

*Welcome !*

Get introduced to a new management dimension. Learn ...

# Management Crossing

*First-Rate Moves. To Work the Challenges.™*

**MEMCO Mempel Management Consulting**

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## The **Management Crossing Dimension**:

New focus, other combinations, exclusive approaches.

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### **New focus**

**To grow in sales, profit and strengths** most companies and people are facing big and demanding challenges. In the turbulent markets and businesses they **need to start new efforts on aligning, focusing and specialising** their management abilities, goals and doings.

### **Other combinations**

**Management Crossing** supplies the **other and best combination of knowledge, methods, practices and experiences**. It stands for decisive added value and high quality in result-oriented business management, personal development and consulting.

### **Exclusive approaches**

**Two first-rate approaches** are provided to get the right focus and to master today's challenges: **>Crossing Business Moves** and **Crossing Personal Moves**. They make things happen and turn to greater results.

Crossing of concepts and techniques is successful  
in major business fields ... **and in now management !**

**.. in Automobiles:**

Cross Over Utility Vehicles  
CUV's such like ...

**Mercedes-Benz R-Class Concept cross-  
over of sedan, estate, van and SUV  
(Sports Utility Vehicle)**



**.. in Marketing**

Cross Marketing

Marketing mixes like Cross Referencing,  
Cross Selling, Cross Media

**.. in Production**

Crossover Production  
(Industry)

Mixes production partners  
Crosses production technologies

**.. in Music**

Crossover Production  
(Media)

Mixes different styles and singers

**.. in Management**

**Management Crossing**  
**>Crossing Business Moves**  
**Crossing Personal Moves**

Crosses management techniques,  
best practices, strengths and  
business tools

Like in crossing of concepts and techniques:

**Management Crossing** opens the way to breaking success.

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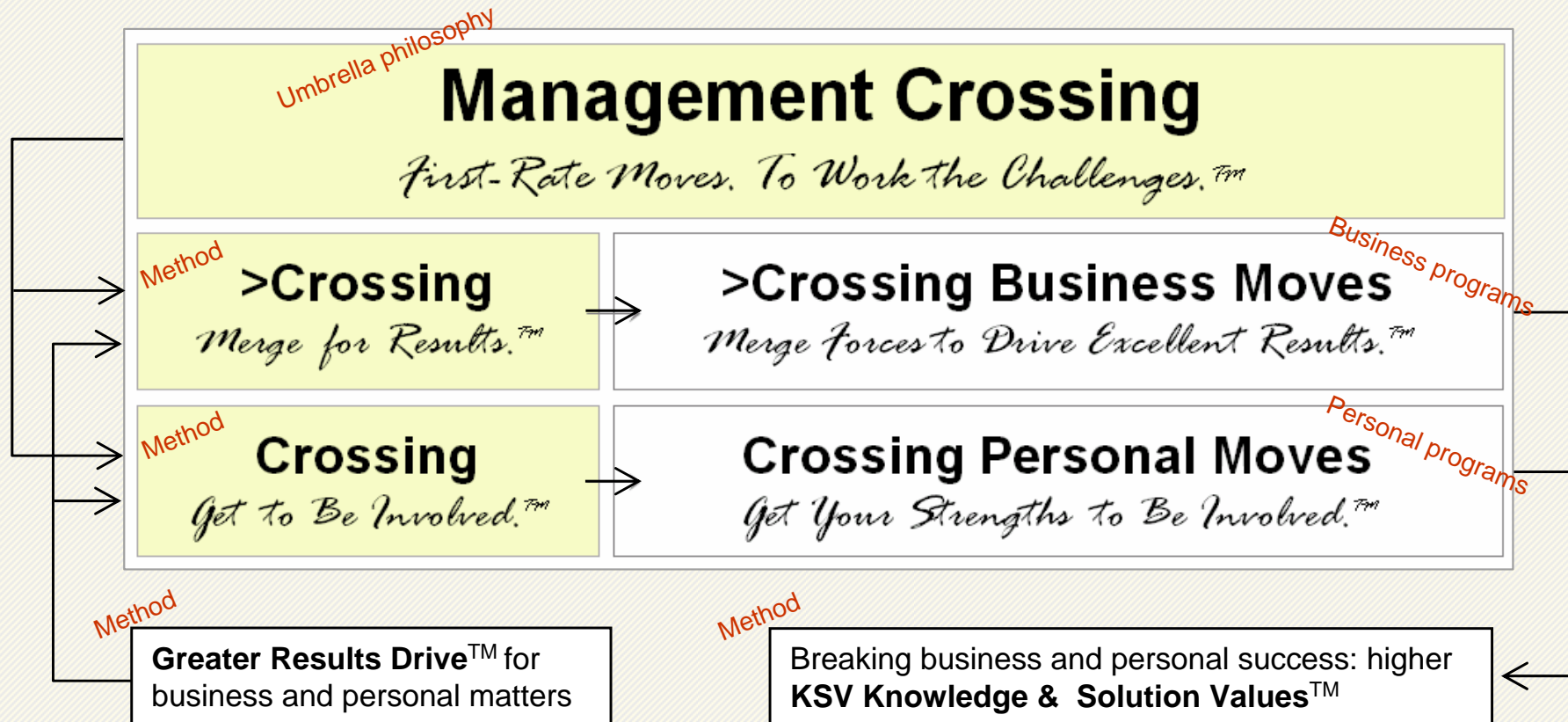
You may dance to the **Management Crossing** tune on these business and personal fields:

