



**What's in for me?  
What's in for us?**

Teaser: basics & benefits

## **Leadership – Empower Transformation**

Cybernetic corporate development (agile & stable) with *ICO EmpowerSystem*®



ICO ImpulseConsult Oberstdorf GmbH  
[www.ico-oberstdorf.com](http://www.ico-oberstdorf.com)

Im Wasen 16  
D-87544 Blaichach

# Your ICO coaches & consultants



## Peter Tümmers von Schoenebeck, CEO

Senior Consultant & Headcoach

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## Claudia Heil

Senior Consultant

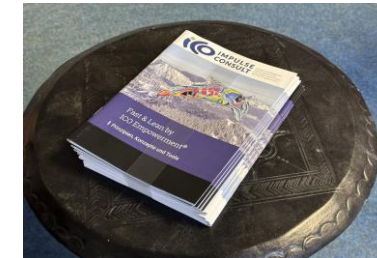
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## Video Tutorials:

- [German](#)
- [English](#)



## [Training Materials](#)

German - French - English

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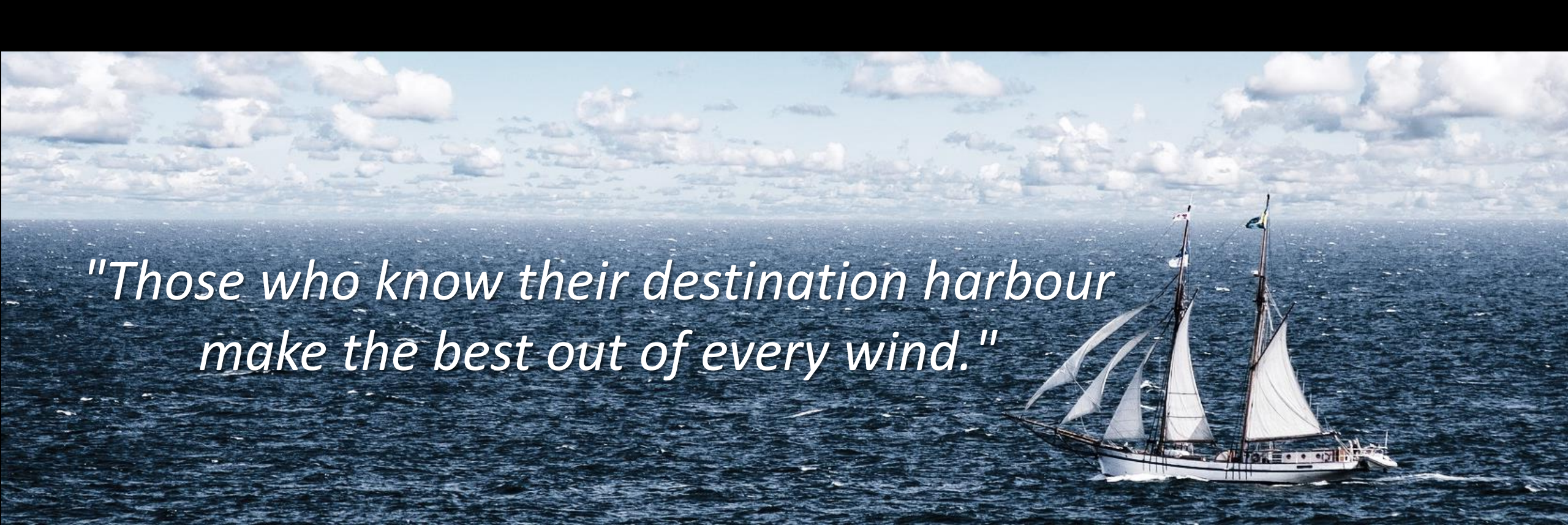




**You learn: Activate swarm intelligence**

**Part 1: Leadership – Empower Transformation**





*"Those who know their destination harbour  
make the best out of every wind."*

**You learn: to awake passion by purpose**

Part 2: Leadership – Empower Transformation



A photograph of a lighthouse on a rocky island during a storm. The lighthouse is orange and stands on a concrete base. The sea is dark and turbulent, with white foam from the waves crashing against the rocks in the foreground. The sky is filled with dark, heavy clouds, creating a dramatic and intense atmosphere.

