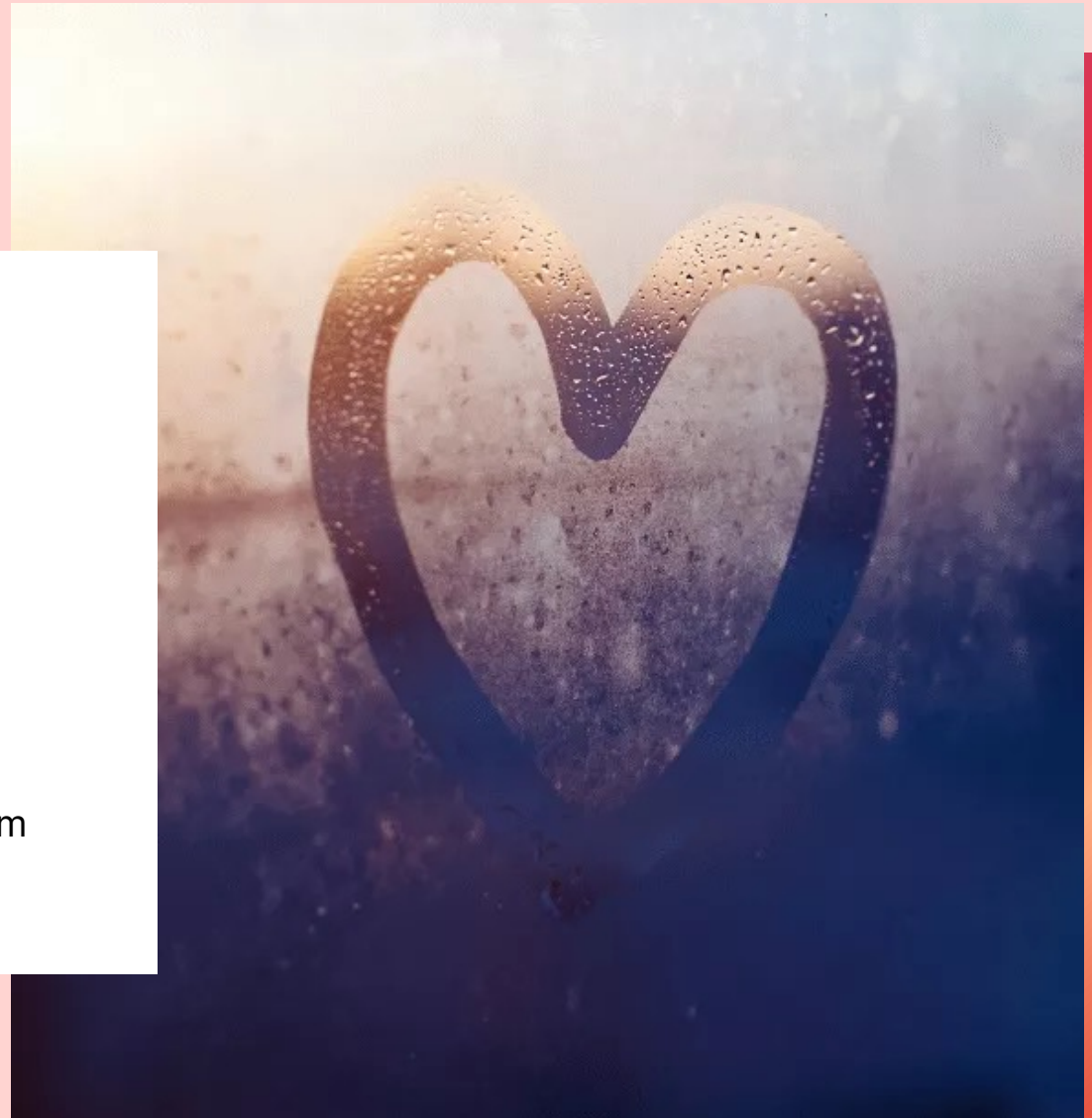


when people thrive,
businesses do too.

FRANZISKA BITTNER – TEAM CULTURE COACH
HUMANISTIC LEADERSHIP | COLLABORATIVE WORKSHOPS | SUSTAINABLE SUCCESS

BUILDING A THRIVING TEAM, TOGETHER

The Power of Walking the Heart within Your Team



THE EVOLVING WORKPLACE

800 million jobs worldwide affected by rapid technological advancements by 2030 (McKinsey & Company)

Increased competition and complexity due to the interconnectedness of the global economy

Growing skills gap - **44% of workers'** skills **will need to change** within the next five years (World Economic Forum 2023)

70% experiencing burnout at their current job (Deloitte's 2023)

THE PRICE OF NEGLECTING TEAM CULTURE

Decreased employee engagement and productivity: **only 34%** of employees are **engaged** in their work (Gallup)

73% of workers feel **overwhelmed** at their jobs - **43%** report **feeling lonely** (American Psychological Association)

Increased turnover and associated costs: Replacing an employee can be **up to 2.5 times** their annual salary (The Society for Human Resource Management)

Missed opportunities for innovation and growth: companies with high employee engagement are **21% more profitable** (McKinsey & Company)

A Heart-Centered Team Culture

A STRATEGIC INVESTMENT FOR COURAGEOUS, VISION-DRIVEN COMPANIES



The landscape is shifting. We're **entering an era of a so-called Kindness Economy** where companies learn to walk the heart within their teams, where positive and supportive work environments are no longer a luxury, but a strategic necessity to build resilience and well-being.

This approach fosters:

● **Talent Attraction**

A strong team culture is a major draw for top talent, with 77% of workers considering it before applying (Achievers).

