

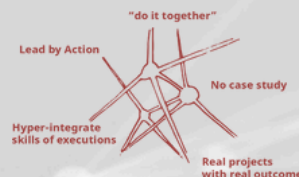
FUTURE PROOF AND TRANSFORM YOUR ORGANISATION WITH EASE AND FUN



Create an **agile** & innovative team

Create a **high performing** & engaging culture

Sustainable international growth for from inside-out



WHY

- 70% of transformations fail due to the CEO, his team and the lack of buy-in from people, infrastructures and change skills.*
- **Getting into the bottom of the iceberg** - Because growth needs the growth mindset, flexibility and rewire old habits to work, not only the tools, people are not ready to be in constant change with employee mindset, because we cannot change people they can only do this themselves.
- **Don't leave money on the table** (don't pay your employees for training and development and consultants for work that can be done internally) don't hire change agents, **build** them.
- **Invest** in the getting your leaders up to speed, with the right **commercial** mindset and client focus.
- 80 millions of jobs will go obsolete and 95 millions will be created it is a constant process - the skills of the future
- Keep **empowerment** & accountability as top priority and give responsibility to employees.
- Get into the root of the human behaviour and change



- Ignite change from a **bottom-up / inside-out** approach, and embed the change and transformation into everyday life of your employees, transforming into adaptive, **agile leaders of the future**.
- Give them tools to boost **creativity, imagination**, supporting **prioritisation and problem solving**.
- **Make change simple**, fun, embedded into natural human behaviour and your own organisation, not a case study.
- **Scale-up** quickly and naturally: measure the progress and connect directly into your own rewards system.
- Enhance **collaboration, culture, team spirit & best practices**, with a scientific approach and co-creation in action.
- **Align** your employees **purpose** with your company vision and mission.
- Create **results** from day 1 by hyper-integrating the skills of **execution**.

WHAT



HOW

Crowdsulting: Where Learning and Development, transformation and consulting meets business needs and delivers sustainable results through your own people.

Maximise accelerated **micro Learnings**, technics, **social learnings**, **gamification**, **tokenization**

2 steps to smoothly deploy a leadership culture

- **Step 1**: 1 day workshop face to face in Wettingen our office = Design your employee experience real outcome and results can be implemented within the following week (up to 36 people)
- **Step 2**: 66 days, **individual, personalised daily** (15min a day) transformation experience, through our own gamified crowdsulting **platform** connected to your reward and performance system while executing daily work, no extra time



ME: Adaptive Leadership
 THEM: Design Thinking for everyone
 US: co-creation
 WE: Entrepreneurship for corporate employees



TIME TO TRY SOMETHING TOTALLY NEW

CROWDSULTING: WHY THIS IS SO DIFFERENT, POWERFUL AND WILL TRANSFORM PEOPLE LIKE NEVER BEFORE

Why the traditional approach is **not sufficient** any more?

DON'T leave **money** and **time** on the table, paying twice or 3 times what is necessary.

We teach, execute and deliver at the same time while transforming from inside out.

Learning & Education - Cognitive - Information Gathering



NOT ALIGN

Most of the education programs are not aligned with people needs and ever changing company business landscape

WE FORGET

20% of what we learn in the 1st hour, After 6 days, 25% remains, Traditional learning is delivered in workshops or lectures, away from real life and problems. After coming back, most is already forgotten and motivation is gone, without any accountability.

WE OPERATE 90% ON AUTOPILOT

When development is taken out of the daily business life and closed in class, or short terms courses nothing happen, When coming back, the feelings takes over, the old habits and lack of motivation, feeling bad.

NO BEHAVIOURAL CHANGE

Knowing vs. doing. In theory people knows what to do, but they don't

Consulting - expertise



EXPENSIVE

and often your employees are being frustrated that they doing not so fun job

NO ACCOUNTABILITY

Once consultants leave, no incentive to implement Huge obstacles with limited alignment of involved stakeholders

NOT SUSTAINABLE and not scalable



NO SCALING OPPORTUNITY and EXPENSIVE

1:1 coaching
Out of rbusiness
Only reserved for senior executive

99% CHANGE INITIATIVES FAIL DUE TO
INAPPROPRIATE MINDSET



Mindset

Personal Development

CROWDSULTING with external perspective while growing your own people & business

Blended Transformation: We Co-create growth together

COGNITIVE KNOWLEDGE in small chunks:

Nano, social experimental, small group learnings
Embedded into daily life of each individual

BEHAVIORAL and mindset SHIFT

Personal development Attitude - Self awareness
Productivity, habits, discipline, skills, active job search
EXECUTION, From day 1, incorporated to business

OUR OWN HUMAN DEVELOPMENT PLATFORM TO SCALE UP AND TRANSFORM FROM INSIDE OUT with community and accountability avoiding procrastination and mental health issues

Disrupt old patterns

Create **NEW HABITS**

Innovate together and create new job and new life and get ready for uncertain future with confidence

OVERVIEW: WHAT MAKES THIS JOURNEY SO DIFFERENT?

