

PRESS RELEASE

Ready for Restart: Staufen Academy offers tailor-made qualification for restarting/Study on world market leaders underlines the importance of further training as a factor for success

Köngen - The Staufen Academy supports the restart of the German economy with an expanded and tailor-made course program. The virtual lecture series "Ready for Restart" offers cross-industry orientation, exchange and suggestions. Essential classroom-based sessions are also being offered again on-site in Köngen and at our partner companies.

"In the wake of the Corona lockdown, we had to restructure our course program," says Markus Riegger, Member of the Board of Directors of international transformation consultancy Staufen and Head of the associated Academy. "Whenever possible and appropriate, we made the switch to virtual seminars. At the same time, we adapted the content to the format and also to the new framework conditions. And feedback from our participants confirmed this change: The highly professional and important content is particularly valuable at a time like this."

The leadership expert currently sees two challenges that require special attention in the long term: "Global footprint and a sustainably secured supply chain affect all companies and are vital for future success. The Academy allows us to focus even more strongly on topics such as supply chain network management and logistics."

The practical BestPractice visits of the Staufen Academy had to be considerably scaled down in the first half of the year, but factory visits are now planned and can once again take place by the end of the year. "With strict hygiene rules and a reduced number of participants, we will be able to schedule these visits again. Not everything can be outsourced to the virtual world. In some cases, a live seminar involving cardboard engineering, for example, is still the best method to convey our training content," Staufen Board Member Riegger is convinced.

The virtual lecture series "Ready for Restart. Learning lessons from the crisis. Shaping the future." is divided into different modules, each of which deals with current topics and approaches to solutions. In September and October the focus is on:

- Effective Leadership and Collaboration in Times of Crisis
- Performance Improvement & Predictive Restructuring
- Digital Efficiency in Operations Management

"We tackle the topics that are currently affecting our customers the most," says Academy Head Riegger.

Study: World market leaders rely on the targeted development of future knowledge

How important the topics of further training and qualification are for entrepreneurial success is also shown by the study "Best Strategy 2020," which Staufen AG conducted this year and surveyed more than 230 German world market leaders even before the Corona lockdown. The targeted development of future knowledge is by far the most important measure for world market leaders to better deal with the difficulty of predicting economic, technological, political and social developments. This is followed by issues such as making the cost structure more flexible or improving the innovation pipeline.

"The past few months have shown us all that in addition to using digital capabilities in an intelligent manner, the minds of executives and employees are vital, especially in times like these," observed Staufen Board Member Riegger.

"The success of the world market leaders show the potential that can be exploited, not only to make it through the current crisis but perhaps to emerge from it even stronger."

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About Staufen AG - www.staufen.ag

Inside every company there is an even better one. With this conviction, Staufen AG has been advising and qualifying companies and employees for more than 25 years. Markets are on the move - the competitive pressure is enormous. Staufen helps to quickly bring about the right changes, increase productivity, improve quality and increase innovative strength. With the appropriate strategies and methods, the international transformation consulting company ensures rapid and measurable success. In order to leverage the potential available in every company, Staufen consultants establish a lively and sustainable culture of change together with executives and employees. Staufen subsidiary Staufen Digital Neonex supports medium-sized industrial companies on their path to digital transformation. The Academy of Staufen AG also offers certified, practice-oriented training courses. From the international locations, more than 340 employees serve customers all over the world. In 2020, Staufen AG was recognized by "brand eins" as "Best Consultants" for the seventh year in a row. According to the renowned industry study "Hidden Champions 2020," the consulting firm is Germany's best lean management consultancy and was honored several times with the "Best of Consulting" award by the "Wirtschaftswoche" journal.