



bplus
Industry Consultants

WHO WE ARE

bplus is a team of senior industry consultants acting in the following areas :

- Sales & Marketing
- Branding & Communication
- Human Resources & Organizational Development

We advise our industrial clients in :

- Digital Transformation
- Industrial Branding
- Innovation Marketing
- Change Management
- Employee Engagement
- Building Resilience
- Personal Leadership
- Sustainability
- Safe & Lean culture
- Crisis Communication

INDUSTRY FOCUS

Growing uncertainty in business environment...

Decision makers in industrial companies are defied by today's quickly evolving business environments. Technological innovations, globalization of competition, digital transformation, social and environmental responsibility, new regulations and many other simultaneous challenges set a fast pace and need to be addressed continuously. While the complexity of business environments is constantly increasing, trustworthy advice is hard to find.

Requires more trustful advice...

bplus is an independent consultancy firm. We help managers of mid-sized industrial companies to make the right choices at the right moment. Our consultants have extensive industrial experience at the crucial junction of technology, marketing and human resources. We help managers to address the complexity of today's business environments by providing sound analysis, strategic vision and pragmatic advice. Our team of internationally skilled senior consultants intervenes swiftly and efficiently.

OUR CREDO

- 1.** Midsize companies drive the economy. We help anticipate the future while meeting today's commitments.
- 2.** You aim at quick wins enabling lasting changes. Productivity and efficiency are on top of our mind.
- 3.** Credibility and trust are the cornerstones of your business. They are our priorities.
- 4.** Today's challenges are cross functional . We don't line up experts, we combine talents.
- 5.** Driving change is both rational and emotional. We work with either side of the brain.
- 6.** Humans first. We work bottom-up, love to listen and consider user experience above all.
- 7.** Your satisfaction is important to us. But what we really want is your organization to make progress.

SAMPLE CASES



Safe by Motivation

The best industrial organizations aim for a 'zero accident' safety record. To achieve this, they need rules and procedures – but they also need to engender a safety culture inside the company, shared and supported by everyone. We have helped a global actor in the chemical industry to develop and deploy a program to change company culture. Based on a thorough analysis, we conceived an internal motivation campaign that combined rational and emotion elements, building on pride as a main factor for intrinsic motivation. The campaign included all layers of company hierarchy and was consistently deployed in more than 50 countries. It received enthusiastic reception and has enabled significant improvements in the company's safety performance.



Innovation Marketing

Technological innovations need explanation to be understood and valued. Communicating clearly and simply on advanced features and tangible benefits for professional targets needs multiple technical and conceptual skills. We have helped a start-up company specializing in the Internet of Things to communicate its offering. Based on a workshop with the engineering team, we shaped features and benefits into efficient communication tools, including website, documentation and animation. Storytelling techniques were employed to push the value proposition to the target group. Conceived, produced and delivered within a very short time frame of several weeks, the communications concept enabled the team to approach alpha customers in various industries.



Industrial Branding

Credible, trustworthy communication requires consistency and authenticity. In the world of industry marketing, both can be best achieved by careful branding. A strong brand, fitting the company identity and making a difference in the market place, facilitates external and internal communications. It also fosters company culture and thus becomes a management tool of its own. We have helped a manufacturer of robotized solutions for automatic placement of carbon fiber materials to clarify its identity and gain a bolder stance in the market place. This was needed to enable projected growth into new market segments. Based on insights gained through workshops and interviews, we developed an inspiring brand platform and manifesto. The platform has driven design of visual identity and communication tools which have since been successfully unveiled at an international trade fare.



Excellence Culture

Creating a culture of excellence is a challenging endeavor. It can only be attained through intrinsic motivation of employees. We have helped a listed chemical company to launch excellence initiatives across different areas of activity. A thorough analysis of the status quo revealed that similar, but uncoordinated, initiatives were planned throughout the company. Based on deep insights into the company culture, we conceived an umbrella framework for all excellence programs within the company. The framework builds on pride and teamwork as main factors of intrinsic motivation. The framework was first applied to a lean management project in one of the business units, including the conception of training materials and signage. Ensuring good visibility and positive image right from start, the project quickly earned strong engagement and acceptance.



Digital Sales Tools

Digital tools dramatically change the way sales forces present their company's offering whilst improving the availability and the quality of information showcased. Successful digitalization requires integration of data sources and presentation tools.

We have helped a manufacturer of packaging machines to completely switch from paper to digital sales tools. In a first step, we examined and reorganized all sales and marketing data to be used along the sales process. In a second step we developed specific mobile tools, available offline anytime and anywhere. These mobile tools are utilizing the full scope of multimedia possibilities to enrich the selling experience.