EXPERIENCE

01.

- We rewire habits, reshape behaviours and change your people so you can grow with ease
- We take employees and transform them into high performing happy, flexible and collaborative leaders
- We create a snowball effect that scales up naturally with fun and ease through 60 days accelerators programs
- Knowledge and experience put in action, work on real company project - on business (i.e. merger team new culture, innovation project, ...)
- Every single part is designed to get employees involved in activities that will directly impact your business and their behaviour, getting deep into hold patterns and habits
- No theory or case studies. Our goal isn't to throw a heap of knowledge and statistics at you, leaving you feeling frustrated that you don't know how to apply the learnings.
- This is pure application. You will tweak what you're already doing and optimise it to drive more innovative, sustainable, profitable, practices that are responsive to your stakeholders' needs. But also generate new ideas to discover more opportunities.
- We trained over 2000 people from junior to managing directors.
- We built our own digital platform to deliver transformation with results, fast, effective, in personalise and small groups. It can be run simultaneously with multiple groups - easy but personalised and ready to scale up
- You pay us for the value we deliver, not the time we spend in your building
- Personalised approach, small support and intimate groups, scalable access to mentoring to remove blockage and accelerate



WE INVOLVE YOUR EMPLOYEES **BRAIN, HEART AND ACTIONS** IN THE SUCCESS OF YOUR COMPANY GROWTH

Our Me2We evidence-based framework at the centre of weinvolve.

Diving deeper
Making change sustainable



02.

Conscious Mind: 5-10%

Surface brain/cognitive knowledge

Subconscious Unconscious Mind 90-95%

Designing your success

Our professional decisions are based on our life paradigms

Remove the blame game

Teach people to take responsibility for their happiness

Psychology deep dive

Courage, tackle your fears



ME	THEM	US	WE
Personal and professional life The Employee Map Productivity Agile, adaptive and responsible leadership Sustainable Leader	Design thinking techniques to understand clients needs (bosses, stakeholders etc) Innovation in action	Create solutions Co-creation, Collaboration Co-designing and executing	Aligning with company values, goals and mission and deliver what is important for the growth and success
Disrupt behavioural old patterns Unlearn	Seeing bosses, stakeholders and employees as clients	Understanding and executing on company priorities not their own	Making change sustainable
Re-program new habits	Change of perspective	Change of priorities	Change of performance

DESIGN YOUR EMPLOYEES' EXPERIENCE

STEP 1: 1 DAY **CO-CREATION** PROGRESSIVE OFFSITE AND TRANSFORMATION

This 1-day workshop isn't just about skills and strategies; it's a fun-filled adventure into the world of creative co-creation and problem solving.

Prepare to dive into a progressive learning experience that combines serious strategy-building with engaging activities, fostering team spirit and aligning with your company's global values and purpose.

This is an experience where each session builds upon the last, culminating in the creation of real, tangible prototypes and strategies, tailored to your needs.

This workshop is designed to evolve and involve the hearts, brains and hands of every employee. From personal insights to collaborative creation and strategy building in the real time.

Infused with fun and engaging activities, this workshop is designed not just to impart skills but to transform perspectives, using our 'Me2We' methodology.



ME: Adaptive Leadership

THEM: Design Thinking - human Centered Approach

US: co-creation

WE: we are in it together

OBJECTIVES

- Creative Problem Solving: Harness a human-centric approach for effective and profitable solutions.
- Team Dynamics, Collaboration and Culture: Learn about each others, foster a strong team spirit, and design own employee experiences.
- Creation of Real Prototypes & solutions: Develop actionable ideas, strategies and tangible prototypes tailored to team needs.

WHY IS SO DIFFERENT

- Engage in a progressive learning and execution experience from individual self awareness and understanding to team innovation and client centric **co**creation spot-on solutions.
- Expand your teams' creativity and tap into collective potential, empower and engage
- Embrace a blend of interactive, fun sessions and practical, hands-on activities to create lasting impact.
- Focus on creating actionable outcomes that align with your team dynamics and company objectives.



STEP 2: A PERSONALISED HIGH-PERFORMING 66-DAY DAILY TRANSFORMATION

Smart-up: a comprehensive program that equips your team with the must-have skills for navigating today's dynamic business environment. 10 weeks, 66 days content with action steps and daily support on the job, and 3 months access to the recording after the program finishes.