*"A good sailor proves himself  
in a storm."*

**You learn: leadership by charisma**

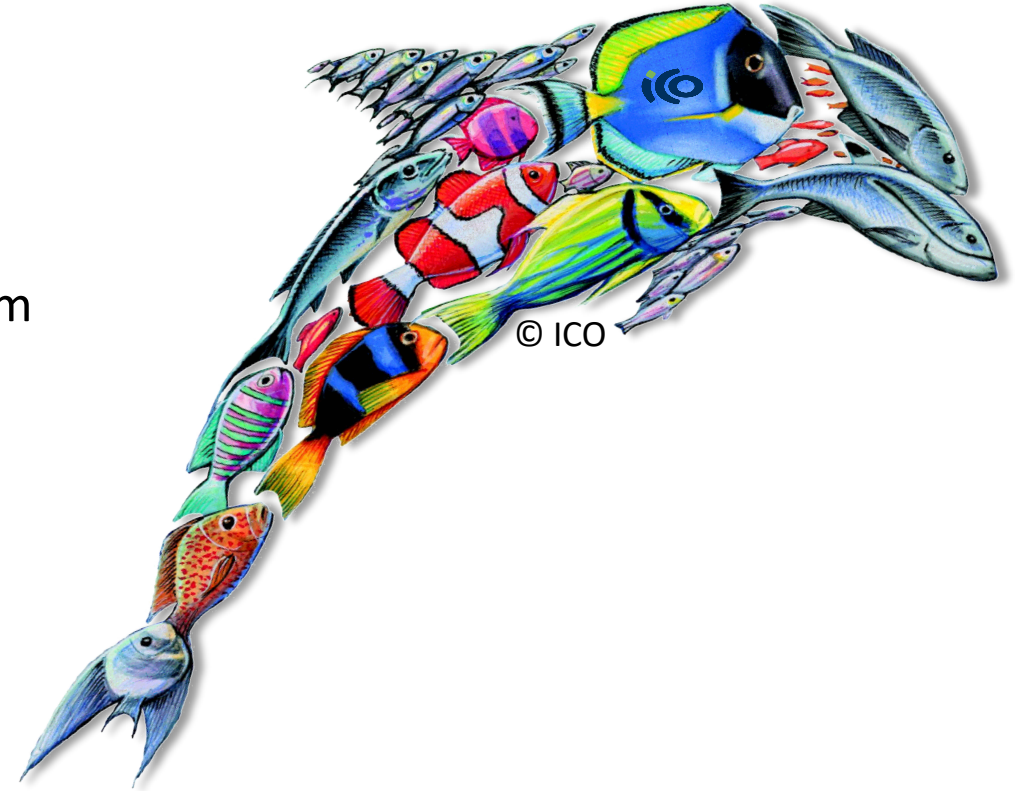
**Part 3: Leadership – Empower Transformation**



# Key-Uses of *Leadership – Empowerment*

## Objectives:

- 1 Strengthen your convincing power as a leader
- 2 Increase the problem-solving competence of your team
- 3 Activate innovative forces in the company



## Principles:

- ✓ Learning from expedition sports
- ✓ High touch - low tech: all tools can be used digitally and on paper
- ✓ ICO EmpowerSystem® immediately applicable to actual topics
- ✓ autonomic management of personal effort in the course at any time