Business Strategy  
Fast Growth Strategy  
Product Management  
New Product Development  
Sales Management  
Key Customer Management  
Business Process Management  
Project Management  
Human Resources  
Cultural Management  
Executive Development  
Leadership Development  
Team Management

# Learn the Management Crossing Dimension

## 1.) View the **Management Crossing Dimension** elements.

A management standard, converted to business + personal programs and designated to produce greater results.



Learn the Management Crossing Dimension  
2.) The **Management Crossing** dance.

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*Umbrella philosophy*

**Management Crossing**  
*First-Rate Moves. To Work the Challenges.™*

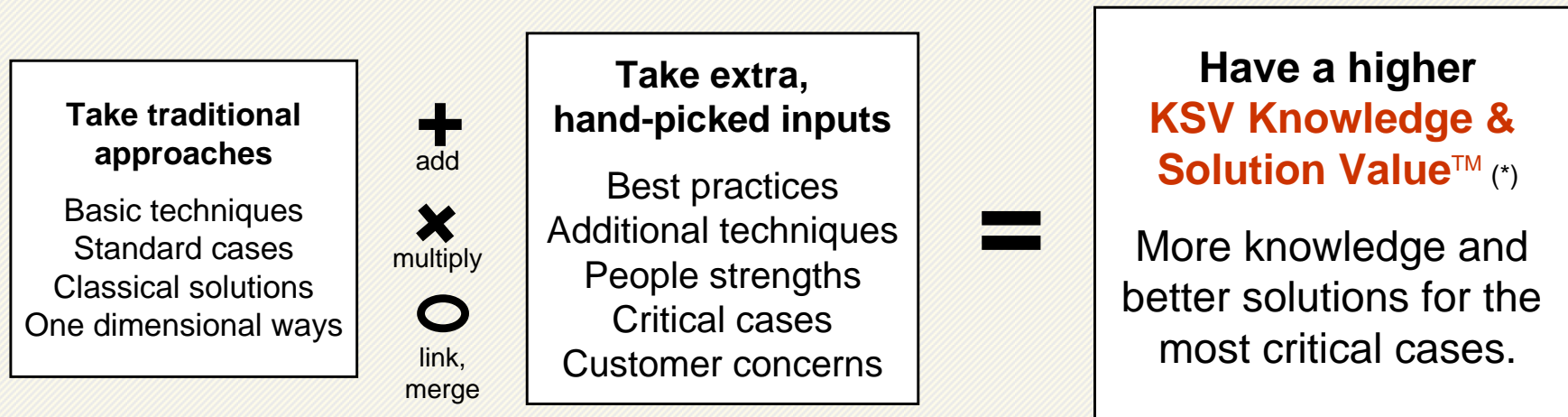
- Combine, connect, merge and integrate.
- Think lateral and act unconventional.
- Make yourself courageous for breaking out.
- Put findings and solutions to the test.

