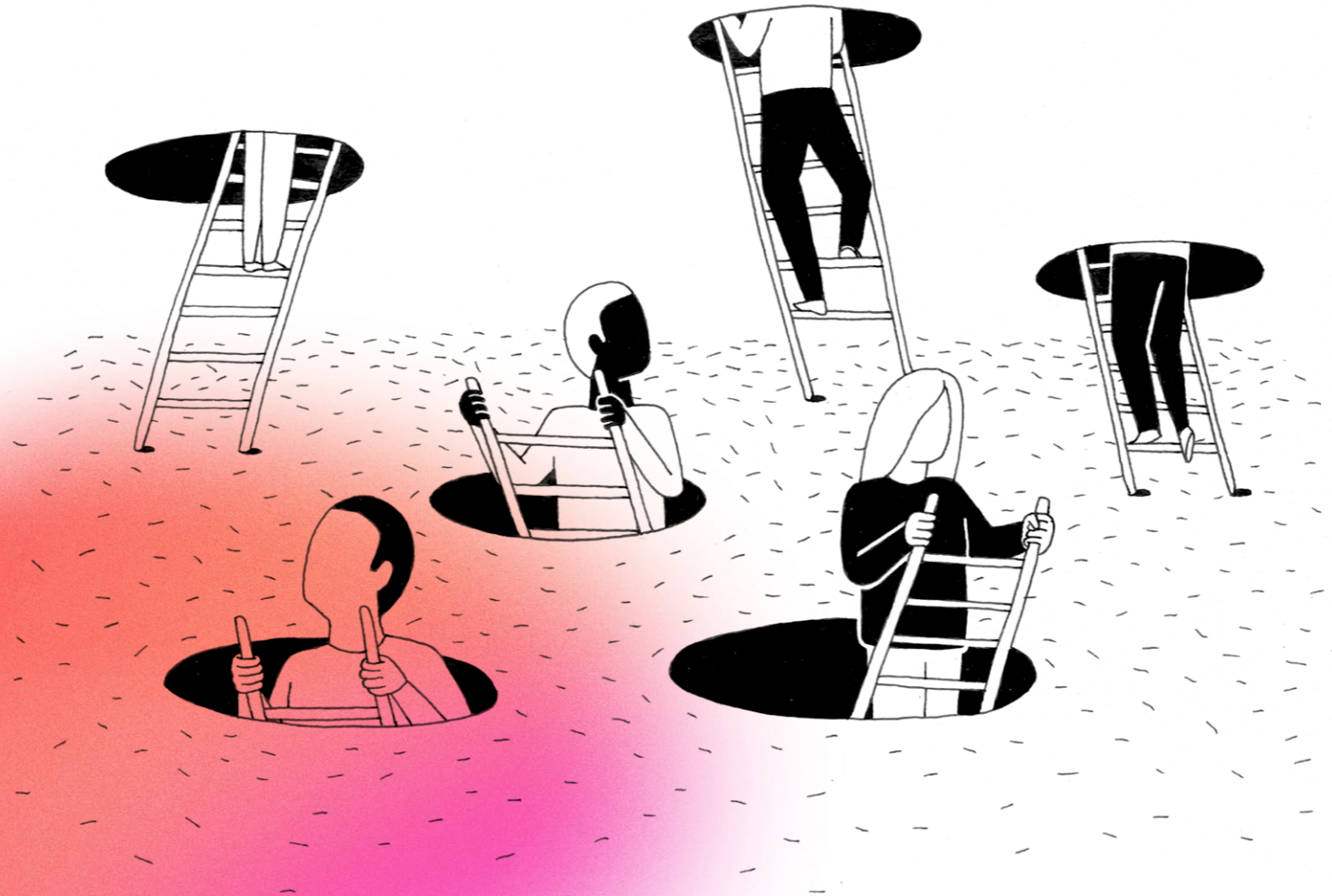


Goldfarb



**We create structures to
transform the quality of
cooperation**

We prepare an environment for a sustainable organization

The future belongs to companies that are adaptable and changeable – a prerequisite for this is vitality in the company. This develops from the ability of employees and managers to approach each other and to relate to each other well. Communication and behaviour therefore do not take place in a vacuum, but meet with resonance and reverberation.

