

## OUR MISSION



**INGO RÜTTEN**  
Managing Director/Owner

“Businesses, organisations and people are confronted with diverse challenges in disruptive times.

**We help you face the future and achieve your goals.**

Using practical strategic consulting, creative brand communication and agile innovation development.

With proven processes and our network of interdisciplinary experts. Owner-managed. Since 2003.“

## OUR SERVICE PORTFOLIO

### PRACTICAL

#### STRATEGIC CONSULTANCY

Corporate strategies (Vision, Mission)  
Brand & communications strategies  
Marketing planning  
Market & competition analysis  
Target groups and personas  
Pitch consulting

### CREATIVE

#### BRAND COMMUNICATION

Campaign development  
Creative design  
Internal communication  
Corporate design & digital branding  
Content marketing  
Whitepapers, blogs, studies, webinars

### AGILE ORGANISATIONAL &

#### INNOVATION DEVELOPMENT

New work/Change consultancy  
Employer Branding  
Corporate Purpose development  
Business development  
Product development & trend scouting  
Digital transformation & strategies

## OUR REFERENCES

### NGOs, UNIOS, ASSOCIATIONS



### PUBLIC SECTOR & PUBLIC FUNDED PROJECTS



### PRIVATE SECTOR



## WE ACHIEVE GOALS

- With strategy concepts that are not only elaborated, but also action-oriented
- With proven and efficient processes that we adapt to the individual needs and tasks
- With a German-wide network of partners who bring their expertise, creativity and passion into every project.



## AND WHICH GOALS DO YOU WANT TO ACHIEVE?

Ingo Rütten is looking forward to receive your mail or your call: [ruetten@zielwerk.com](mailto:ruetten@zielwerk.com) \_ 069 / 40 95 63 15