## Learn the Management Crossing Dimension

### 3.) Catch the **Greater Results Drive™**.

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How to produce breaking success: The **Greater Results Drive™** is the lead.



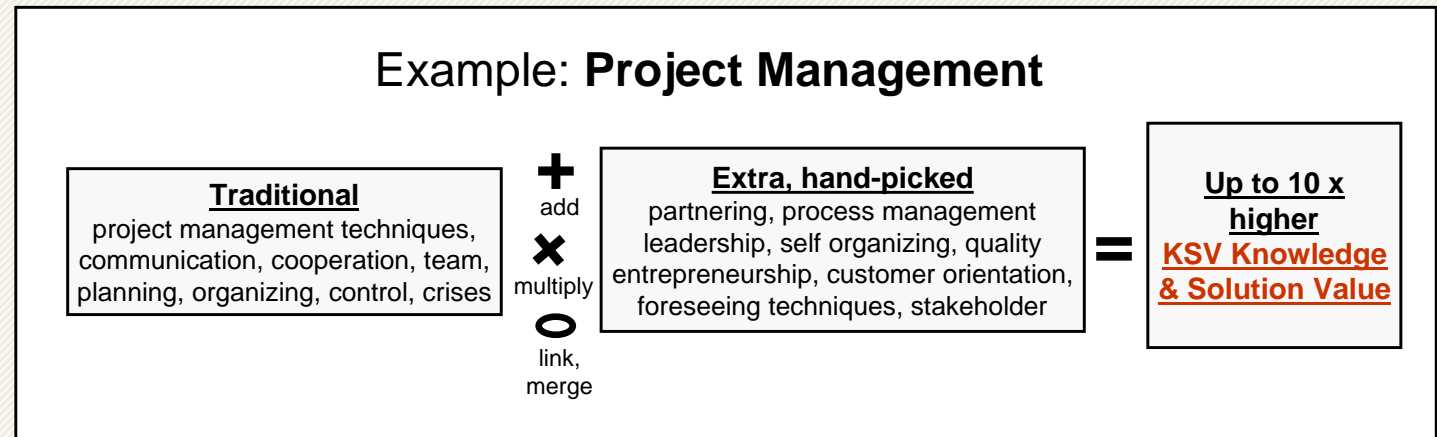
(\*) The **KSV Knowledge & Solution Value™** is our method to proof the breaking advantages of the **Management Crossing Dimension** in business.

Learn the Management Crossing Dimension  
 Examples: **Greater Results Drive™**.

The **Greater Results Drive™** we call ...

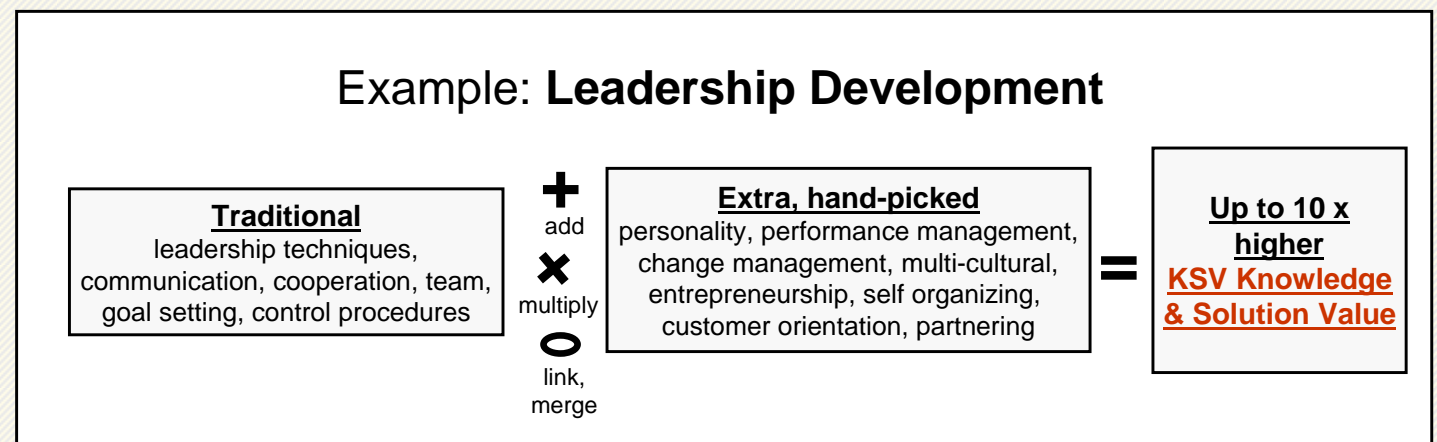
... in business matters:

