



**Education. Digital. With Heart.**



## About me



Martin Geugis  
Head of Strategic Corporate Development of the WBS GROUP

Studies in philosophy and political science

four years of academic work in the field of international conflict research,  
then 35 years in vocational training

Building and playing guitars

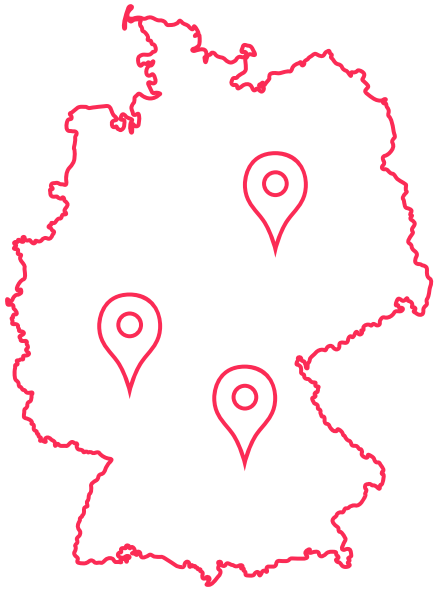
# Overview

- **WBS GROUP**
- **Challenges for Organisational Development**
- **Value based change in the frame of the integral model**
- **Claudia**

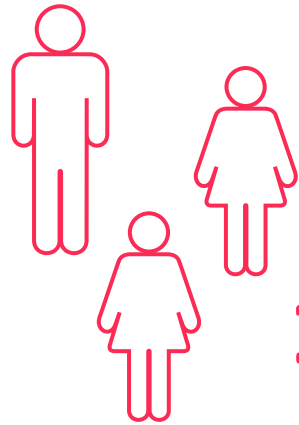
SURVEY.

## WBS GROUP.

### Facts and Figures at a glance.



**200**  
Sites.



**1.600**  
Employees.



**9.000**  
Students online.



**138 Mio. €**  
Turnover ttl. (2020).

## Multiple awards. Successfully certified.



DQS-zertifiziert nach  
DIN EN ISO 9001:2015 Reg.-Nr. 015344 QM15  
Zulassung nach AZAV Reg.-Nr. 015344 AZAV



**Long-term partnerships.**  
**High-quality educational opportunities.**



BRANDS.

## WBS GROUP.

### One corporate brand. Five strong brands.



**WBS**  
GRUPPE

**Education. Digital. With Heart.**

---



**WBS**  
TRAINING

Subsidised further education and retraining.



**WBS**  
SCHULEN

Training in the field of health, care and social services.



**WBS**  
AKADEMIE

Part-time online master's studies and online advanced training..



**WBS CODING**  
SCHOOL

Boot camps for the IT specialists of tomorrow.

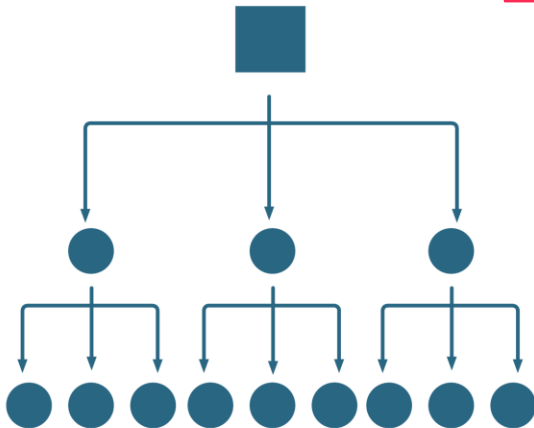


**WBS**  
RECRUITING  
INTERNATIONAL

Placement of trainees and skilled workers from abroad.



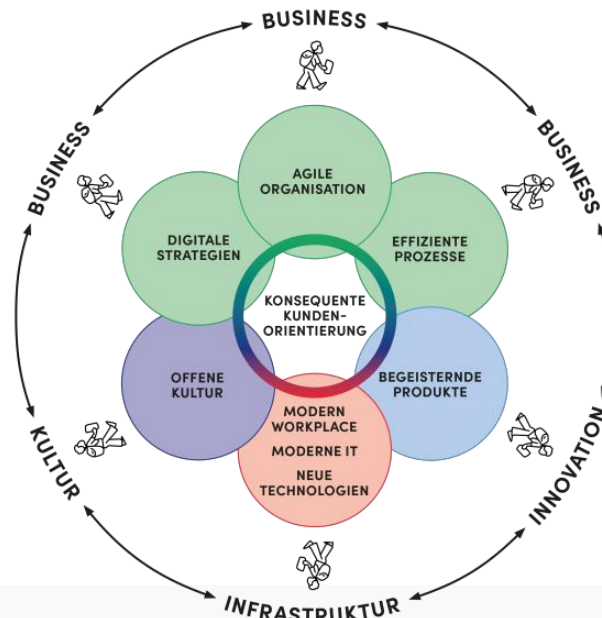
### Organisational form Hierarchy



Quelle:  
<https://hirschtec.eu/netzwerkorganisation-vs-hierarchie-eine-hassliebe/hierarchie/>,  
 (abgerufen: 2021-09-12)

