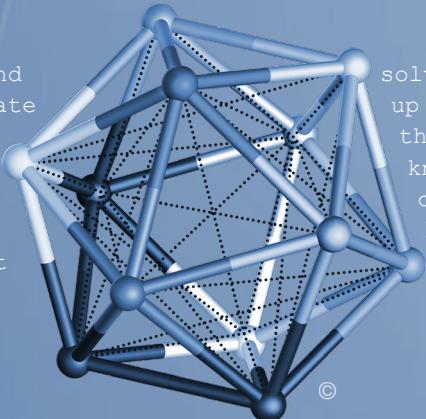


Ahead of Change:

The Malik SuperSyntegration®

Managing change and complexity for the toughest challenges

The groundbreaking management innovation for the change leaders of the 21st century



Identify and
+++ Integrate
+++ Change
hensive
Prepare 50
decisions
the highest

solve the toughest challenge in **3½ days** +++ Address the 12 key topics
up to 40 of the most important people simultaneously +++ **in 3½ days**
the culture profoundly and often immediately +++ Utilize the compre-
knowledge of the key people for an optimal solution+++ **in 3½ days** +++
or more actions for implementation, most of them new +++ Speed up
by up to a hundredfold +++ **in 3½ days** +++ Build solid consensus on
common factor +++ **all that in 3½ days...+++**

*"The Syntegration is like a magicians hat – and in the end the result is unbelievable."
Executive board N-ERGIE after the Syntegration®*

How organizations function twice as well – with half the money ...

The Malik SuperSyntegration®

Releasing creativity, intelligence and energy.

Connecting knowledge in an optimal way: to master complexity.

Malik SuperSyntegration® – why?

Ahead of Change – the Syntegration method is the silver bullet for true change.

The Malik SuperSyntegration is the perfect method for change management, for profound structural changes, strategic repositioning, smooth post-merger integration, fast cultural changes, lightning-fast stabilization and turnaround management as well as for generally all complex change processes.

The Syntegration also achieves spectacular results in turning round companies from bankruptcy.

It regularly produces creative solutions that were not thought of before.

The Syntegration is able to elevate even the most difficult phases of decision making – opinion forming, consensus and commitment – as well as implementation to a uniquely new level of efficiency and speed.

What is the Malik SuperSyntegration®?

The Malik Syntegration method is the most powerful tool for big change. Due to its cybernetic logic, Syntegration is universally valid and offers unlimited possibilities for application. More than 500 applications worldwide.

With the Malik SuperSyntegration, we are proud to have achieved a breakthrough in innovation, comparable in its game-changing effect with the innovations of satellite navigation, SmartPhones and non-invasive surgery.

The finding and implementing of solutions to highly complex decisions is fundamentally revolutionized.

The SuperSyntegration method is unrivaled and not comparable with any conventional method.

The core of the Malik Syntegration method is a cybernetic communication process connecting up to 40 knowledge contributors in a systemically optimized way. By using the comprehensive knowledge, new, intelligent and highly creative solutions develop. Within 2 ½ up to 3 ½ days the entire

knowledge of all participants can innovatively be maximized by the self-regulating optimization of the information flow between the participants.

The entire group of participants becomes more efficient eightyfold as compared to regular teams and the decisions will be made a hundred times faster. The method has achieved tremendous results in more than 600 applications all over the world. It works in all kinds of cultures with the harmony, elegance and precision of a symphony.

More about the Malik SuperSyntegration:
malik-management.com/supersyntegration



In a Syntegration information flows as in the brain.

Results in 3½ days

A Malik SuperSyntegration takes 2½ to 3½ days. Its power is effective on five levels simultaneously: the key challenge, the culture, timing, implementation and management.

As a result you:

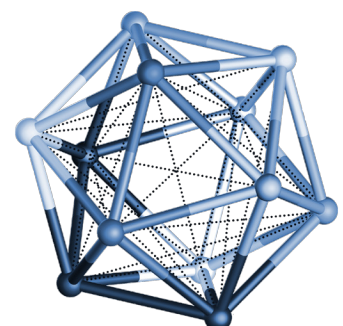
- › Identify and solve the toughest challenge in 3½ days
- › Address the 12 key topics
- › Integrate up to 40 of the most important people simultaneously
- › Utilize the comprehensive knowledge of the key people for an optimal solution
- › Prepare 50 or more actions for implementation, most of them new
- › Increase efficiency eightyfold as compared to conventional teams
- › Speed up decisions by up to a hundredfold
- › Build solid consensus on the highest common factor
- › Get acceptance and top commitment for the solutions
- › 70 % of the measures are implemented within 12 months
- › Unleash boundless will for implementation and collaboration
- › Boost spirits and jolt the organization
- › Change the culture profoundly and often immediately
- › Solidify responsibility and trust
- › Score 95 % to 100 % participant enthusiasm (feedback from over 600 applications so far)
- › Identify the reliably effective parameters to manage the organization
- › Install a company GPS for executive navigation
- › Diagnose the deep structure of the organization
- › Analyse the functionality of the management system; identify weaknesses and define actions
- › Prepare everything for effective implementation management
- › do this and even more in 3½ days...

Syntegration is pure dynamics. Just like a Mozart symphony, it cannot be completely described in words.

malik-management.com/supersyntegration

“The interconnective genius of multiple communication flows combines the intelligence of 40 people into one huge brain.”