MODULE 1: Self exploration and organisation

WEEK 1: BE BRILLIANT, NOT PERFECT

- Introduction
- KPI and baselines setting
- Create powerful habits

WEEK 2: SKILLS & VISION

- Skills mind map
- Strength identification
- Vision & Values

WEEK 3: TIME MANAGEMENT

- Productivity insights
- Commitment & Motivation
- Organise your day - blocks

MODULE 2: Innovation & Design Thinking applied to own workload

WEEK 4: DESIGN: DISCOVER

- Introduction to Innovation
- Design tools
- Interviews preparation
- Problem & Solutions

WEEK 5: DESIGN: DATA

- Data Collection
- Highlighting Stories
- Strategic search and execution

WEEK 6: DESIGN: PROTOTYPING

- Brainstorming
- Ideation
- Prototyping - implementation

WEEK 7: DESIGN: VALIDATION

- Interviews
- Value Proposition
- Feedback & Iteration
- Team Experience

MODULE 3: Commercial & Business Insights

WEEK 8: SALES Entrepreneurship

- Sale
- Value proposition
- Business mapping

MODULE 4: Skills of the Future & Beyond

WEEK 9-10: INTEGRATION

- Accelerated Learning
- Interactive pitching
- Review

OBJECTIVES & BENEFITS

- **Execute** company strategy while transforming
- Rewire team for the uncertain future, fit for **changing and new markets**, and learning agility
- Strengthen **adaptability** to a very high-speed growth, adapt and transform
- Build leaders who take full **responsibility** for their environment and decisions, emotions
- Gaining clarity about individuals goals, vision and strengths, connecting them to market needs.
- Learn how to **spot and size opportunities** and execute on them.
- Connecting individual purpose to you company
- Creating **commercial** mindset (entrepreneurship), understand **clients' need** and **create value**
- Establish routines to improve productivity and time management
- Create **New Habits** and disrupt old patterns that keep you stuck,
- Creativity daily training for creative problem solving
- Gaining confidence and courage
- Practical and experiential learning and learning agility
- Removing blame culture and building happy environment from Inside Out (cultural change)



Neuron@work platform
Day to day group experience
And support

ADVANCED and UNIQUE DELIVERY METHOD

- Deep learning and psychological approach
- 24/7 access to our own gamified platform, Tokenized reward system can be connected to company reward system
- Program via Private Platform
- Peer learning, feedback and alignment
- Self Assessment and template / tool box
- Own time approach, guided by crowdsultants
- Mix of group and individual touch points to ensure success

People COMMITMENT (this all is happening before the work time)

1. Time invested:

- 66x 15min videos online plus small actionable steps
- Everyday short practise on work application 25 min
- 11x Weekly 60-90 min group calls
- Individual & tailored strategic calls to create specific solutions

2. Money Investment: Special Pilot Offer

66 DAYS - This is not a training program.

It is **Crowd**sulting that you never tried before.

MODULE 1

ME: Leadership in the New Age

In this module, you'll embark on a journey of self-discovery, gaining invaluable insights into your own strengths and values. Your team will be equipped with the tools to **lead with authenticity and purpose**. To learn more about themselves, gain confidence, trust.

With a focus on rewiring any limiting behaviors and challenging beliefs that no longer serve you, you'll emerge as your best and most empowered self.

Work with handling emotions, and emotional intelligence and resilience.

You'll also receive **productivity tips and hacks**



MODULE 2

THEM: Design Thinking and Innovation in action

Why does change seem to be an uphill battle?

Statistics show that 80% of transformation efforts fail, not because of technology, but because of people.

This module delves into this topic and equips you with the necessary tools to lead change effectively. You'll learn how to **become the CEO of your own life**, as well as inspire and motivate others to do the same and we will give you tools on how to do so.

While you cannot change others, you can change yourself, and we'll show you how. You'll **develop strategic and learning agility**, unlock the secrets of **human behavior**, and learn to navigate your company through disruptive **change with ease**.



MODULE 3

THEM: Innovation and creativity for business problems

Innovation is no longer a matter of chance, it is a matter of daily bread. Creative leadership is one of the most prized leadership capabilities. Yet most of us believe it to be genetic but is not. We are just about to teach you that is not true and you can have it as well.

We dive into **creative problem solving** and experimentation not only by teaching you theories, giving you templates but embedding new behaviors into your daily leadership style.

You will work with the **Design Thinking** process to understand clients, stakeholders needs and develop creative solutions. You will receive tools, templates to run your own innovation projects and work with our evidence based strategy and take calculated risk.

