



Studio Zeitgeist
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About 50 percent of the S&P 500 organisations will be replaced over the next 10 years*

We live in a complex time.

Customer's demand is becoming less predictable, markets have become sophisticated and autonomous trends have a cross sectorial impact.

Understandably it is hard staying ahead or even up to date in how business is changing.

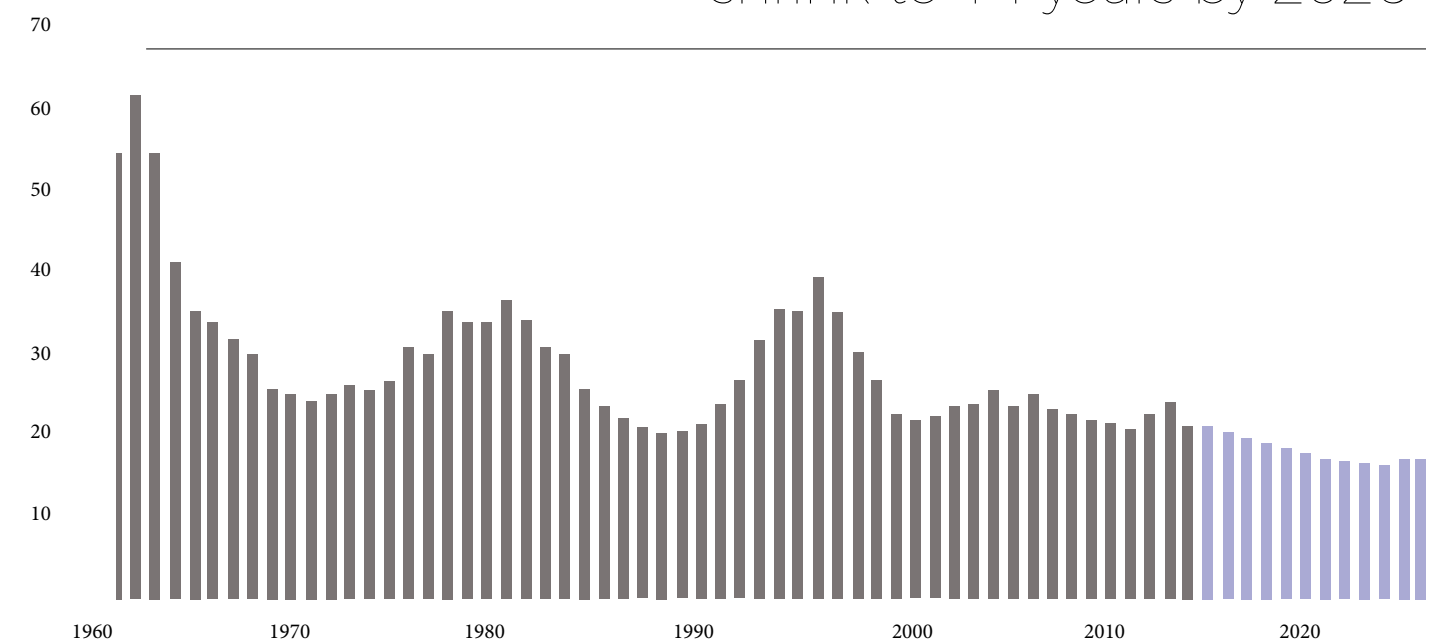
Even though it is our core business, Studio Zeitgeist must constantly stay busy with following and analysing developments to understand what effects they have on organisations.

Not every organisation has the capacity to continually identify, analyse and adapt to these complex times.

Giants such as Nokia and Kodak failed to reinvent them self in time and disappeared as an important player in their industry.

It does not mean that you're next if you won't reinvent your business but understanding the mechanisms of change will help you understand new principles of doing business.

The average lifespan of an organisation will shrink to 14 years by 2026*



According to a study conducted in 2015 by strategic consulting firm Innosight*

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In 2007, Nokia's market cap was € 110 billion. Five years later Nokia's market cap was € 6.28 billion.

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Understanding mechanisms of the Zeitgeist

Studio Zeitgeist catches the driving forces on a global scale through research, exchange, creation and travel.

This creates a unique way of looking at the world.

This forms the inspirational basis from which we connect the driving forces to your organisation.

We determine what these forces mean and how they can be turned to your advantage.

STUDIO ZEITGEIST STRATEGY

UNDERSTAND

Depending on your need we offer customised services that help you understand the most relevant principles of doing business in today's markets and how to be able to constantly scan and analyse trends that (might) have impact on your industry, organisation and customers.