# Learning Journey at a glance and tools



Preparation by video tutorials

**1. Be integer**  
Tools:  
EmpowerPrinciples



## SWARM INTELLIGENCE

**VC part 1:  
Swarm intelligence by principles**

Coachings & Transfer tasks

**2. Be initiative**  
Tools:  
TaskMap, EmpowerMap,  
OLT OwnerLeaderTeamer  
responsibilities



## PURPOSE

**VC part 2:  
Passion by purpose**

Coachings & Transfer tasks

**3. Be sensgiving**  
Tools:  
Framing,  
Pioneer/Controller-Typology,  
STI SolveTestImplement Agility



## CHARISMA

**VC part 3:  
Leadership by Charisma**

Coachings & Transfer tasks

**4. Be empathetic**  
Tools:  
Head-Heart-Gut Motivators,  
Charisma Principles





# Testimonials and proof of concept: *German Market*

## **Daimler Truck - Markus Mitterhusen, Sales Management South Germany**

 **1st place in the VD ranking in the Aftersales division 2018 - 2021.**

"With ICO's EmpowerSystem, we found the answer to a key question, namely how to respond to the current demands for agility. The system provides us with clarity and structure and increases employees' trust in management and vice versa."



## **Daimler Truck – Joachim Schlereth, Head of Truck Germany**

"Using ICO`s method of empowerment to form a team out of very different management teams and to achieve a common goal and result has been outstandingly successful and has enabled very good business figures."

## **Mercedes-Benz Branch – Marc Huhle, Owner & General Manager**

"The online course Leadership - Empowerment has raised my competence as a managing director to a new level. I am much more in control thanks to the methodical approach and reach my employees better."





# 👍 Testimonials and proof of concept: *French Market*

## Jérôme Bassin & Reinhard Wirtz Marketing Communication & Sales training Manager

- “Thanks to Peter our TM will think different and improve their skills based on their own strengths.
- The participants enjoy the dynamic and the experience of the trainer.
- It`s intensive and afterwards we are able to think out of the box.
- A successful and holistic training appreciated by all the participants.”

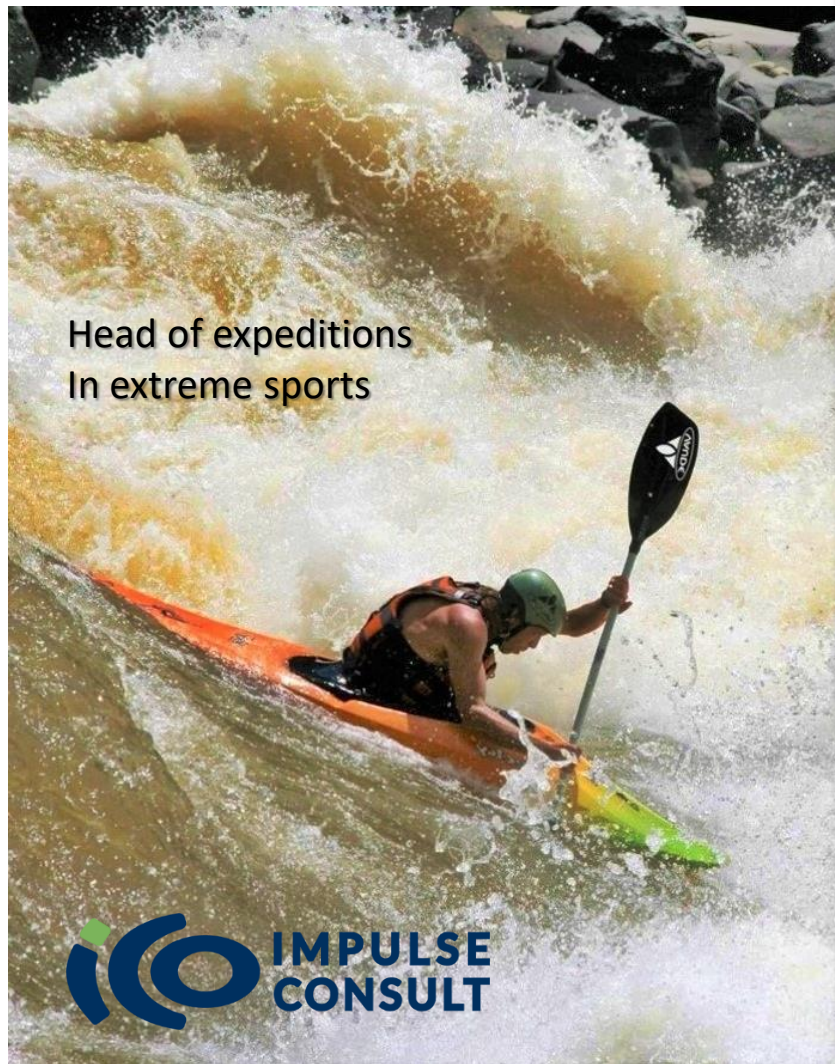
## 👍 Peter Stanislaus, Responsable des Ventes Réseau

