



EICHENHORN

COACHING · TRAINING · MODERATION

## What is about Change Coaching?

Eichenhorn Change Coaching supports the business development for managers, entrepreneurs and owner-managed enterprises.

We focus on service, creativity and media industries. Eichenhorn Change Coaching combines methods and tools, which are based on many years of experience in strategy and practice in the areas of Marketing and Communications.

### **Vision, identity, strategy and practice**

Eichenhorn Change Coaching supports you in formulation of business visions and new objectives, in making your company identity clear...

**in the development of positioning and marketing strategies as well as in concrete marketing planing.** In practice we assist in the **operational implementation of sales and communication procedures** by specific project-coaching, if desired.

### **Shaping the change processes**

Changes don't happen on paper. Changing means aligning the attitude and behaviour of all persons involved to ones new strategies in daily business. Subsequent to the strategy discussion Eichenhorn Change Coaching therefore focusses on designing a new Corporate Identity and an innovative Corporate Design as well as on assistance during the whole internal change processes in all sectors of your company.

### **Pool of experts**

During the realignment of the external presentation of your enterprise you and Eichenhorn work together with a net of specialists who will be involved in the consultation and realization process in matters of CI/CD, Communications, PR and Advertising.

