



*One small step for mankind,
one **giant leap** for management consulting*

*We are the new **Czipin.***

We have better answers.

*Because we ask **different questions***

*First we asked
ourselves **how people see**
our industry*



*...if you're preceded by a reputation like that, you'll find it difficult to help your clients **effectively***

*To find out what was
going wrong, we began to
scrutinize everything...*

*... the way we **communicated**,
our methods of **analysis**,
the way we **implemented things**,
how fairly we were **paid** ...*

*... and we arrived at
a series of fundamental
new convictions ...*

*... about how we can help you and your staff better
than anyone else to recognize, accept and successfully implement **the steps**
needed to increase your productivity*

1

How we think



*Companies are well advised to entrust themselves
to someone who **speaks their own language***

*So that you wouldn't feel like you were talking to aliens, our people
abandoned gobbledygook and replaced it with **clear language***

A touch **more rock 'n' roll**
and a little less Power-Point
does every presentation
good

For us, optimizing processes starts with the culture
around meetings: **1: less is more** and **2: make that 'less'**
more entertaining because the more fun it is for you to
listen to us, the quicker we'll get to results





**You can *achieve more* with
two standard-issue ears than
with expensive laptops**

*The more networked we become, the less we talk to each other. And yet the most important insights are gained only when talking face to face – assuming you have an open ear for the person you're talking to. We've never understood why this source of information is not used by everyone – **but we use it and that's good for you***



*Success is always
the result of **good**
entertainment*

*The How is often more important than the What. That's why one is well advised to reduce the content to the core message and deliver it as **entertainingly** as possible. Unfortunately, not everyone can do that – but everyone at Czipin can*

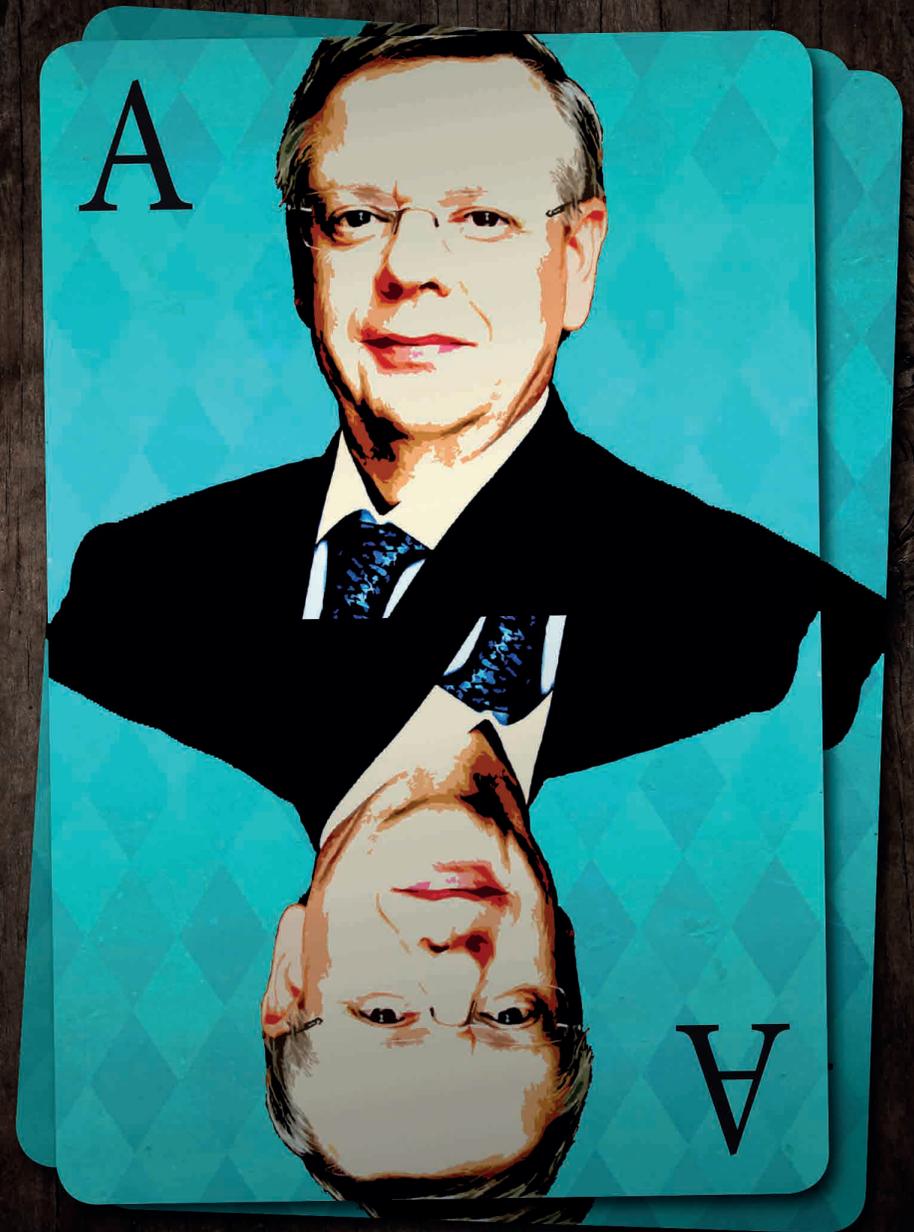
**Numbers don't lie.
Nor do they always
tell **the whole truth****