You will also learn how to implement culture of change and innovation into your organization.

MODULE 4

US: Entrepreneurship and empowerment for corporate professionals

At the heart of every successful business are employees who are not only hardworking but also possess entrepreneurial skills. In this module, you take ownership of your role and become a key player in **driving growth and profitability**.

We'll bridge the gap between your daily tasks and the bigger picture by showing you how to generate and pitch new ideas that can result in a **positive return on investment**. You'll learn how to conduct market research, engage with stakeholders, and develop a persuasive business case.

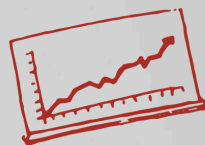
Beyond idea generation, we'll equip you with the entrepreneurial skills necessary to take calculated risks and negotiate with confidence, using our evidence-based strategies to back up your proposals. You become an effective communicator, who can **effectively sell your ideas** without ever needing to raise your voice.

By the end of this module, you'll have a solid understanding of how to leverage your entrepreneurial skills to contribute to the success of your organization and propel your own career forward.

PROPOSAL WORKING TOGETHER

WHY

- Because there is no time to get it wrong again, if you are looking for fast, effective and scalable on the job solution for your company. No extra time, no time away from work, useless conversations
- Because to change something, we have to change ourselves first. the 95% that is driving your workforce
- Because growing with speed bring a huge risk of failure, adapting cultures, training people at the same time keeping flexibility and business going strong is a challenge
- You care and you dare to give your people the best help with transformation without huge cost or risk.
- Because you don't want to waste your money, time and energy



WHAT IS INCLUDED

66-day professional development program with accountability and structured agenda. This long timeframe allows for deeper learning, habit formation, and sustainable life changes. Here's a revised overview incorporating these new elements:

1. One-Day Face-to-Face Workshop: An initial, interactive session focused on hands-on activities to design your culture experience for 2024
2. 66-Day Crowdsulting Program via Private Platform: This initial phase involves daily activities like skill mapping, job searching, and mindset transformation, supported by psychological aid and community interaction.
3. Personalised Daily Support for 11 Weeks: tailored support accommodating different learning paces and preferences. Ongoing support for reinforcing learning, and ensuring the application of new skills and strategies.
4. Daily Templates + Actions for Six Months, beyond the course duration: Each day, participants receive templates and suggested actions designed to help them establish new habits and build their new life. This structured approach provides a clear path and actionable steps for continuous improvement.. It's a gradual building and solidification of new habits, crucial for lasting change.
5. 1:1 Strategy Accelerator Call: 1 personalised coaching sessions to ensure participants have a clear strategy moving forward, applying new insights and skills confidently.
6. Daily creativity and imagination training.

The program's design is well-suited for individuals committed to making substantial changes and willing to invest time and effort into their professional development journey.

Start with no risk

This is only a fraction of the consulting cost and 11 times benefit as your employees deliver on site at the same time
No time, nor money wasted - on the job crowdsulting

**Transform your
team in 66 days with
long term impact.**



**10 x people
10 x weeks
10 x results**

**NORMAL PRICE:
~~60'000 CHF~~**

**Start for only
20'000 CHF NOW**

**2 weeks money back
guarantee**

**And
30'000 CHF
After**

Low risk with high rate success

WHO IS TAKING YOU THROUGH THE PROGRAM

INTERNATIONAL BLEND OF PEOPLE, CHANGE, INNOVATION & TECHNOLOGY



MEET WIOLETTA

Founder & CEO weInvolve, human specialist

- Profi navigating through uncertainty, Wioletta, has had a unique 17-year international career path.
- Initially, working in **talent management and recruitment**, both in-house and external, specialised in the engineering industry, she worked in HR departments and led **Learning & Development** initiatives.
- Subsequently, shifting to the **strategic business design and change management** with the UK's National Health Service (NHS), where she operated at the strategic level, **managing reorganisations and changes**.
- Later, she was instrumental in building an **internal consulting unit** focusing on **innovation and design thinking** at UBS bank in Switzerland. Here, she designed and delivered **talent programs** for managing directors, managers, and executives, teaching innovation, adaptability, and how to navigate in an uncertain world.
- Having a truly **international perspective**, Wioletta speaks five languages at home and has worked in the corporate world. She has experienced reorganisation, growth, and build her business, grew a family of six, dealt with ten bosses within four years, giving her a deep grasp of uncertainty, change, and their opportunities.
- Despite these challenges, she successfully reinvented herself, as an **entrepreneur**. Helping organisation and individuals transform with ease & confidence.
- **Qualifications:** MSc in Social Sciences, psychology, Postgraduate Diploma in Personal Development, MBA Innovation and Entrepreneurship Management, MIT - neuroscience for business, INSEAD - Design thinking for business, IMD Leadership Programs



