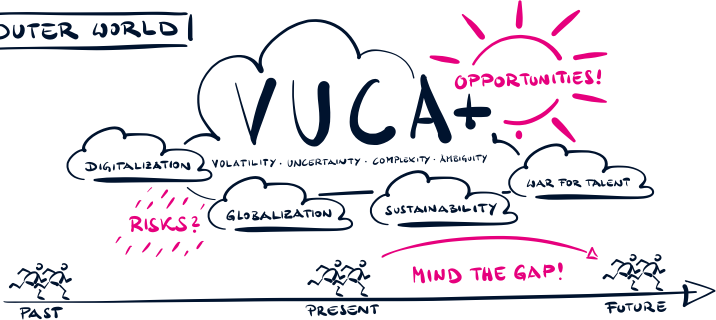
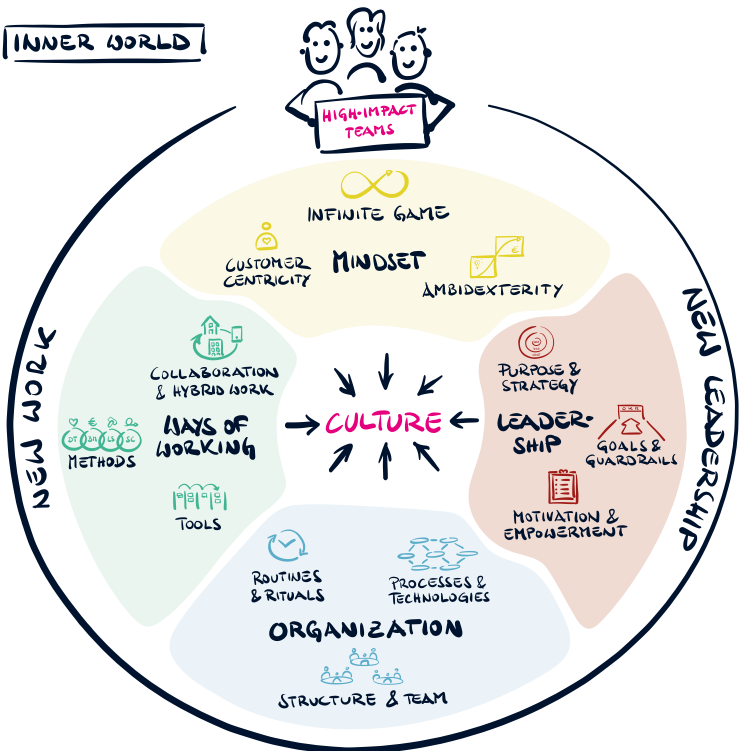


# OUTER WORLD



# INNER WORLD



# Transformation Framework

We use our transformation framework to determine key focus areas for people in organizations. In order to gain a full understanding of our challenges, we first analyze trends in the **outer world**. This enables us to identify and seize opportunities for both individuals and organizations.

On this basis, we rethink the culture of the **inner world**. Which of its four areas offers an opportunity for people in organizations to initiate a transformation process? Whether it is an organization's **mindset, ways of working, leadership, or structures** – Brainbirds equips people with the necessary knowledge and tools for a New Work culture and real high-impact teams.

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