We support you in establishing new structures and social operating systems, in which change becomes the entrepreneurial DNA.

We meet our partners on an equal footing; with many years of experience in the process of change, we set in motion the necessary currents for a sustainable transformation.

Purpose and strategy

- *How do we have to develop strategically in order to remain competitive?*
- *How do we develop a corporate purpose that clearly positions the company externally and provides a strong identity internally?*
- *How do we shape strategy and business models in a co-created process that resonates with employees and leaders?*
- *How do people experience self-efficacy, identify with their actions, and work together meaningfully, confidently and successfully?*

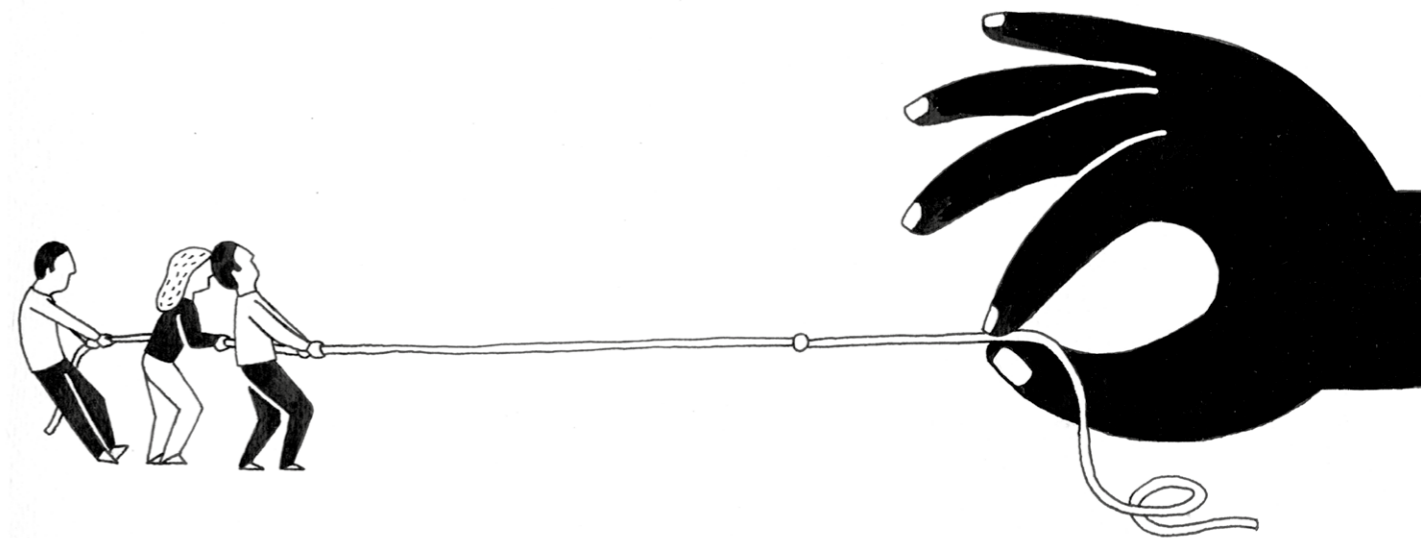


If the “why” is anchored in the structures and in everyday activities, the work is perceived as meaningful. The willingness to get involved increases so that the organisation can develop its full potential.

Transformation support

- *How do we find the change architecture that is right for us, and that pays attention to the goals of our business transformation?*
- *How do we mobilise and empower the organisation within the framework of the transformation?*
- *How can leadership principles be derived from the transformation that become visible in concrete action?*
- *What makes the change necessary right now and how is it explained so that it resonates?*

We always keep the whole picture in mind and work simultaneously on all three levels: individual, team and organisation. In this way, we integrate the reciprocal dynamics for sustainable transformation.