Upon training of the complete European sales force on this digital toolset it was swiftly adopted across the board. The system substantially improved the quality of customer presentations, shortened the sales cycle and improved the differentiation of the brand in its market.



Building Resilience

Continuously providing optimum results is a challenge for any company. Resilient people perform better in difficult circumstances, under pressure and in complex environments.

We have accompanied a company in the aerospace industry to successfully enter the market for satellite control. Conditions for the young team were tough, due to heavy workload, financial risk, technical challenges and political involvement. We have set up a crisis intervention structure and a scheme to build resilience of individuals, groups and for on-boarding new team members.

The program was highly appreciated by the team and key resilience indicators raised dramatically. Early crisis intervention in case of errors or accidents enabled team members to quickly share lessons learned and to continuously improve the process. Moreover, satellite launches have been successful and the company is now well established.



Organizational Psychology

An industry leading organization wanted to improve the feedback and communication structure between leaders and followers on several different hierarchical levels.

We employed findings from evidence based psychology and developed a web-based app which allowed the leader to send little work-psychological surveys to his or her followers in order to get empirical feedback about work motivation, work satisfaction, team climate etc.

After introducing this psychological tool leaders had the chance to get continuous feedback on their leadership behavior and leadership success.

The team climate and many other variables associated with leadership success were substantially improved by this psycho-digital intervention.



Reducing Absentism

Absentism is a major cost factor for all industrial organizations. Thereby average absentism can vary strongly between teams and work groups - even though they work in the same branch, with the same product or at the same construction site. Very often different types of leadership and associated trust between leaders and followers explain much variance in different absentism rates.

For a huge industrial construction site with mostly monotonous job descriptions we developed a customized empirical measure for determining most important sources of variance of absentism. Knowing the specific causes of absentism at a specific construction site with its specific culture, we trained leaders in customized impulse workshops. Our success was that within 12 months absentism rate at this construction site was reduced by more than 1.5 percent which saved the organization a huge amount of personnel costs.

CORE TEAM MEMBERS



Corinna Cremer

“I believe in the transforming power of crisis and change and I love to accompany people in challenging situations. Creating a new business or facing critical incidents requires the same resources: orientation, responsibility, force of vision, trust. I’m convinced that any plan is only as good as the resilience of its protagonists. This is why I help organisations to build sustainable strategies for human resources and personal development.”

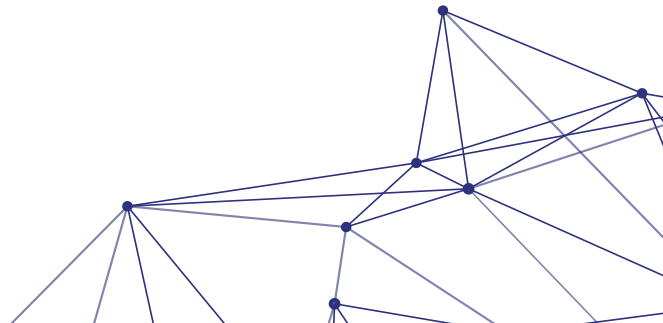
Corinna has studied economics and psychology in Hamburg and Munich. She advises companies in resilience and is a certified CISM first responder. Corinna lives in Paris and Berlin.



Pierre Vu

“I see the tremendous impact that digital transformation can have on sales organisations in b2b markets. Deploying digital tools in marketing and sales increases commercial efficiency and customer experience. Digital transformation, to be effective, needs to interact with people. Any project shall start by listening and observing people.”

Pierre graduated from Sup De Co. Before joining bplus, Pierre has worked as an International Marketing Director in the packaging industry. Pierre lives in Paris, and is a fan of baroque music.





Mark Diran Boehm

“Industrial marketers are confronted with multiple challenges: They need to create a trustworthy brand, conceive compelling value propositions, launch and explain technological innovations, embrace digital transformation, develop international sales... and all this with limited resources. My role as a consultant is to seize the underlying issues and develop creative solutions.”

Diran has graduated in physics at Technical University of Berlin. He worked as a marketing director for high-tech industries in Germany and France. Before joining bplus he founded bb&b, a communication agency specializing in industrial environments. Diran lives in Paris and loves to ride his motorbike through southern France.



Peter Fischer

“To executives you could only say the following: be prepared for the unbelievable complexity of human social behavior in organizations. The best to do: become a good psychologist!”

Peter has been working for a bank and afterwards studied Psychology at the Ludwig-Maximilians-University in Munich. After PhD and Habilitation he worked for the University of Exeter, UK, University of Cologne, Germany and University of Graz, Austria. Since 2011 he has a chair for Organizational, Industrial and Economic Psychology. Since more than 15 years Peter works as a consultant in the areas automotive, health care, banks and financial industry, scientific organizations. Peter lives in Regensburg and loves to play jazz guitar.



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