*No, neither about people nor **about companies.**
That's why we don't jump straight to conclusions.
Instead we only make a recommendation once
we have really gathered together all of the
information and weighed it up properly*



*You'll win because
we let **you look**
at our cards*

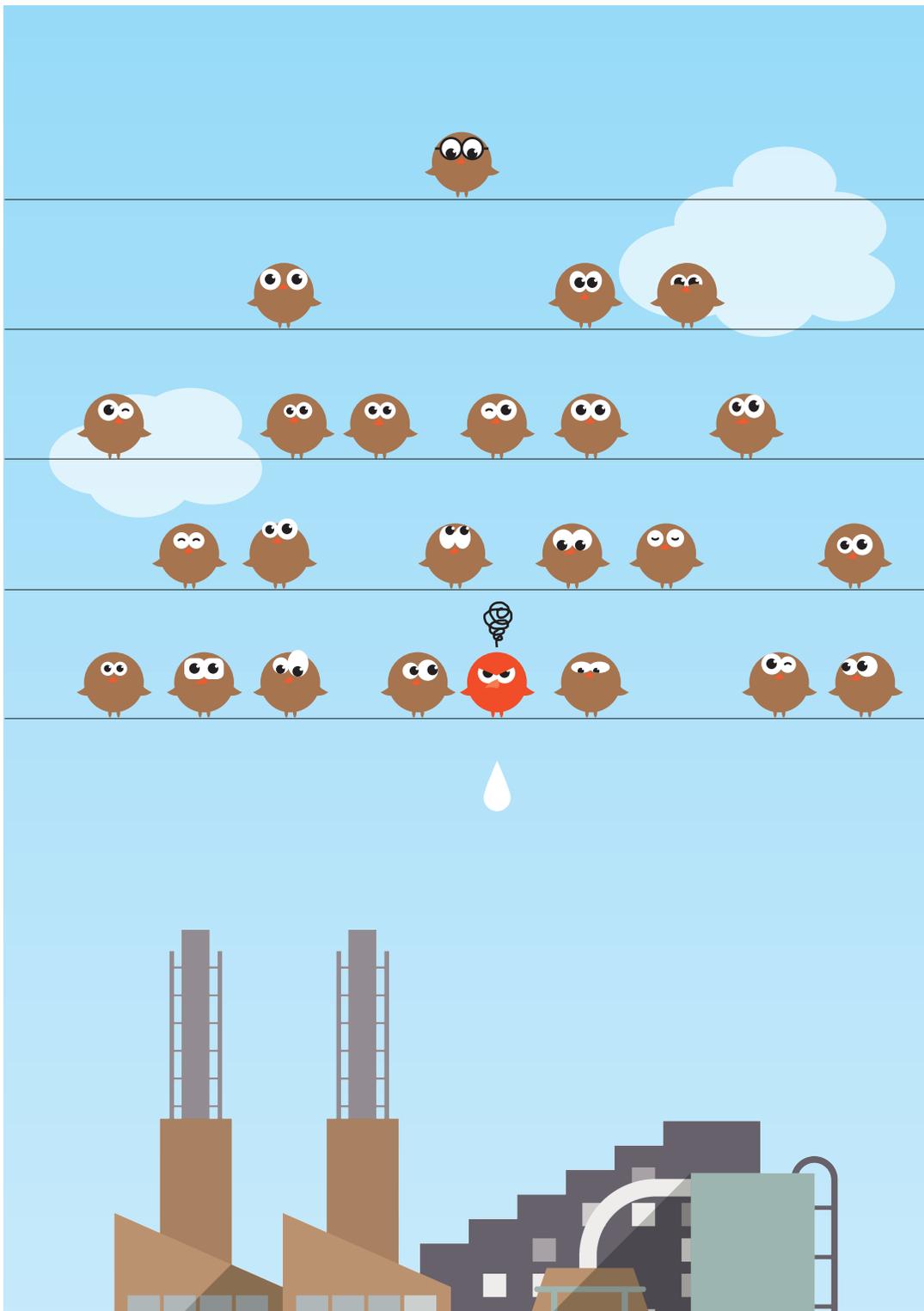
*Our recipe for success is no secret but **absolute openness**. Every step we take can be followed by anyone. That's because only transparency earns understanding and trust – and those are the base for successfully implementing the steps we advise*