- “The coaching sessions with Peter are an enriching pleasure. They combine both, interesting theoretical approach as well as numerous examples out of practice. All the trainees feel motivated to participate actively and learn from each others best practices. To be recommended. Thank to ICO.”



# Your Coach

Peter Tümmers von Schoenebeck founder of ICO & CEO



Head of expeditions  
In extreme sports



german-french economist,  
sociologist (ESC REIMS)



Olympic mental coach of  
various german national teams

> complete trainer  
profile Peter Tümmers

**learnings by expedition sport**



**Peter Tümmers  
von Schoenebeck**

**Today's world is like permanent whitewater: it requires more agility, flexibility and pragmatism than in the past. Let's prepare!**

**key competences in crises**



**Peter Tümmers  
von Schoenebeck**

**„be strong when it matters“**

**„gather the team behind you“**

Vigilance and an eye for hidden risks:

Get out of the box: „I see something you don`t see“



# Let's get ready for the VUCA whitewater world

volatile

uncertain

complex

ambivalent

Mgt 3.0

Leadership –  
Empowerment  
„the new world“

vs.

Mgt 2.0

Management -  
Enablement  
„the good old times“



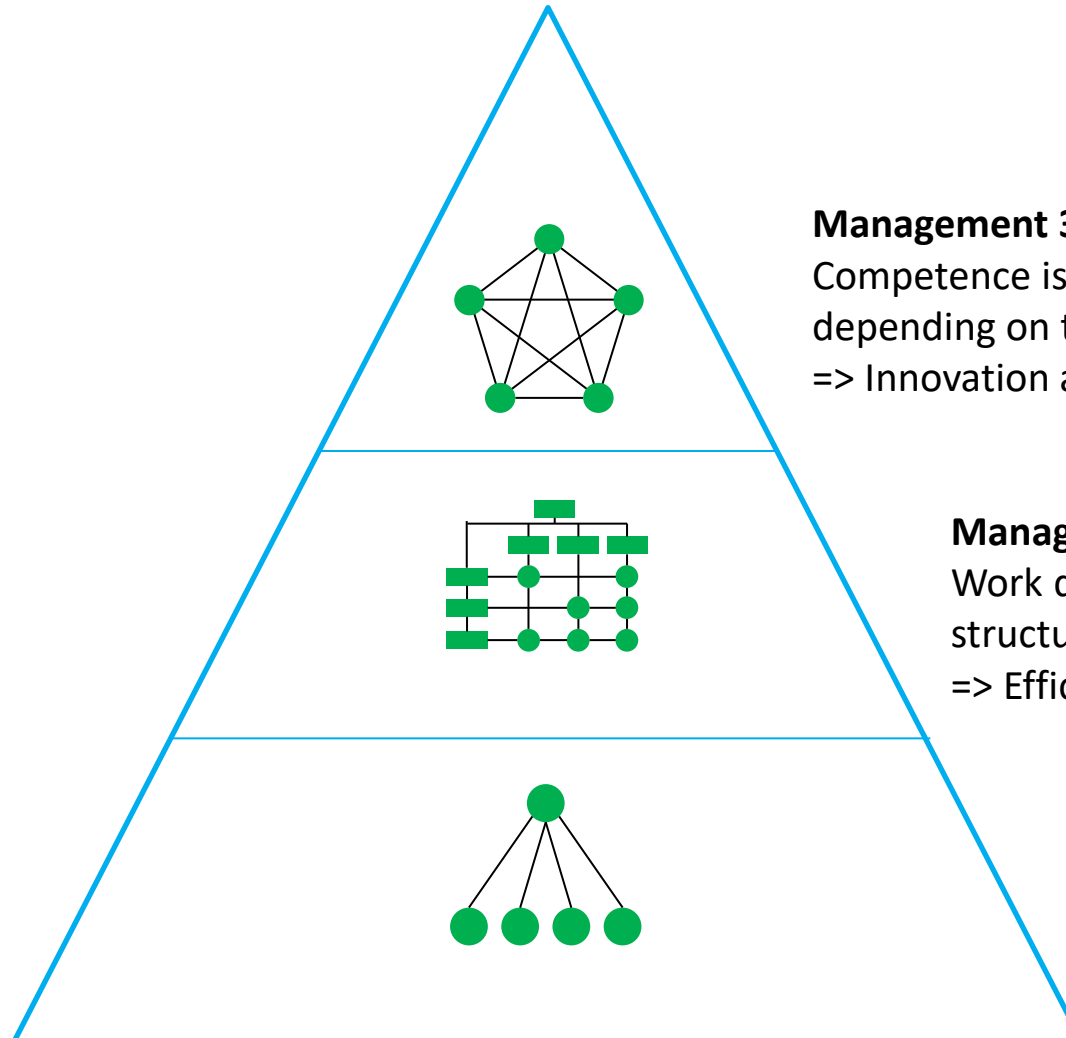
# MINDSET BASE

## EmpowerPrinciples

Video-Tutorials 1-3 in an overview

# Principle 1: swarm and line alternately

Distinction between Management 1.0, 2.0 and 3.0



## Management 3.0

Competence is directed in a flexible manner,  
depending on the benefit/purpose  
=> Innovation and problem solving

## Management 2.0

Work distribution within rigid  
structures  
=> Efficiency and economy

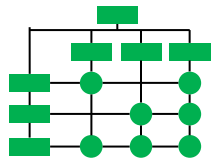
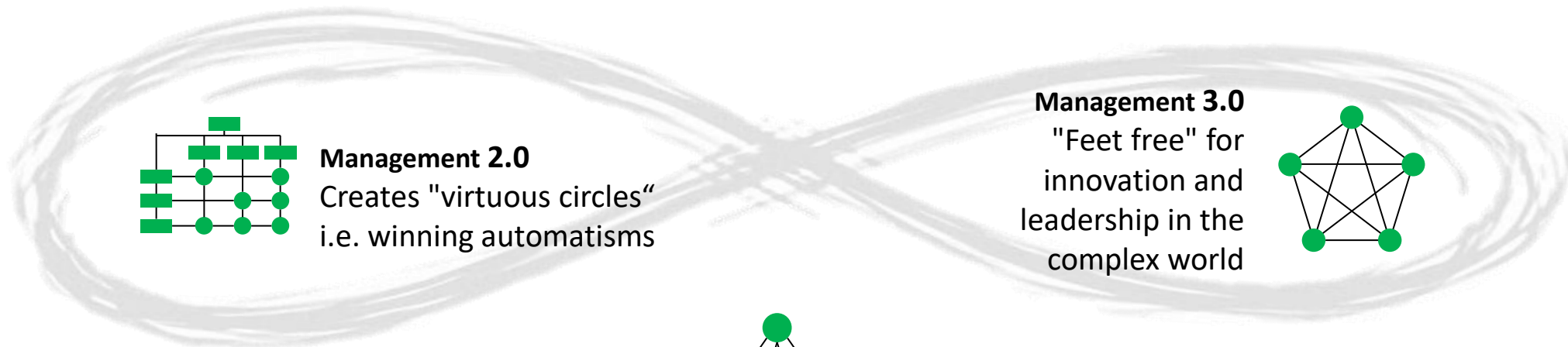
## Management 1.0