*Method*  
**>Crossing**  
*Merge for Results.™*



... in personal affairs:

*Method*  
**Crossing**  
*Get to Be Involved.™*



## Learn the Management Crossing Dimension

### 4.) Are your fields covered by a **Management Crossing Move** ?

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How to produce breaking success:

A **Management Crossing Move** uses the Greater Results Drive™ method in real world cases.

#### **>Crossing Business Moves**

*Merge Forces to Drive Excellent Results.™*  
Credo

Strategy >Crossing  
Fast Growth >Crossing  
Product >Crossing  
New Product >Crossing  
Sales >Crossing  
Key Customer >Crossing  
Process >Crossing  
Project >Crossing  
Human Resources >Crossing  
Cultural Diversity>Crossing

#### **Crossing Personal Moves**

*Get Your Strengths to Be Involved.™*  
Credo

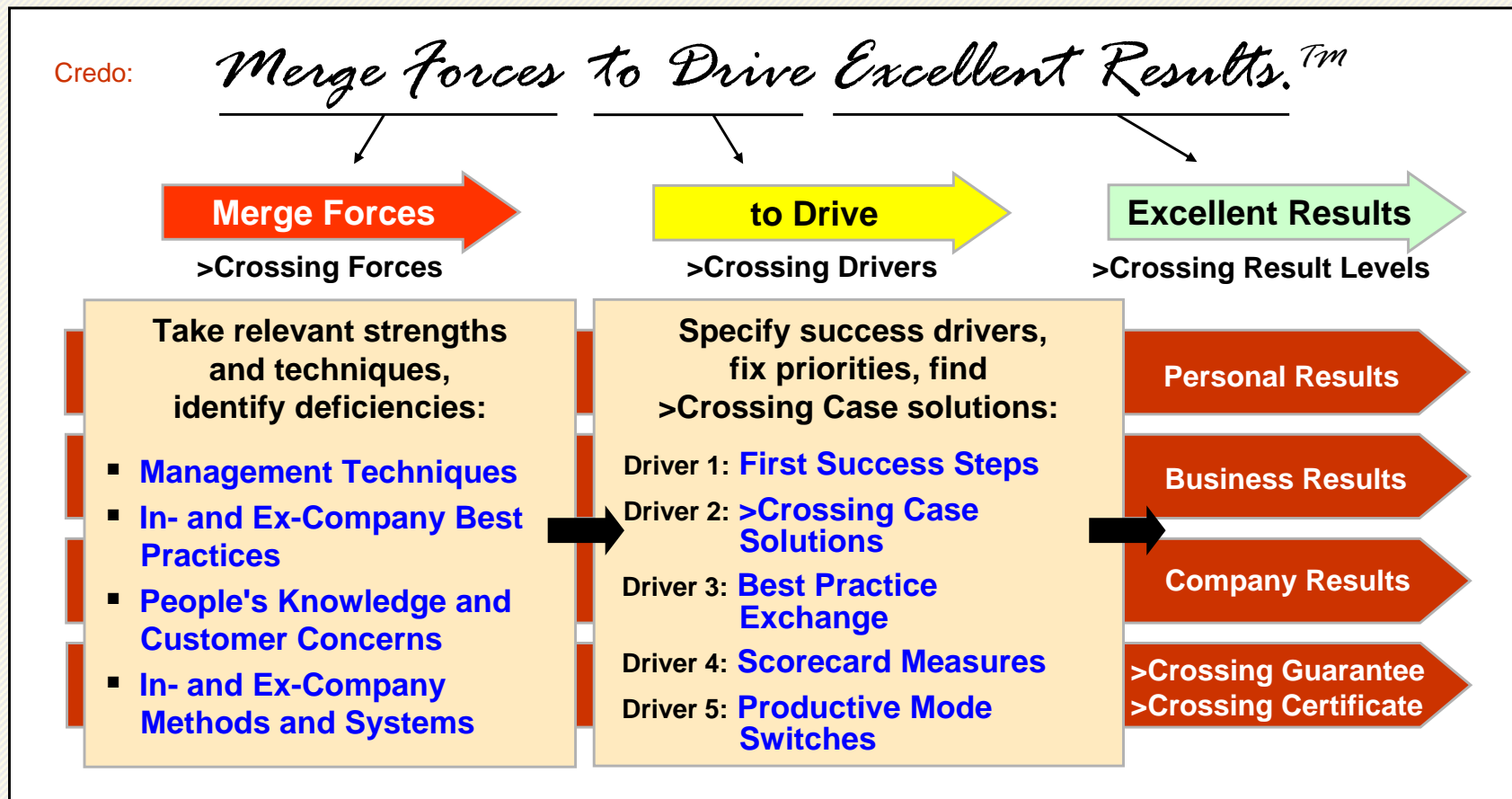
Executive Crossing  
Leadership Crossing  
Team Crossing

