

## DEVELOPING PEOPLE AND ORGANISATIONS

A major challenge facing companies and organizations is creating an understanding, willingness and ability in their employees to work and act in line with the company vision, goals, strategies and values. That's what Directa works with!

### Our clients ask us ...

- How can we get the management team to work more strategically - at present we are too operational?
- It is important that everyone understands and lives by our core values - how do we develop the behavior in practice?
- How do we get our managers to really become leaders? We need to strengthen our brand - what do we need to do?
- How do we get everyone to understand and be willing to submit to the change that is under way?
- We have too much "corridor talk". How can we create a better climate with clearer accountability?
- How do I get my consultants to become more business oriented – they seem to think that time is free?
- How can I express my message so that it really comes across?

We have no patent solutions, but our strength is rather to work with the customer, analyze the situation and identify both opportunities and measures that are applicable in daily work and provide a lasting effect. All change must be based on an understanding and acceptance of why you should change. Only then can the desire for change come.

In a practical and down to earth way we connect the hard and soft parts of leadership. The company's strategies, business- and operational plan - the harder WHAT questions must be clear and understandable so that everyone understands and accepts them.

Read more about Swedish Directa AB and our testimonials on our website. You will also find our contact details.

The softer part concerns managing the interaction between people. Building a psychological security among employees that contribute to openness and responsibility are at least as important in achieving results as the WHAT-questions, but rarely receive the same attention from managers and leaders!

### Directa's main business areas are; business development, communication and leadership

Directa is comprised of approximately ten consultants all of whom have long experience as CEO, manager, leader, etc in various industries. We are certified for, and use, when necessary, a variety of tools for behavior and leadership analyses. We have extensive experience of developing on an organizational, group and individual level in both the public and private sectors.

### We work in such areas as ...

Business Acumen  
Business Development  
Managerial and leadership development  
Coaching and mentoring  
Conflict management  
Life and career planning  
Organizational Development and Change  
Rhetoric - Communications  
Recruiting



Experienced consultants who complement each other in business development, leadership and communication