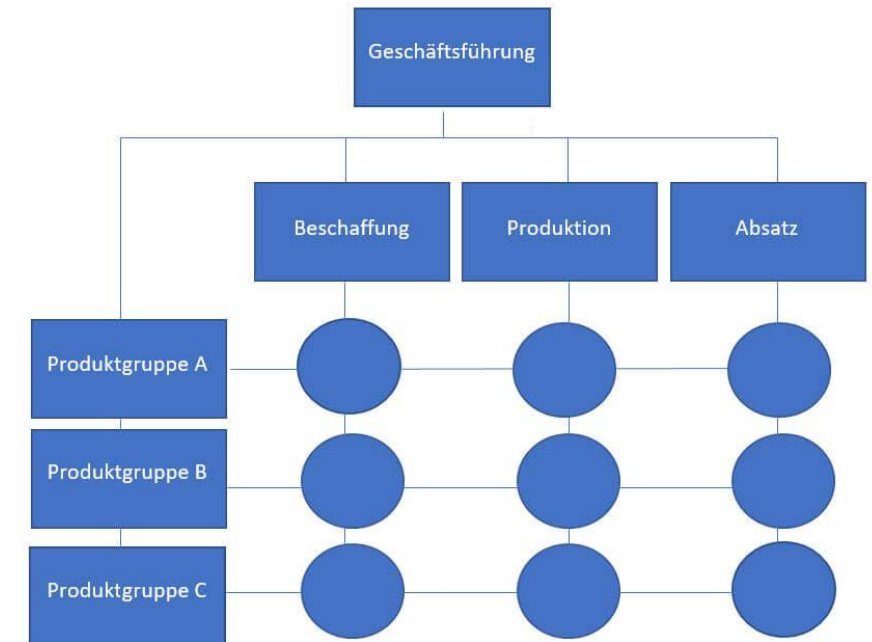
- Measuring points:**
- Customer proximity
  - Employee motivation
  - Reaction speed
  - Innovation capacity
  - Productivity

### Organisational form Agile Company



Quelle:  
<https://www.digicomp.ch/blognews/2019/02/08/digicomp-kompetenzmodell-der-weg-zu-einer-agilen-organisation> (abgerufen: 2021-09-12)

### Organisational form Matrix



Quelle: <https://axel-schroeder.de>  
 (abgerufen: 2021-09-12)



# Bildung. Digital. Mit Herz.


ENTWICKLUNGSLINIE

- 4** Zentrale Werte: Menschlichkeit und nicht-objektive Handlungsguides der Privatsphäre: Neugierde, Würde, Mitgefühl der besten Orientierung: Transparenz und Selbstbestimmung
- 3** Zentrale Werte: Ehrlichkeit und Ehrlichkeit Handlungsguides der Privatsphäre: Ehrlichkeit, Ehrlichkeit, Ehrlichkeit der besten Orientierung: Ehrlichkeit, Ehrlichkeit, Ehrlichkeit
- 2** Zentrale Werte: Ehrlichkeit und Ehrlichkeit Handlungsguides der Privatsphäre: Ehrlichkeit, Ehrlichkeit, Ehrlichkeit der besten Orientierung: Ehrlichkeit, Ehrlichkeit, Ehrlichkeit
- 1** Zentrale Werte: Ehrlichkeit und Ehrlichkeit Handlungsguides der Privatsphäre: Ehrlichkeit, Ehrlichkeit, Ehrlichkeit der besten Orientierung: Ehrlichkeit, Ehrlichkeit, Ehrlichkeit