## Learn the Management Crossing Dimension

### 5.) The world-class **>Crossing Business Move**, driven by a credo.

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This is the structure and process in each **>Crossing Business Move**.



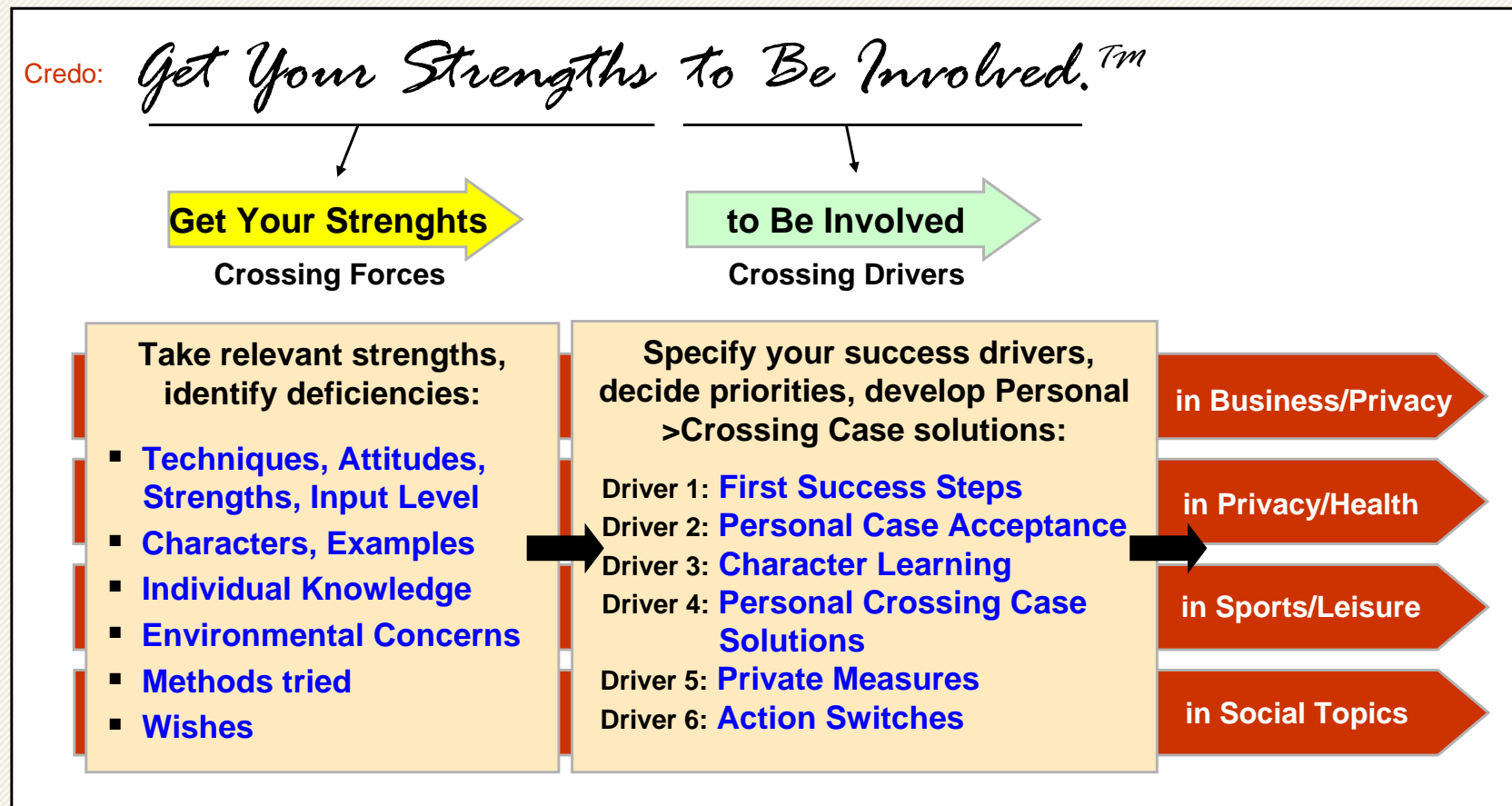
To be applied in: Business Strategy, Fast Growth Strategy, Product Management, New Product Development, Sales Management, Key Customer Management, Business Process Management, Project Management, Human Resources, Cultural Management