Cultural change



- *How does a sustainable cultural change emerge in resonance with the entire organisation?*
- *Which mental models do we have to overcome and which may emerge anew so that the customer is at the centre of our actions?*
- *How can cultural change be measured and results validated?*
- *How do individuals, teams and business units communicate and interact without silos, trustfully, fearlessly and fruitfully?*

We understand corporate culture as an internal organisational value system that is lived and experienced in daily work processes: a question of attitude that provides structure, reliability and security.

Leadership empowerment

- *What mental and emotional skills do we need to meet the challenges of a rapidly changing work environment?*
- *How can we implement a leadership development programme as an integral part of the transformation process?*
- *How can we enable our leaders to accompany their employees through the change process in the best possible way?*
- *Do the leaders relate to and reflect on themselves in such a way that others also engage with them and follow them?*

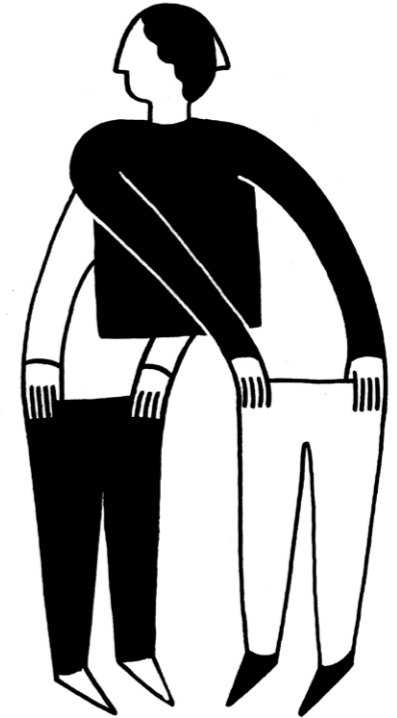


Leadership is crucial in change processes. The greatest multipliers in companies are the leaders. **Goldfarb** supports the competence development of your company with tailor-made interventions that are compatible with your specific leadership context.

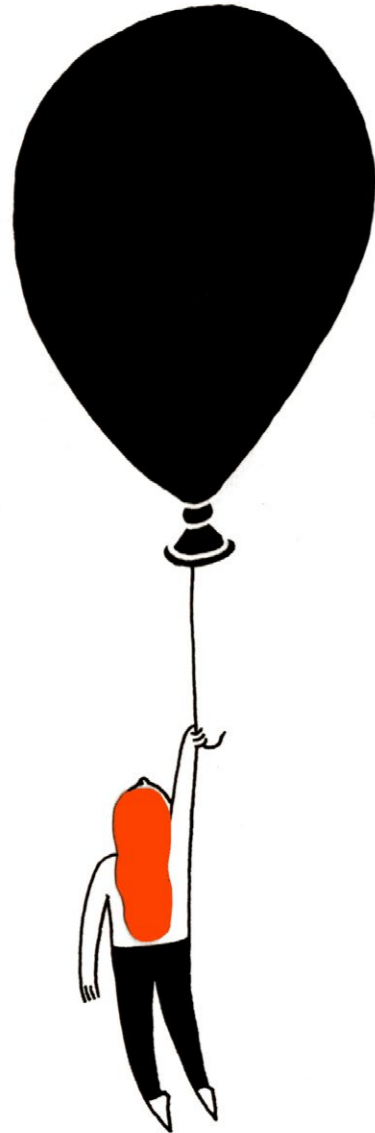
The spectrum is as diverse as our clients, and includes: “mindful leadership journeys”, lasting several months; empowerment in agile ways of working; leading people and “new work”; and the design of learning spaces to promote resilience and emotional intelligence – we support you with the necessary guidance.

Organisational and team development

- *How can we develop the quality of human relationships to create the best conditions for high-performance teams?*
- *What organisational and decision-making structures do we need to make good decisions?*
- *How can we achieve a top team alignment that constructively shapes change and does not hide behind the walls of departmental silos?*
- *How can we become more confident in dealing with uncertainty so that we do not take refuge in pseudo-certainties?*



We always look at the organisation, the team and the individual as a systemic whole with mutual interdependencies. Change must involve all levels and starts with oneself.



