

An aerial photograph showing a man in a dark suit and tie walking towards a group of people. The man is in the upper center, walking away from the camera. Below him, a line of about six people is seen from behind, looking towards him. The background is a light-colored, textured floor. A dark blue horizontal band is overlaid across the middle of the image, containing the text 'direktzu® corporate'. Below this band is a white horizontal band containing the text 'Supporting Organisational Development with Many-to-One® Communication'. The bottom of the image shows the tops of heads of a larger group of people.

# direktzu<sup>®</sup> corporate

Supporting Organisational Development with  
Many-to-One<sup>®</sup> Communication

# direktzu® corporate - At a glance

relevantec GmbH develops digital communication platforms based on the Many-to-One® principle under the brand name direktzu® corporate. These Software as a Service (SaaS) solutions are used by forward-looking companies as strategic management tools for organisational development.

direktzu® allows managers an effective dialogue with the entire workforce beyond regional and hierarchical boundaries. This is brought about by originary feedback on topics relevant to a leader or a leadership team being bundled and democratically prioritised.

Active topic management using the platform allows a comparison between the company's strategic agenda and the operational perspective. In this way, internal knowledge is integrated into strategic planning processes and employees are mobilised to support upcoming change processes.

The Many-to-One® concept adds value to the internal communication of companies and serves as:

## Engine

Due to their proximity to the market, employees contribute many good ideas and suggestions for the product and for innovation management.

## Sensor

In daily work processes, employees are exceptionally quick to recognise where great strategies come up against obstacles which, while small, are often critical to success, and where the need for change is mandated.

## Lever

The involvement of employees enhances mutual understanding and the motivation to support strategic goals and change processes.

MANAGER



" I need your feedback on ... "

FEEDBACK



FEEDBACK

FEEDBACK



FEEDBACK



MANY TO ONE

MANY TO ONE

EMPLOYEES



REPORT

Sales	
Processes	
HR	
Strategy	

TOP TOPICS

- 
- 
- 

AGENDA

- 
- 
- 

MANAGER



## **Top rank managers work with direktzu® to:**

- generate relevant feedback with minimal deployment of resources
- use swarm intelligence efficiently
- create a foundation of trust to make a difference together
- mobilise support for change processes
- recognise the knowledge and the potential of the workforce
- optimise processes by means of cross-linking and teamwork
- increase management's visibility
- implement strategies sustainably
- optimise knowledge management

## **Employees engage with direktzu® to:**

- direct constructive ideas and feedback straight to management
- share experiences across departments
- express themselves on matters concerning the company
- apprise themselves of topics currently of relevance to their colleagues
- obtain information on the direction of the company.
- to experience a sense of belonging and affinity with the company and with the people within the company

# Implementation

Within the parameters of project management, relevantec GmbH will assume responsibility for:

- hosting by a certificated, external provider
- technical set-up and configuration of the platform
- linkage to the intranet or the customer's extranet
- layout of the platform according to the customer's design specifications
- applications training
- maintenance of the software



**Implementation**



**Application**

It is most likely to achieve the objectives of your company with direktzu® if the following critical success factors are fulfilled:

- involvement of key individuals and multipliers
- support extended to implementation by way of a holistic communication concept
- provision of sufficient resources
- integration in daily work processes
- open corporate culture and transparent communication
- constructive handling of feedback and criticism

## Ensuring sustainability

The decision to implement direktzu® in an organisation results from individual needs and goals. These pre-conditions must be known and taken into account for direktzu® to be configured and applied so as to optimally support the strategic orientation of the organisation in the future and to generate sustainability.

As part of our direktzu® business service, we are happy to support you in this way and advise you on an individual basis in the following areas:



**Project Management**



**Communication and PR**

### direktzu® business services



**Organisational Development**



**Leadership Responsibility**

## What our clients say



METRO GROUP



STADT.  
CITY.  
VILLE.  
BONN.

Gigaset



Jacques'



LIECHTENSTEIN

B/S/H/



Landeshauptstadt  
München



### Fabrice Brégier, CEO from AIRBUS

„It can be difficult for a CEO to remain close to his employees. 'direktzu® Fabrice' is one of his tools for maintaining a continuous dialogue at a global level and nicely complements face-to-face meetings, which frequency is limited by the company's size and its worldwide presence. Zooming on a topic selected by employees every week is an interesting exercise: it naturally challenges our organisation and forces us to provide a suitable answer to each employee's question. The 'direktzu® Fabrice' platform then becomes a powerful management tool not only for the CEO, but also for his team.“

## Additional application scenarios

The interaction with customers and stakeholders is an important prerequisite for operating in proximity to the needs of the market. direktzu® allows targeted, controlled interaction with a wide audience. Tailored to the needs of your organisation, direktzu® can also be integrated to support the following areas:

**Customer Loyalty**

**Innovation Management**

**Affiliate Marketing**

**direktzu®**

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