Strict principle of instruction and  
implementation  
=> Clear direction and guard rails



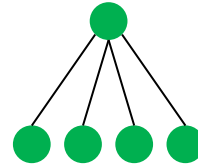
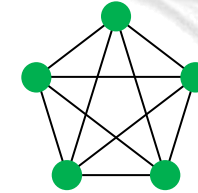
# Principle 1: swarm and line alternately

Distinction between Management 1.0, 2.0 and 3.0



**Management 2.0**  
Creates "virtuous circles"  
i.e. winning automatisms

**Management 3.0**  
"Feet free" for  
innovation and  
leadership in the  
complex world



**Management 1.0**  
In modern parlance, (i.e. principle-based) it sets the direction:  
Vision – Mission – Strategy  
passes micromanagement on to those affected

! Approaches  
are  
of equal  
value

# Principle 2: pioneers and controllers in cooperation

Two leadership models need two directions in respectful dialogue with each other:



## Pioneer

(from french *pionnier*)

Pioneers (changers) drive change and like to try out new concepts.

„Right person - right place!“



P/C types



## Controller

(from french *contrerolle*)

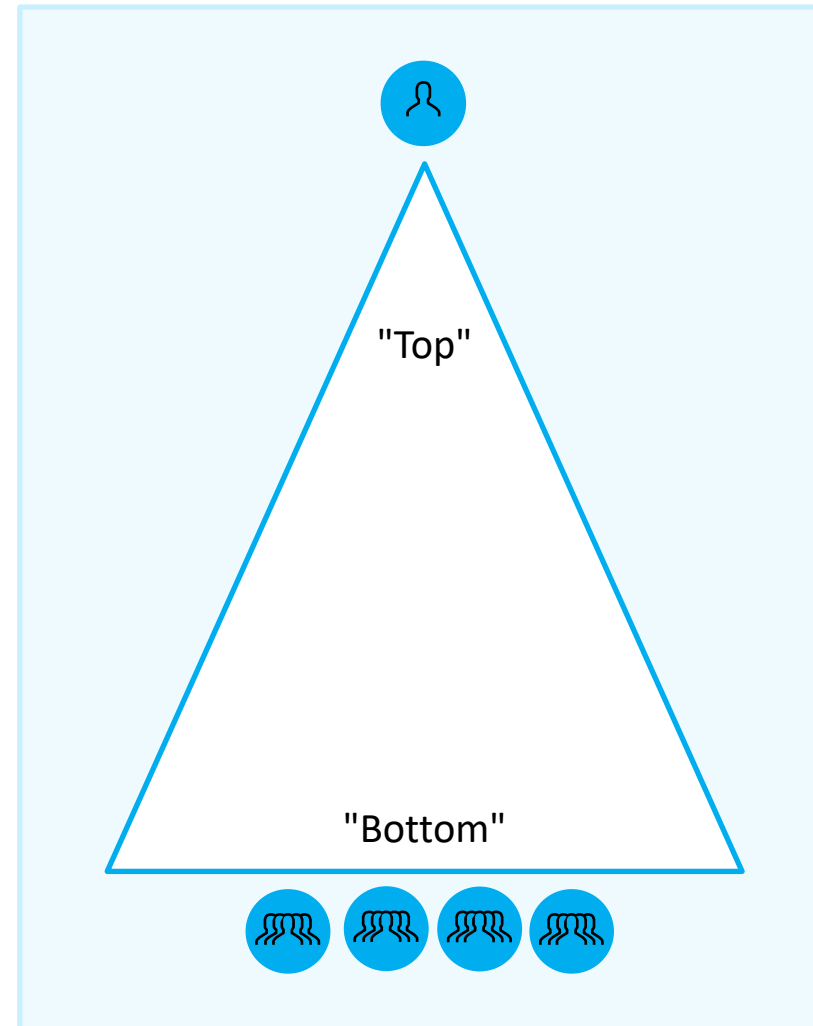
Controllers (preservers) stabilise the transformation and create robust concepts.

