

Impulse workshop 2

The private value profile – the inner map

Location analysis and guidance for management, employees and customers

Quelle Bild: SWR und planet-schule.de
www.stadt-im-mittelalter.de



Our world is complex. We constantly strive to reach our goals and not lose our sense of the bigger picture. From time to time, it is good to hold our plans in front of us and look at them, and not constantly run to reach our goals. It is like looking at a type of map of our inner self.

Medieval towns all had the same structure: a core village with a church and a market-space, and the streets with the residential and commercial buildings spread around them. Although modern cities also have a structure, it is much more complex, which often makes self-orientation difficult.

People also have a complex internal structure, but they are often not aware of its details. Where do our values fit into our map?

When we can show this map of our inner orientation to others — our colleagues, employees and clients — and indeed to ourselves, we come to understanding. When we interact with others, we bring them along our paths and guide them to the center of our city — and give them the meaning of our internal map.

Do you know your own inner map? Do you know the locations of your marketplace, your town, your church and your inn? I invite you to read the landmarks of your inner map — to explore your town and take a closer look at everything.

Susanne Vathke



Are you interested in one of the Impulse Workshop topics? Contact me directly and we can discuss the possibility to run the workshop for an appropriately-sized group of participants at your business location.

Contact information:

Susanne Vathke
Training & Consulting
Lindenstr. 225
40235 Dusseldorf
Phone: 0211 69 114 69
Mobile: 0170 47 531 12
E-mail: susanne@vathke.de
www.vathke.de

Susanne Vathke ensures that corporate values are understandable and tangible. For over 20 years, she has trained and coached employees and managers in retail companies. In the course of over 2,000 training days, she has made the meaning behind changes and developments in the company visible and provided the skills for meaning-oriented leadership and action.

After completing her teaching degree in German and history, Susanne went directly into the retail industry. For 10 years, she ran her own business. Before her coaching career began, she had acquired experience coaching her own employees in the meaning of retail.

Susanne is qualified to coach about meaning, values and organizational culture, with extensive training with experts, such as Frank Farrelly (Provocative Therapy), Dr. B. Hadinger and Professor W. Kurz (Logotherapy by Viktor Frankl), Emil Herzog (Business Entertainment) and Professor E. King (Systemic Organizational Consulting). She is also an inspirational speaker.