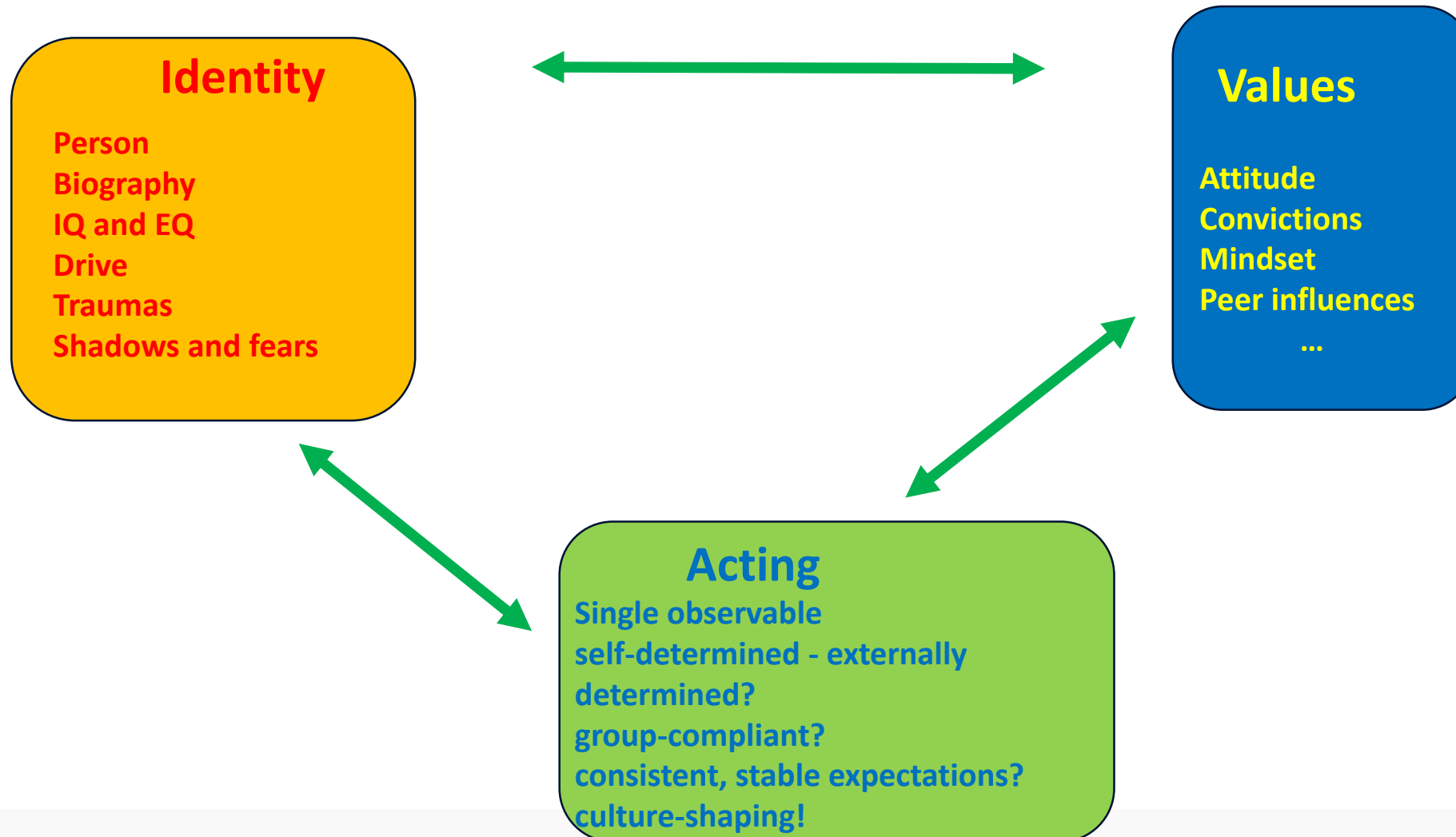


# Interaction competence: Generating acceptance

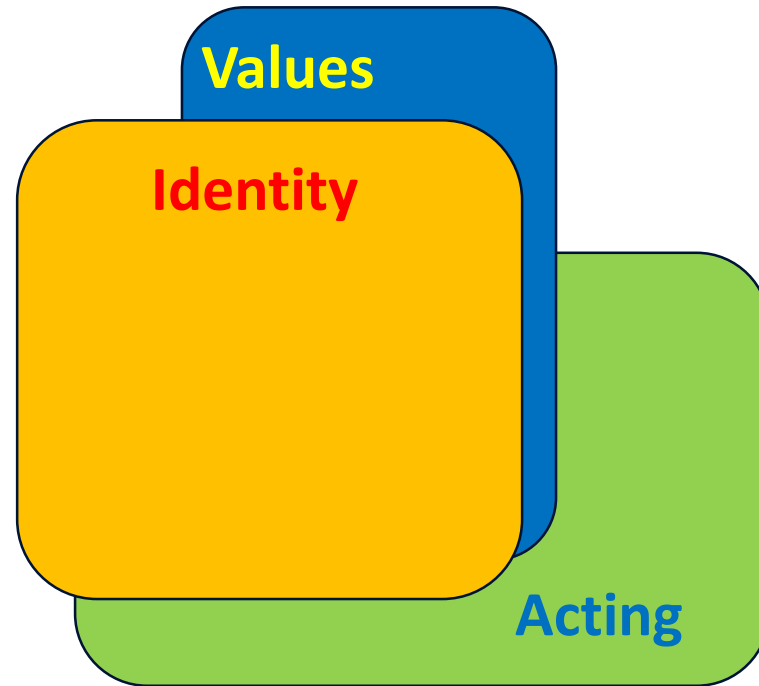
*It will be crucial for leaders in the future to have the ability to get employees behind them and their ideas without having authority or a higher position in a hierarchy.*

