

AT A GLANCE

# Pink Elephants®

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Many organizations invest enormous energy into transformation — and still achieve little sustainable change.

The reason is rarely a lack of methods or initiatives. It's that fundamental questions about strategy, organization, leadership and innovation are not being addressed together.

**Pink Elephants helps organizations understand, structure and effectively execute transformation.**

# Typical situations of our clients

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Organizations come to us when they realize:

- Transformation creates activity but little impact
- Decisions are getting slower, not clearer
- Strategy, organization and innovation run in parallel silos
- Agile initiatives remain local instead of systemic
- Leadership works operationally instead of architecturally

# Transformation is often misunderstood

Many organizations treat transformation as a project, a methodology rollout, or an organizational program.

In reality, transformation is something different. It changes how an organization makes decisions, organizes itself, and responds to change.

**That's why classical transformation programs often fall short.**



# Our perspective on transformation

**Transformation never affects just one dimension of an organization.**

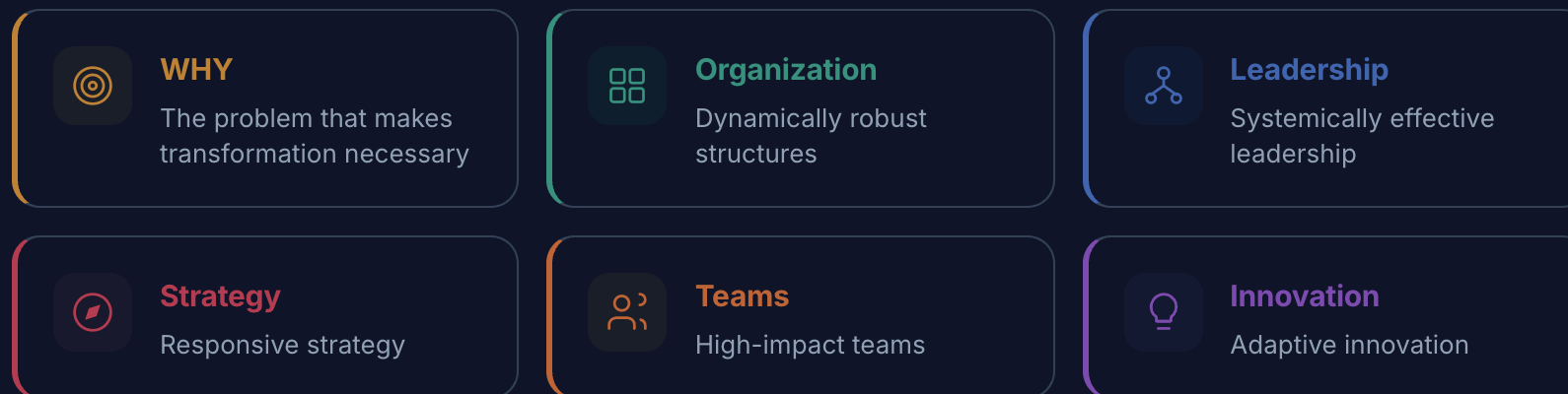
It emerges from the interplay of multiple levels: problem understanding, organization, leadership, strategy, teams and innovation.

When these levels don't work together, typical transformation paradoxes emerge:

- Many initiatives, little impact
- Innovation without strategic direction
- Agile teams in rigid organizations

# The Transformation Discovery Compass

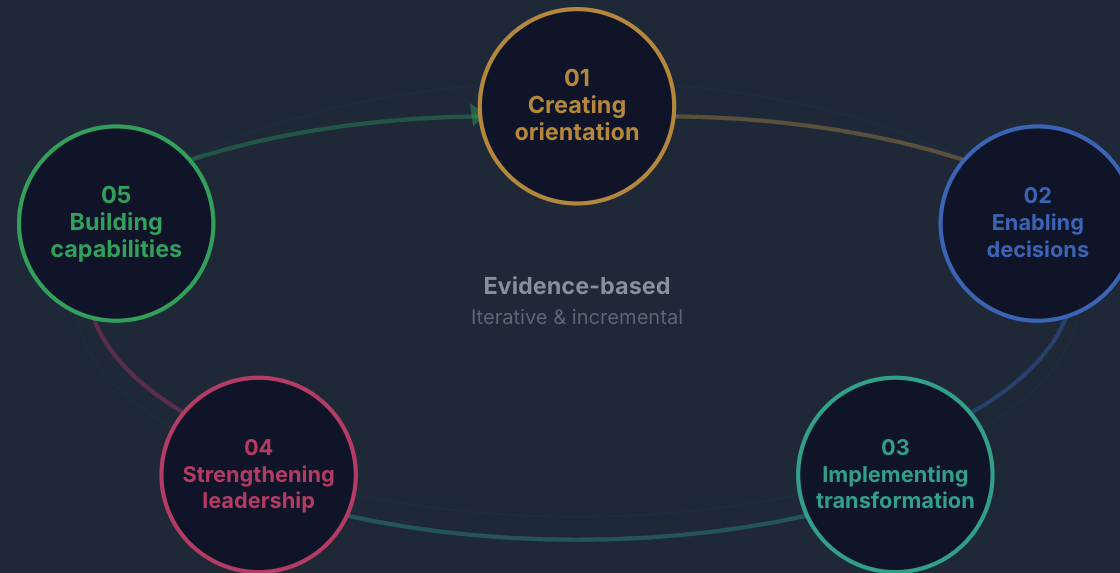
An orientation model for transformation. The Compass helps organizations understand where they stand, which interdependencies shape their situation — and where intervention makes sense.



The Compass connects these dimensions into an integrated picture of organizational transformation.

# Collaboration that fits the situation

Depending on context, we engage in different phases — iterative, evidence-based, always at the most effective level:



# Typical outcomes

Organizations gain:

- ✓ Clarity about their transformation situation
- ✓ Better decision-making ability under uncertainty
- ✓ Less activism, more impact
- ✓ Leadership with a systemic perspective
- ✓ Transformation that creates lasting impact



# What makes Pink Elephants different

Many consultancies focus on methods or programs. Pink Elephants works differently.

**The focus is on the architecture of organizations under pressure to change.**

- Connecting strategy, organization and leadership
- Systemic analysis instead of isolated initiatives
- Orientation in complex transformation situations
- Combining theory, practice and research

# Facts & Figures

100+

Organizations supported

1,000+

Workshop days

50+

Years of team experience

✓ Scientifically validated

# If you want to go deeper

Many organizations start with a structured assessment of their transformation situation.

[Schedule a conversation](#)

30 min · confidential · free of charge

[hello@pinkelephants.de](mailto:hello@pinkelephants.de)