Prof. Dr. Fredmund Malik



Structure of the interconnected communications in a Malik SuperSyntegration®



Geodesic Dome, Montreal, R. Buckminster Fuller

Nature builds amazingly robust complex geometric structures. These designs can be used in construction, to structure problems and optimize information flows and communication.

The Malik SuperSyntegration solves the organization's toughest current challenge

The Syntegration starts out with the toughest current challenge in the form of an opening question. Seven examples from the broad range of more than 600 solved questions:

- › How can we establish a customer oriented supply chain to support our strategy up to 2014?
- › How can our organization cut costs by more than 15 % without damaging its potential?
- › How do we have to design the IT for our city to produce the greatest sustainable benefits for our citizens, visitors and potential investors?
- › How can we halve our delivery time and eliminate claims?
- › What should we do to best integrate the newly acquired company and double our market share in Asia?
- › How can we optimize the learning processes in our organization?
- › How can we make our American organization run smoothly and reliably?

Successful examples

The Malik Syntegration regularly leads to results that are judged as sensational. And it creates such a boundless will for implementation that success is virtually guaranteed.

- › **Automotive supplier:** cost reduction by 10 % of sales: fully realized after the Syntegration in only three months.
- › **Speciality chemicals company:** last minute on the brink Syntegration – from illiquidity and 30 mio euros deficit in 2008 to the best business year 2009 earning 40 mio euros
- › **Engineering:** 40 per cent cut in the capital budget from 47 to 28 Mio euro, without harming important activities – implementation within 2 weeks
- › **Major City:** redesign of the IT, winning the SAP Efficiency Prize and the Cisco Innovation Prize
- › **Global pharma corporate:** fundamental strategic change and reallocation of several billions to new research fields

Further successful examples: malik-management.com/supersyntegration

“Excellent method. We knew with precise accuracy what the vision and strategy had to be.”
Participant of a strategy Syntegration



Ikosahedron – communication-structure of the Malik SuperSyntegration®

References from more than 600 applications

We highlight Lufthansa, W. C. Heraeus and the German Helmholtz Association of National Research Centers (with more than 200 scientific research institutes) among our clients.

Further clients are Alstom Power, Carl Zeiss, Daimler, Henkel, Maersk, Panalpina, N-ERGIE and SwissRe.

Leading US pharma companies have done more than 50 Syntegrations, addressing their most difficult challenges in research, branding and sales.

W. C. Heraeus, one of the most successful German family businesses, has implemented the Malik Syntegration as their standard method for their post merger integration projects.

*“Looking ahead we have to deal with ever increasing complexity...
You can’t manage it the traditional way.
Managing a company in such a complex environment
means functioning like an organism rather than like a machine.”
Dr. Roland Gerner, CEO, W. C. Heraeus**

What our clients say

Selection of more than 12’000 feedbacks from top managers who have experienced the Malik Syntegration.

- › Owner of an automotive supplier: “Fantastic, fascinating. Within a few days we established a commitment among our employees from 23 subsidiaries that we have never had before.”
- › CEO Chemical company: “The identified measures exceeded our boldest expectations.”
- › Food industry: “We experienced a real togetherness for the first time – and besides the numbers, a real fighting spirit to go ahead and win came into being...”
- › Architect: “I am excited about the Syntegration. I am overwhelmed by the ability to bring together so many people from different disciplines.”
- › Management board director: “This has been the most effective method I have ever experienced – it’s really sensational.”
- › Director of energy provider: “The method proved that even the most complex issues can be solved in a short time. It has been demonstrated!!!”
- › CEO food industry: “The Syntegration stands alone. I have never experienced something like this in my whole life. We would not have come so far without the Syntegration. Compliment! Thank you very much indeed.”

*“Before the Syntegration I thought Malik promised us heaven on earth.
Now I find us here having heaven on earth.”
Head of Corporate Development after a Syntegration*

Syntegration is pure dynamics. Just like a Mozart symphony, it cannot be completely described in words.

malik-management.com/supersyntegration

*W. C. Heraeus is a worldwide leading name in the industrial precious and special metal business. www.wc-heraeus.de



Malik, the world's leading provider of advanced wholistic management systems, leadership and governance solutions with about 300 employees, plus international subsidiaries and partnership networks. We educate, train and counsel thousands of executives every year in advanced general management expertise and set the standards for the professionalism of the top executive function.

Fredmund Malik, acclaimed international management expert, entrepreneur and professor for corporate management and governance, is founder and chairman of Malik, St. Gallen, Switzerland. The many-times awarded author of a dozen bestselling books, including the classic "Managing, Performing, Living", is a regular columnist in opinion-forming media and one of the most influential management pioneers.

"Fredmund Malik is the leading management expert in Europe. He is the most commanding figure – in theory as well as in the practice of management."
Peter F. Drucker, Doyen of Management, 2004

Malik Wholistic Management Systems®, the world's most effective instruments for reliable functioning and navigation of organizations. The centerpiece is the **Malik Syntegration Method®**, the revolutionary innovation for solving an organization's toughest challenges. Syntegration amplifies manyfold the leadership capacity of top management.

Malik · St. Gallen · Zurich · Vienna · Berlin · London · Toronto · Beijing · Shanghai

Geltenwilenstrasse 18 · 9001 St. Gallen, Switzerland · T +41 71 274 34 00

info@malik-management.com · **malik-management.com**