→ Culture-endowing impact by involving controllers right from the beginning leads to acceptance of change.

# Principle 3: contributonal authority vs. classical hierarchy

Classical hierarchy - the illusion of "top" and "bottom".

This representation of the classical hierarchy with a "top" and "bottom", as shown in organigrams, suggests the illusion of an imbalance of power within the company.



# Principle 3: contributonal authority vs. classical hierarchy

## Contribution authority and hierarchy equivalent

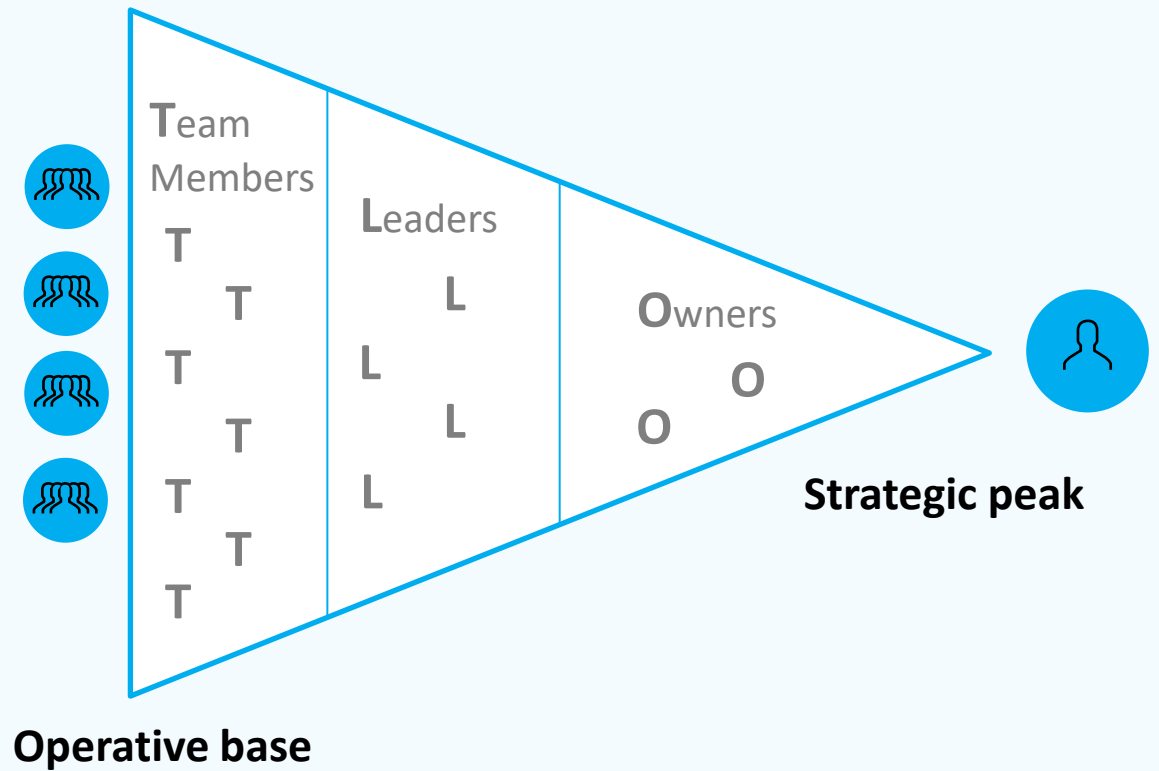


*In a nutshell*

From a sociological viewpoint, classical hierarchy (*top* and *bottom*) is an illusion. Because authority is distributed equally across the field. Operative know-how and strategic competence are of equal value for the success of a community.

