

WARGITSCH & COMP. AG

WARGITSCH & COMP. AG's headquarters in Bavaria.

Responsiveness is key for adapting to an ever-changing business world

WARGITSCH & COMP. AG is an agency that dedicates its work to all aspects of transformation processes. With many years of experience, the agency, based in Bavaria, advises its clients but also provides concrete tools and training that enable clients to help themselves in future. Service, tools and training are the three pillars that guarantee a successful business transformation.

TEXT: JESSICA HOLZHAUSEN | PHOTOS: WARGITSCH & COMP. AG

But why is transformation so important for companies at all? "When companies do not adjust regularly to a changing environment, the risk heightens that they will not survive in the long term," says CEO Dr. Christoph Wargitsch. "Adaptation at best happens as conscious and actively led, structured transformation process that brings a company from state A to an envisioned state B." WARGITSCH & COMP. AG mainly works for internationally operating companies, often in the automotive sector. In their approach, the consultants follow the logic of Charles Darwin and the idea that responsiveness is key to survival or, as Darwin has put it: "It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change." The same applies to companies: responsiveness means the ability to transform and adapt to a dynamic market.

WARGITSCH & COMP. AG has developed a framework for helping companies with transformation processes that can be summed up with four easy words: Think. Design. Plan. Do. "What is most important is not to take over the transformation completely, because this means that changes and protagonists are seen as a foreign

bodies and are therefore refused," says Dr. Christoph Wargitsch. Often enough, transformation processes fail – not because of how they are implemented, but because mistakes had already been made in the design. This is why WARGITSCH & COMP. AG not only offers traditional consultancy work, but tangible tools that help companies to work out their transformation process on their own.

When Dr. Wargitsch still worked as a young project manager and moderator, he often wished for tools that could help him moderate the wild discussions and stressful workshops. What already existed were un-



Dr. Christoph Wargitsch, CEO.



Monika Lamby, CFO.



Dr. Christina Weigert,
head of marketing and
product development.

structured whiteboards or white flipcharts on the one hand, and structured software tools on the other. But here only one person could work on a project at a time.

How do you bring both together? With “analogue transformation tools” that are not only effective but also fun to work with and address certain management groups or processes directly. WARGITSCH & COMP. AG developed paper-based tools as well as magnetic ones to be used on a whiteboard. The Scrum & Kanban Toolkit for example supports collaborative project management in providing different categories that differentiate the status of actions to be taken. A similar kit exists for value chains; it is designed to ideally depict and visualise sequential connections and the different processes that form a value chain, using different shapes and colours. The same idea shaped all the other tools available, allowing for example to easily create a business model. All tools can be bought directly online (www.analog-transformation.tools).

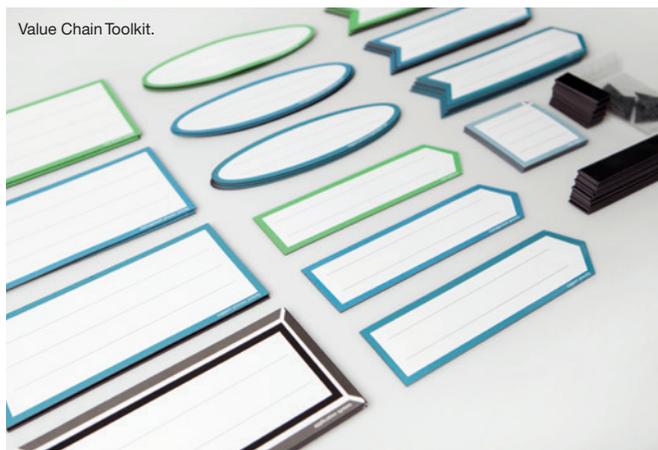
Next to these analogue tools, WARGITSCH & COMP. AG also provides software solutions. Even though they are not software developer themselves, the transformation agency has partners in the IT sector that can develop the necessary software solutions. Additionally, to analogue and virtual tools the company also offers high-class training programmes to prepare management and staff for transformation processes and give them the necessary knowledge at hand.

What most clients appreciate is the consultants’ ability to function as connector between business and IT, which is even more important for processes that connect and intertwine both. One challenge currently in many companies’ focus is the so-called digital transformation – the embodiment of new technology into business. One can currently observe a hype around this special form of transformation. “That IT allows new business models and process changes is indeed nothing new, but the amount of possibilities has rapidly grown through the dynamic

of today’s interconnectivity,” explains Dr. Wargitsch. But even here transformation includes more than reforming IT structures or going mobile, it always also includes the consolidation of legacy IT and existing processes.

Indeed – even though at the heart of digitalisation – Digi-Labs and internet start-ups are heavy users of post-it notes and flipcharts – simply because they are so practical and their haptic inspires the creative process. WARGITSCH & COMP. AG’s transformation tool kits address exactly that. Compared to simply scribbling on paper they also have the advantage that they can be re-shuffled and re-written without making a complete mess of the chart. Overall, having the right approach to transformations and the right tools and training is the basis for a successful process of change in a company – no matter if the transformation is analogue or digital.

www.wargitsch.com



All tools available at www.analog-transformation.tools