Top 20 leader
IDEO AND UNIVERSITY OF PENNSYLVANIA
Innovation & design thinking



MEET CHRISTOPHE

weinvolve COO, technologist and integrator

- International leader with a 18 year with a perfect mix between technical and commercial mindsets.
- From graduating in **Mechanical Engineering**, jumping with Alstom in 2006 in the decarbonisation and power production market. That made him fall in love with **clean technology & energy**.
- He entered Switzerland in 2011 in the **new tech development** for the next Gen of Gas Turbine, passing the 60% efficiency bar. Culture mix, global team dynamic, **process and integration** focus.
- Growing more interest with business, with a MSc in **business management**. Getting exposures & initiatives to improve the **department processes and innovation culture**, while leading the **technology strategy**.
- From the merger in 2015, he grew a dynamic team of 10 within the global GE, **knowledge transfer, tool suite transformation, new market entry**, client support, design practices harmonisation, Technology integration.
- In 2020, a new kind of world opened, the **entrepreneurship** with the creation of weinvolve. He discovered that **sustainability** was much more than technology and cost-effectiveness. Engaging a team of 17 and discovering leadership, culture and change started with himself.

CLIENT REFERENCES

CLICK TO LEARN MORE AND WATCH THE VIDEOS



European Banking
Summit 2019



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Schweizer Armee
Armée suisse
Esercito svizzero
Swiss Armed Forces



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SUCCESS STORY- Enhancing international collaboration among leadership teams through a 60-day pilot using **crowdsulting** and the Me2We strategy

Growth Challenges

- **Scaling:** Expanding IT, HR, and production capabilities without bottlenecks.
- From technical to leadership roles, working on management task during weekend
- **Culture & Values:** Maintaining core values during rapid growth.
- **Communication:** Preventing departmental silos and fostering collaboration.
- Client needs pre-conception driving unadapted strategy and margin

Company Situation

- Globally expanding clean tech
- International teams spread around the globe, working together after recent merger,
- Battling between execution, priorities
- Culture gap, silos and finger pointing

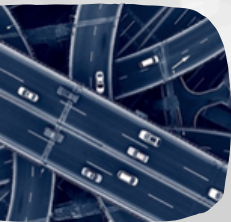


Implementation Approach:

- **Immersion:** Integrated into daily operations, engaging in company culture and leadership activities.
- **Engagement:** Conducted interviews, one-on-one coaching, and weekly mentoring sessions.
- Leveraging Neuron@work innovative platform to co-create solutions and prototypes, transforming team members into effective leaders.

Concrete Actions:

- **Self-Authorled Job Descriptions:** Reality check for teams in the US and Germany.
- **Client satisfaction:** Bridged gaps by involving technical staff in sales discussions., Moving from price battle to real needs.
- **Networking Events & Team dates:** Shared leadership stories of failures and lessons to foster relationship and encourage actions.
- **Europe-US Collaboration:** Increased interaction with European teams during common hours.
- **Communication Improvements:** daily email blocks and single end-of-day email updates.



Key Insights

Business Critical:

- **Productivity increased by a factor 5**
- Revealed inefficiencies due to misaligned priorities
- **Organizational Overlaps:** Optimised resource allocation by reducing redundant tasks by 50%
- **Balanced product standardisation** (cost cutting) with market differentiation. (Value creation)
- **Client Understanding Gap: Product value gain of 40%.**



"We're trying to make it cheaper but we do not exactly know what the client want"

"I only was 2 hours in the office and felt I achieved so much"

People and Culture:

- **Emotional Impact:** Recognised the role of emotions in driving business decisions.
- **Shared value:** Authenticity in Work Culture & dedication to work.
- **Duplication Dilemma:** Enhanced collaboration by addressing the 'US' vs. 'THEM' dynamic.
- **Prevented burnout rate by 2** by reconciling expectations with work-life balance.



Leadership Insights:

- **Leading without Manuals:** Highlighted the complexity of leading people compared to managing products.
- Addressed the reluctance to take on leadership roles.
- Shifted from protective to empowering leadership, from control to autonomy
- 60% more empowerment in team members growth, fostering trust and responsibility.

Enhancing collaboration and empowered leadership
Concrete solutions to clients needs
Bridged gaps, optimised resources
More cohesive and efficient organisational culture.

"I love the interview conversations, We should do this with our sales team, we want to understand clients"