Therefore: acknowledging “contributonal authority in a practical sense as the second leadership strategy in addition to hierarchy leads to innovation and success.

**Peak & base** instead of *top & bottom*.



# Key messages of empowerment

**Employees and managers pull together.**

# Swarm intelligence: Share responsibility.

Combine old school with new school.  
Balance “management of stability 2.0” with  
“management of agility3.0”.

# Method diversity & procedure of *Empower Transformation*



6 video tutorials (approx. 20 min each) for individual preparation



Virtual Classrooms (VC) with up to 12 participants

1<sup>st</sup> course face-to-face for 6h

2<sup>nd</sup> & 3<sup>rd</sup> course via virtual teams

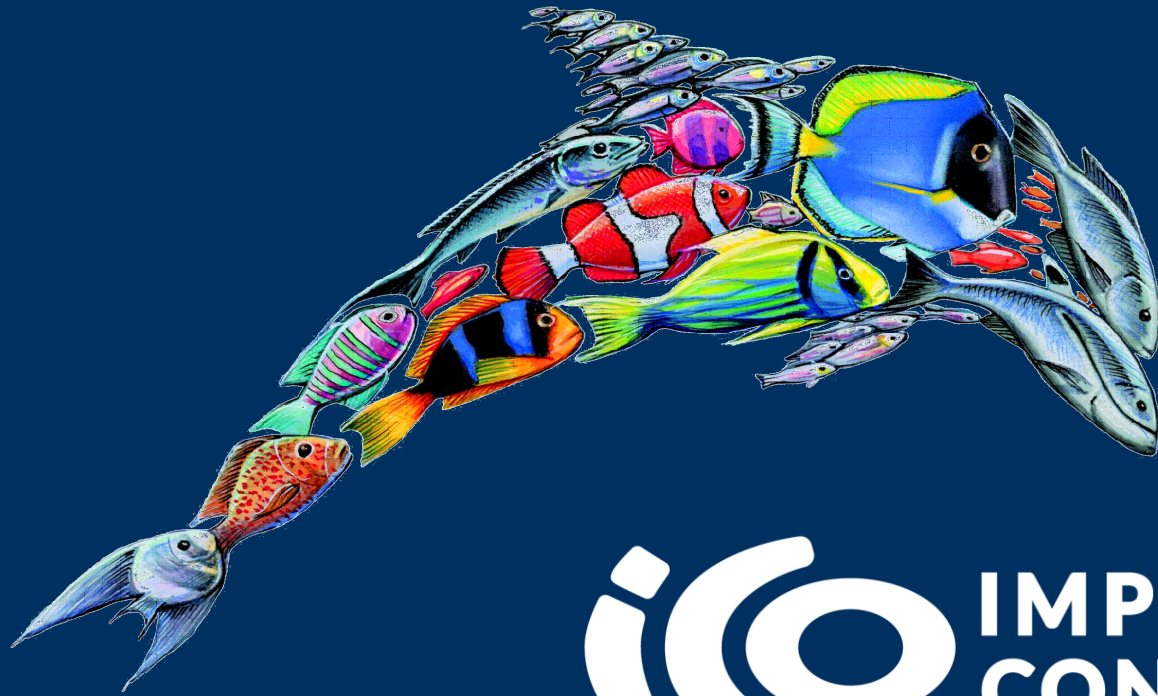


Transfer coaching sessions in small functional groups following each virtual classroom

1<sup>st</sup> & 2<sup>nd</sup> coaching via virtual teams, each coaching lasts 3,5h

3<sup>rd</sup> coaching face-to-face for 3,5h





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**Your appreciative advisor and companion.**