## Learn the Management Crossing Dimension

### 6.) The outstanding **Crossing Personal Move**, driven by a credo.

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This is the structure and process in each **Crossing Personal Move**.



To be applied in: Executive Development, Leadership Development, Team Management

## Learn the Management Crossing Dimension

### 7.) The effective **Management Crossing Pathways.**

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To merge existing strengths and techniques for better results, **Management Crossing offers five pathways.** They apply independently or in an integrated approach:

*Ways like Having Success.™*

<b>Audit</b>	To <b>discover the improvement potential</b> and mainline suggestions.
<b>Framework Project</b>	To set up frameworks <b>realizing improvement potentials</b> permanently.
<b>Seminar/Training/Workshop</b>	LearnWays to <b>develop insights, abilities and hands-on concepts</b> (on-site or off-site).
<b>Online Seminar</b>	To learn the <b>fundamental Management Crossing concepts</b> , to start first steps.
<b>Online Support</b>	To get <b>direct support</b> and help on a regular basis, to solve <b>specific situations</b> in your arena.

In a word summary: Dance with the **Management Crossing** tune.

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- Up to now many concepts have been tried (like e.g. process reengineering, quality management, coaching) and numerous projects and training courses have been carried out to improve skills, structures and processes.
- But in most cases only single goals or abilities were improved. Not enough to give answers to the immense business and personal challenges today.
- To allow greater results, **Management Crossing** comes across with a premium management dimension driven by holistic thinking and acting. It is based on real cross-functional and cross-procedural processes. It works for individuals, business processes, units and whole companies.
- It shows the way - unique in the world - systematically to embrace management techniques, procedures, knowledge, strengths and experiences.
- **Management Crossing** boosts the use of skills already available or substantially developed, moving from vertical to horizontal integration and to new specializations like focusing on the critical cases.

**"It's not only how many strengths you have and management techniques you try.**

**It's how you take the best concentrate and make things happen. The moves of**

**Management Crossing**

**will help your business turn to greater results."**

Guenter Mempel

Founder of MEMCO Mempel Management Consulting

*Thanks for learning ...*

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*First-Rate Moves. To Work the Challenges.™*

For more information, please have a look to our website:  
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Or contact us:

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