● **Innovation & Well-Being**

Kindness fosters collaboration, creativity, and overall well-being, leading to a more resilient and innovative workforce.

● **Adapting to Change**

As AI automates tasks, human skills like problem-solving and teamwork become even more important. A positive culture promotes open communication and collaboration, crucial for navigating change.

Reimagine Work Environments

BUILD A THRIVING TEAM CULTURE FOR SUSTAINABLE BUSINESS GROWTH

What if we redefined work as a place for connection, growth, and true human connection? Imagine a work environment where your team feels:



Seen & Heard

Where all ideas and perspectives are valued, and unique contributions are celebrated.



Empowered & Supported

Where the team is encouraged to learn, grow, and thrive both professionally and personally.



Connected & Valued

Where your team forms a community that fosters collaboration, kindness, and a sense of belonging.

If you want to build a strong team, you need to build safety around authenticity, diversity and otherness.

How to walk the heart within your team

7 GUIDING PRINCIPLES

This is the future of work I believe in, and I'm here to help you make it a reality. Imagine your workplace built on these seven pillars:

01 Psychological Safety

Fail forward, learn, and grow in a safe space.

02 Vulnerability & Authenticity

Dare to be truly seen and connect on a deeper level.

03 Meeting Reimagined

Move beyond boring meetings, foster genuine interaction.

04 Purposeful Play

Make exploration and joy part of the workday.

05 Human-Centered Design

Craft workspaces that prioritize well-being.

06 Collective Dreaming

Unlock the wisdom of the group mind.

07 Leadership & Followership

Embrace both within yourself and others.



And if we don't rumble
vulnerability and dont
embrace the suck, there is no
way in real growth.

MY OFFERINGS THAT CULTIVATE A HEART-CENTERED CULTURE

01

Status Quo Analysis

TEAM CULTURE CHECK, WORKSHOP & IMPACT MEASUREMENT

Gain valuable insights into your team's dynamics through a confidential Team Culture Check. Following the assessment on key metrics like trust, connection, impact etc., I'll facilitate a workshop to discuss the findings and identify areas for improvement, fostering a stronger and more cohesive team through individually crafted meeting formats. A yearly check-in based on the initial Team Culture Check allows you to measure the impact of our work on the key metrics evaluated.

For Whom:

- All Teams

02

Keynotes

IGNITE CHANGE WITH HIGH-IMPACT KEYNOTES

Inspire your team and spark creative problem-solving with my high-energy keynotes. Drawing on 15 years of experience, I share thought-provoking insights and practical exercises tailored to your business context. Expect actionable takeaways to propel your team forward.

For Whom:

- Teams seeking inspiration and growth
- Groups needing self and team reflection

03

Mindful Offsites

TARGETED TEAM BUILDING WORKSHOPS & OFFSITES

Deepen your team connection and conquer specific challenges with my interactive, customized workshops. Choose from engaging options like strengths assessments, using Human Design in Team (understanding your team dynamics through this personality framework), vision setting, or communication-focused sessions.

For Whom:

- Teams that want to deepen their understanding, connection and communication with each other

04

The Yearly Circle

CULTIVATE A THRIVING TEAM (SIGNATURE OFFERING)

This unique 12-month program, inspired by nature's cycles, equips your team with leadership skills, fosters collaboration, and drives innovation. Through bi-monthly themed one day offsites and bite-sized learning sessions (Impulse Sessions) to follow, your team will tackle key areas like vision setting, communication, and personal growth.

For Whom:

- Teams tackling complex challenges
- Departments seeking to boost collaboration
- Startups fostering a culture of belonging and becoming

Short-Term: Quick Wins

Medium-Term: Building a Strong Foundation

Long-Term: Sustainable Growth

I see myself as a **catalyst for transformation and change within teams - a bridge between the head and the heart** of business. I am a storyteller, an idea generator and a problem solver by heart. I believe in the interconnectedness of everything, fostering a sense of purpose and community. **Over 15 years of working** with start-ups and international clients like **VW, Audi, Porsche, Heel, Amazingy and Bosch** has allowed me to hone strategic expertise in brand, communication, and planning while also honing the ability to see the big picture in deeply understanding the human element. I have cultivated a strong commitment towards my work as a Strategy Director. At the same time I gained a **deep understanding of how teams work**, what emotions drive the workplace & what new leadership can look like. This unique blend of strategic thinking and emotional intelligence now allows me to create a powerful synergetic approach to meet and help teams. As an **additionally trained and certified mindfulness trainer & solution focused team culture coach** I now support high performance teams, start-ups & smaller businesses in building a strong & sustainable team cultures through innovative meeting formats, offsites and workshops.

My Vision: To bridge the gap between business strategy and human needs, fostering a future of workspaces where innovation thrives, teams are aligned, and individuals feel empowered - all while aiming for a sustainable business growth.

Why work with me: Today's organizations often prioritize performance metrics over human development. New Work discussions often focus on processes and methods, neglecting the importance of self-reflection, personal & professional growth, and open dialogue within a team. And sales investments mostly strive for immediate returns and monetary gratification. I believe by prioritizing team development, you are not only building a high-performing team but also creating a resilient, sustainable organization capable of adapting to changing market conditions and outperforming competitors.

If you are interested in working with me, **please reach out to me for further thoughts, ideas and detailed offerings.** I look forward to talking to you.

Clients I worked with:



ABOUT ME:

- Strategic Vision
- Empathy-Driven Leadership
- Business Savvy
- Holistic Approach
- Berlin Grit
- Global Experience
- Mindfulness Mastery



Contact

www.franziskabittner.com

bittner.franziska@berlin.de

0049 (0)151 701 239 56

[LinkedIn](#)

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