	Hierarchy	Matrix	Agile Organisation
Backbone of Corporate Culture	Zuständigkeitsethik	Verantwortungsethik	Weiterentwicklung VE: Ubuntu, Eco-System
Guiding attitude of leaders	Decision maker within his own territory	Efficiency and development in team responsibility	Balanced harmony between mindfulness and sustainability
Guiding attitude of employees	Loyalty	Being part of the success	Participation in the common greater idea
Reifegrad Spiral Dynamics			

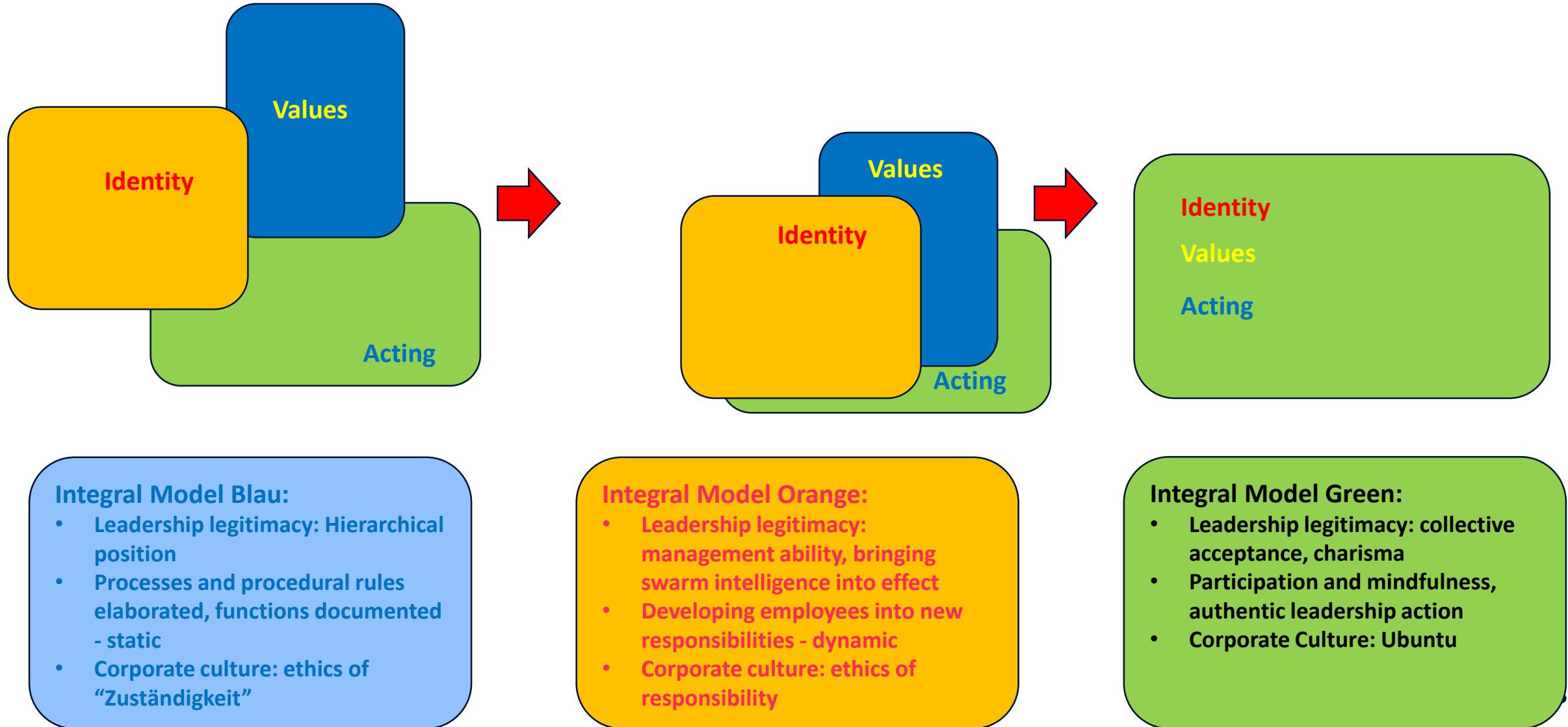
# Authentic action, attitude and value coherence: starting point



Authentic action, attitude and value coherence: does it all fit together?



# Authentic development: unfolding potential into new levels of maturity





0800 927 927 9  
kontakt@wbs-gruppe.de  
wbs-gruppe.de



WBS TRAINING AG.  
Lorenzweg 5, 12099 Berlin.

## Wir freuen uns auf Sie.

Das Bildmaterial stammt, soweit nicht anders gekennzeichnet, von der WBS TRAINING AG, Adobe Stock und iStock.