Coaching

We work together and on an equal footing with our clients; our coaching approach offers a space in which we discover and examine new perspectives. The aim is to feel the power of a change of perspective and to gradually integrate it into action.

Goldfarb explores with you the space between stimulus and reaction in order to invalidate the unconscious behaviours that are unhelpful, and to discover personal resources that can lead to new options for action.

We work in a resource- and solution-oriented way. Together we look at your current challenges. Our approach is universal: for the newly appointed board member in the 100-day programme, for those responsible for change projects reflecting on their own behavioural patterns, or for those exploring their own personal questioning within a protected framework.

Resonance means emotional connection

Whether transformation succeeds is determined in particular by how people communicate with each other, act and commit to common goals. If rationality and emotion are in good balance, a first step towards change has been taken:

listening to instead of passive listening, transparency instead of secrecy, openness instead of self-centredness, trust instead of reservations and curiosity instead of indifference form the basis for people to identify with their organisation and engage in change.

With over 20 years of experience in business transformation and leadership, **Goldfarb** combines the high demands of leading in dynamic times with professional and emotional competence.



Resonance is not a sure-fire success

The key is to create resonance at all levels of the organisation and its people. Resonance is not created with a ready-made kit and not with a guarantee certificate. Instead, together with our clients, we design the context and conditions in which resonant relationships can develop and become established.

When this succeeds, powerful organisations emerge in which resonance is evident on four levels:

- They enable people to get in touch with themselves on an individual level. Self-efficacy can be experienced, which is meaningful. Potentials and abilities can unfold.
- Their actions create a quality of relationship in the team and in the leadership context that is characterised by openness, clarity, appreciation and courage.
- Their corporate architecture is characterised by connectable structures and processes. These provide a framework for meaningful action in which the corporate purpose can be experienced.
- Their purpose speaks to both members of the organization and its customers, with marketable products and a visible contribution to society.

David Goldfarb

Managing Director

David Goldfarb is an organisational and transformation consultant with a focus on systemic change in companies. Twenty years of professional experience in business transformation and leadership have sharpened his focus on holistic systemic processes.

David Goldfarb is Managing Director and founder of **Goldfarb Consulting GmbH**. Previously, he was responsible for leading functions in international DAX companies in the areas of change and leadership. One of his focal points was the development of the necessary transformation capabilities by combining lean management with systemic change management. This experience flows into his consulting approach, in which resonance as a sociological phenomenon forms the basis of his work.



Certified Master Coach,
International
Coaching Federation (ICF)



Member of the
International
Coaching Federation

As a certified Master Coach (MCC) of the International Coaching Federation and systemic solution-oriented transformation facilitator, the cultural and emotional challenges of his projects are close to his heart. For a successful transformation, he looks not only at processes and structures, but also at the relationship dynamics. His keen sense for the quality of human interactions is helpful in this. His many years of work as a trainer for mindfulness in a corporate context have shaped his work in cultural transformation processes and the establishment of a new leadership culture.

David Goldfarb was born in 1973. He lives in Düsseldorf with his wife and two children.

The people behind Goldfarb



*With **Goldfarb** you can rely on an interdisciplinary team with an integrative approach: organisational and leadership experts, communication professionals, psychologists and specialists in agile working. We always work with a view to the whole – the individual, the team and the corporate level. In this way, we create the foundations for successful systems based on resonant structures – scientifically sound and proven in practice.*

Our team consists of long-standing partners and companions with operational management experience. We are united by a common attitude and common goals. High quality standards characterise our working methods. Reliable and trustworthy cooperation forms the basis for professional support of your change.



A place for creativity and impulses

You will find Goldfarb in the heart of Düsseldorf, in an urban and inspiring environment. We are opposite the Hofgarten, and the cultural highlights – the Tonhalle, Schauspielhaus and the various museums – and the Rhine, the city’s lifeline, are just around the corner.

Here we have found spaces that provide the ideal setting for our work and can contribute to its aesthetics. We very much believe that resonance can evolve in such an enriching environment.

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