

# A Forward Shift

# Our time asks for purpose.

The global present is increasingly challenging companies and entrepreneurs. Visibility, competitiveness and relevance can only be ensured if communication and corporate culture are authentically oriented towards today's requirements.

# Communication for a new present. A Forward Shift.

Our workshop prepares organisations for a media-complex, AI-driven future. It positions them in times of cultural change, generational shift and digital public sphere.

# Our strategic resource: Culture.

Culture is at the heart of every organisation and the origin of beliefs and goals. Without an ethically clearly defined and practiced culture, branding is impossible. That is why we use it as the central strategic basis for communicative measures and decisions.

# For the way forward: our tools.

## Analysis

Qualitative interviews

Market & media  
monitoring

Brand analysis

Ethics and responsibility

Leadership

## Process

Design Thinking

Trend Mapping

Speculative Design

Open Dialogue

## Documentation

Roadmaps  
& scenario development

Role assignment

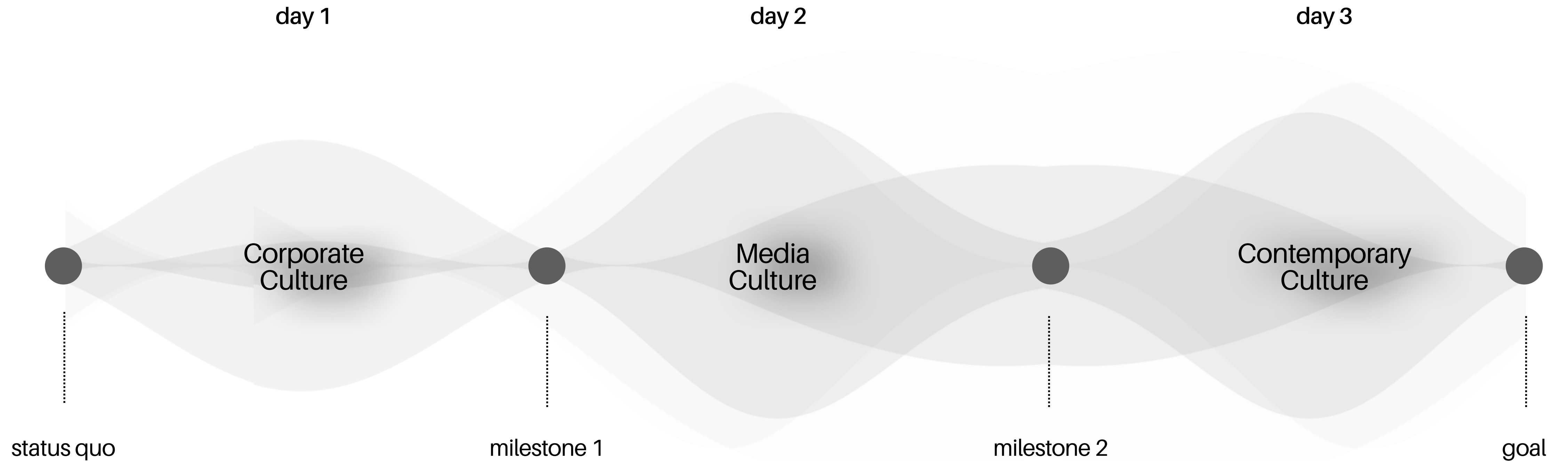
Internal and external  
measures

Strategic plan

# More relevance and brand value in only three days.

A Forward Shift is designed as a three-day workshop. Preparation and documentation are included. The path to more relevance and brand value leads through clearly defined milestones and the three fields of corporate culture, media culture and contemporary culture.

# A Forward Shift: The path.



# The goal.

With A Forward Shift, your company creates the foundation for contemporary communication across all relevant channels. We define a strong identity shared by employees and develop a unique brand. Optionally, we realise media for internal and external communication on that basis.



# Our Framework.

## Corporate Culture

Strategy & vision

Purpose

Values

Communication

Responsibility

Employer branding

## Media Culture

Brand

Ideas

Campaigns

Tonality

Target groups

## Contemporary Culture

Discourse

Politics

Economy & markets

Social codes

Trends & foresight

# The present does not wait.

The world is changing rapidly. We recognise media potential, initiate partnerships and develop strategies that are successful internally and externally – for a future-oriented type of branding and corporate communication.

# Made by humans.

Culture Shifts advises companies and organisations from business, media and culture. Our international clients include German medium-sized companies, publishing houses, renowned cultural institutions, fashion labels and retail.

Moritz Gaudlitz and Enno Schramm lead Culture Shifts and an international network of communication experts in Berlin and Milan.



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