APPLY

Understanding how to scan and analyse developments is a great asset but it would be even greater if you'd be able to translate it to what it means for your organisation. We'll help you to kick-start the conversation about change in your organisation and help you identify blind spots, opportunities and challenges in your organisation, related to the Transformation Playground.

EXECUTE

Once blind spots, challenges and opportunities have been identified, the conditions to successfully adapt and change are set. We believe that change is structural and happens best when it is executed simply. The Transformation Playground helps to create micro changes to see what is working and what is not. This way we'll be able to help you implement and embed new ideas and strategies in a sustainable way.

The underlying approach

Studio Zeitgeist is convinced that the parameters of organising principles are being reset.

New organising principles offer unprecedented potential for organisations that have the ability to adapt to change.

For organisations that act passive, these times are threatening ones.

Studio Zeitgeist has created the Transformation Playground, a tool for organisations that help them understand and adapt to the seven organising principles of the 21th century.

Once you understand the Transformation Playground it will empower your employees and organisation to scan and analyse trends, in a profound way so that you can start creating new ideas or even strategies.

Transformation Playground

7 organising principles



Transformation Playground

7 organising principles

Closed to Open

The transition from closed to open has two sides. The first is that no organisation can close its blinds to the outside world anymore, focusing on internal processes and internal logic alone. The second is that open development, a threatening concept for some organisations, can be a useful or even necessary mechanism to remain relevant

Transacting to Participating

Customers do not just buy a product any more, just as employees no longer do as they are told in they company they work. People want to participate in all the roles they take on in their lives. For organisations, this means that they need to allow for a reciprocal relationship with whoever they are dealing with, with trust as the main currency.

Process to Play

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Product to Purpose

Among the first things many companies should do, is to start believing in what they are doing. A company's existence is not primarily based on the economic output, but rather on the purpose it fulfills in society. If, in the eyes of its clients, it is successful in doing so, the financial results will follow suit. As employees, customers and the general public demand corporate social responsibility, companies should not ask themselves: 'what do we make?' but 'what are we on earth for?'

Hierarchy to Hubs

With hierarchies belonging mostly to the past, work should contribute to transformation. It is organised in hubs that are just the right size. Work is made to measure, around a goal or an idea. With the individual as the quintessential smallest unit, cooperation with others is the key to success. Organisations will have to figure out how to form and link hubs in the most efficient manner, creating maximum value for the organisation and for the individual worker.

Solid to Liquid

Markets have fundamentally changed, first from physical to virtual places to sell and buy goods, and now to a reality that seems constantly adrift. It's hard to picture your organisation as a building built on rock anymore; it's rather a ship on treacherous water. As a result, trying to consolidate a market position is like rowing on the ocean. Rather, you will want to make new connections and continuously reinvent yourself.

Sending to Exchanging

Communication is increasingly two-way. The time that a nice commercial message will do the trick to convince a potential client, is over. Engaging in a dialogue is not an easy task for many communication experts and marketing specialists, since they can't just speak as they are used to, they have to listen as well. The rewards of applying this lesson are huge: happy customers, and great ideas to help improve your organisation.

Anthony Hodge,

Chief Storytelling Officer, Randstad Holding



"We had the pleasure of hosting Studio Zeitgeist to conduct the transformation playground design thinking with a selected group of 12 Randstad experts. We used this opportunity to review what we refer to as our 'thought leadership pillars' – the key ideas and concepts that Randstad wants to be known for in the world of work. In this exercise, Studio Zeitgeist was able to allow our experts to discuss each pillar in great detail and volume, while keeping the discussion extremely focused and controlled. The outcome of this discussion was real outputs in identifying the gaps in our content, but also the opportunities we could take to gain new insights and make strides in our research and content development. Everyone was extremely enthusiastic about Studio Zeitgeist's presentation and the structure of the playground. The value of this session was seen immediately."

Robin Haaijer,

Executive Director, B&T

"Farid was able to explain the changes that influence our society, organisations and people. Complex themes such as the liquid society became tangible. By applying the Transformation Playground a fascinating conversation took place between our consultants and our clients, resulting in new insights and challenges about the future of our educational system."



Studio Zeitgeist has cooperated ,

- among others - with

Deloitte.



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**If opportunity
doesn't knock,
build a door**

- Milton Berle

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Farid Tabarki

Founding Director of Studio Zeitgeist

Youngest person on the list of the 200 most influential people in the Netherlands

Weekly columnist of
'Het Financieele Dagblad'

Or

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colleagues on LinkedIn

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