

## How we can benefit your executive team.

### Common orientation

#### The background

At a car manufacturer, top executives from a number of disciplines were working on “the future”, but had very different visions. The board of directors faced the task of forging a common mission statement out of concepts that were virtually impossible to combine. In addition, important ideas from the organization’s overall examination of the subject were being neglected because the experts were not communicating with one another.

#### Metaplan’s assignment

To pool the knowledge of the entire organization and create the conditions required for a common approach to the subject of the company’s future, the head of R&D called in Metaplan.

#### Our approach

We began by identifying the principal assumptions of the various players with regard to future developments, and discussed them with our client in the form of hypotheses. Based on a Sinus Milieu study, we developed a number of concrete user types. Whereas previous discussions had revolved around a wide range of target groups, the user types created a common reference point. This enabled us to disrupt entrenched patterns of thinking and present a new approach to the future that the company could relate to and understand.

The user types we derived from the Sinus Milieu study formed the basis for developing new modules. With reference to the users’ needs, the various experts applied their knowledge to the future in detail. In workshops, they laid out how their insights should affect the work of the R&D department.

#### The results

We supported the shared approach to the issue for a period of three years. The creation of a vision for the future led to an unprecedented degree of collaboration between the various departments and their employees. Thanks to the common orientation among the experts, the director of Development made better decisions that were supported by board members responsible for the relevant units.

As a result, the development of a new model was terminated in the current innovation pipeline, and the features of other models already under development were fine-tuned. In addition to interventions in the pipeline, the common vision of the future made it possible to plan future developments.

### Contact Person:

Dr. Kai Matthiesen  
P +49 (4106) 617-0  
E KaiMatthiesen@metaplan.com