

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.**

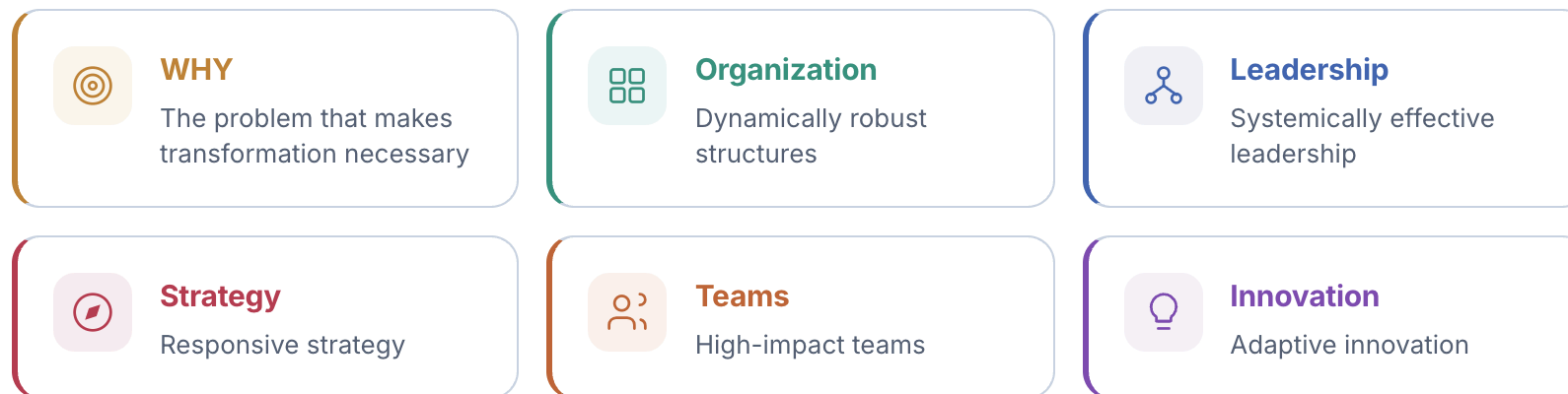
It emerges from the interplay of multiple levels: problem understanding, organization, leadership, strategy, teams and innovation.

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

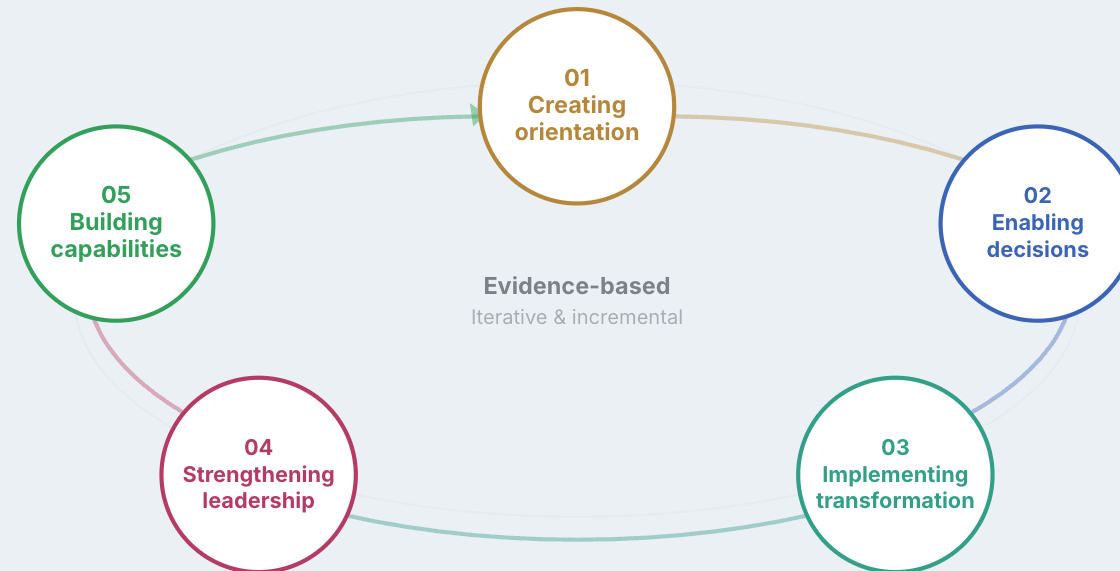
An orientation model for transformation. The Compass helps organizations understand where they stand, which interdependencies shape their situation — and where intervention makes sense.



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 lever:



# 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
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- A decorative graphic consisting of a light pink line that starts from the bottom left, moves diagonally up and to the right, then has three nodes where it branches downwards and to the right at different angles, ending in a final node on the far right.



# 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)