*Given the right motivation
you can make it not
only to Mars – but also to
greater productivity*

*It was the power of motivation that built the pyramids,
discovered continents and invented the light bulb.
Anyone who knows how to trigger motivation can
achieve anything – in your company as well*



*The most important decisions
are often **made not** on
the executive floor*

*They're made on the shop floor. In the canteen.
Or at the loading bay. Maybe someone's spiritless,
someone's unsure or someone has a personal dispute.
That's why we go everywhere, look at everything
and talk to everyone – you'd be amazed how many
problem-makers we were able to make out this way*



*It's better to sleep in bed
than **at a meeting**
(but you can sleep better in
meetings than in bed)*

Mostly, information gets lost because the audience is rather preoccupied with their smartphones or even switches off entirely. No wonder, with such overloaded presentations. In our opinion the world needs fewer corporate consultants and more corporate motivators



*It's only **fair** to make our fees
dependent on **your success***

*Only someone who believes in their own methods can afford to do that.
And this is that someone you should believe in*

2

How we act

***A kick in the pants
is more effective
if you deliver it
in a charming way***

Sometimes people have to be pushed to do what is good for them. The problem is, imperiousness doesn't work very well these days. Gentle methods achieve much better results, and we have a comprehensive repertoire of them up our sleeves



*Your company doesn't
need fierce dogs, it needs
fierce observers*

*It's easy to spot a problem – but to see the solution,
you often have to look very closely. To us that
means **getting closer, sharpening our senses and
examining every single detail**. Because what seems
unimportant to begin with, often makes all the
difference in the end*

P

R O

B L E M

L Ö S U N G



*Our magic word isn't 'abracadabra' –
it's **transparency***

Transparency means, everyone knows exactly who is doing what and when. To achieve this, we've developed numerous helpful tools over the years which will also help you perfect your processes



Making sure everyone gets what they need requires **perfect logistics**

*If you make others wait, you cause costs. If you're dissatisfied, you cause costs. If you're unpunctual, you also cause costs – this way your earnings will quickly go down the drain. **We can neutralize this cost-trap** by creating streamlined processes. That's precisely why Alois Czipin is known as Mr. Productivity*



***We help decision-makers
react much **faster*****

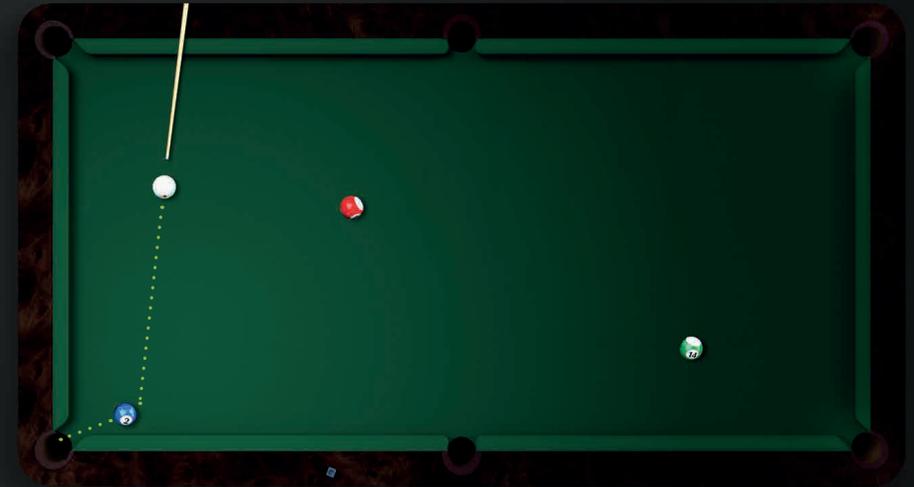
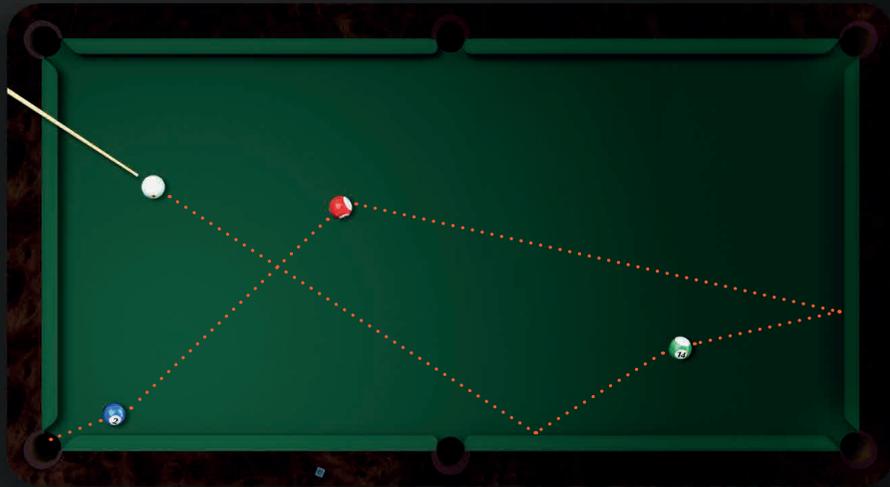
It often takes far too long for mistakes to be noticed and corrected. We make sure important information gets to the management faster and that they respond quickly

*Games are won
in the head.*

So are businesses

Yes, with head we mean management. We all know that outstanding individual players don't automatically produce a winning team. It's often the crafty, experienced old coach whose line-up and cunning tactics outplay the opponents. And yes, with coach we mean us





*Efficiency is not making short work of your process
but **making the process shorter***

*Shorter distances multiplied by less stops equals **more efficiency**.
That's easy on paper but challenging in reality*

3

Who we are

A specialized management consultancy is weaker than one that can play in every direction

We prefer to think in solutions rather than industries. Because we have experience across various business areas, we have a much bigger repertoire of optimization methods than a specialized management consultancy who never thinks outside the box





*To continue where others stop. For example
regarding implementation, **until it's working***

*Consistent implementation is crucial for the success of the steps that increase productivity.
Others leave you alone with this – we supervise the process until everything works well*

Long lists of successful projects are good – our **top expertise** is better:

Let's be honest: there's hardly a better way to express the qualities of a management consultant. Oh and by the way, if required, we do have that long list as well. You'll find it on our website



*To cut a long
story **short:***

We don't just advise, we motivate

- + We put things into an understandable language
- + We're open and accessible to everyone at all times
- + We go straight to the workplaces and listen to your people
- + We motivate instead of putting people off
- + We optimize the response time of the management
- + We create trust through transparency
- + We accompany you until everything's done
- + We get paid following the success too: one year after finishing the project

= *It feels better to work
with us. **And**...*



... ***we increase your productivity***
like no one else



*Everything will be fine,
when you **call us in time***

You can of course always call us when everything is still in the green zone, since there's always something to improve on

The one who is looking for change, mustn't rely on old ways!

**We're burning to
get **started****





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