

## Space for innovation

Find innovation talents with systemic participation  
and big data analysis

# Dive deep into business innovation topics

A business investment opportunity dealing with human innovation skills

- Innovation potential
- Innovative talents
- Innovation realization
- Innovation business impact

The human talent of innovation power needs answers to questions such as:

- How to find talented people who are innovative above the average?
- How to find the skill and talent that makes an innovation work?
- Is there a skill that makes innovation work to do business with it?
- Is their social capability that makes innovations a business success and how does that work?

To all this questions we already developed very sophisticated answers:

We would like to develop a new kind of online test for you and we can guarantee that you:

- Find the most innovative people in your team and in your company
- Discover the hidden potential for innovations in your company
- Understand how innovations from your team work and make business
- Detect why you miss innovations
- Check the innovative potential of targets to be acquired

# Calculate the risk of your innovation investment

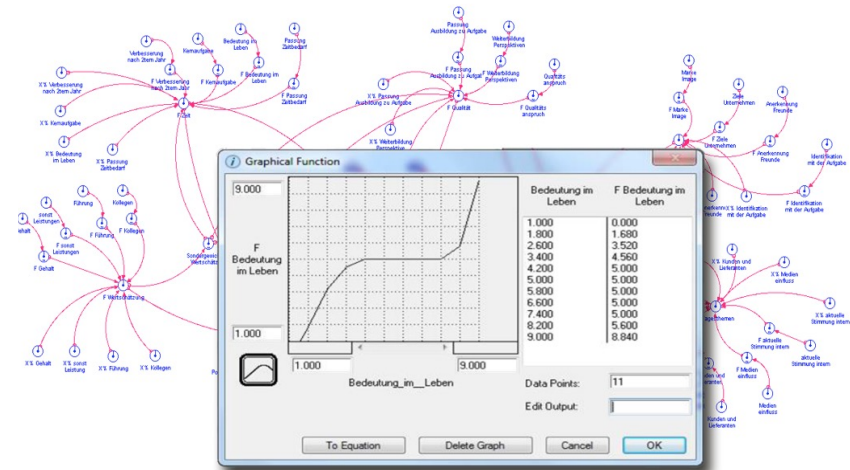
Use the successful algorithms from our online analysis Cost for Emotion (C4E)

Emotions determine our everyday business and private life – this common insight is the basic concept of C4E (Cost for Emotion).

Everyone knows that work is performed with ease when they are in a good mood.

We ask:

- Which impact do emotions have on productivity?
- What profit can be achieved by investing in the emotions of your employees?



C4E provides answers to these questions and calculates the economic impact which is generated by emotions!

# Its so simple: good mood = good business · bad mood = bad business

Generations of human resource managers keep repeating that **well-treated staff** creates benefits – but some entrepreneurs consider money spent on incentives and bonuses a waste!

But successful and renowned companies rely on the **feel-good factor** of their employees.

**Environmental balance and sustainability** are further perspectives for the evaluation of business activities and their long-term success. Employee satisfaction and attractiveness for newcomers are factors strongly influenced by emotions. This becomes more and more important in **terms of profit**.

The emotional balance is a complex structure of all emotionally driven factors. It determines the **value of the company** from the perspective of the people in the company.

Entire economic forecasts are based on this vague principle (ex. IFO-Index). Since three decades motivation psychologists are exploring the coherences between **emotion, reward and performance**.

With **C4E methodology** we incorporated our experience and skills into an algorithm that calculates these relationships. Our customers highly value this and transformed these results to huge improvement of their business.

# Multiple sources will be interconnected in S4I

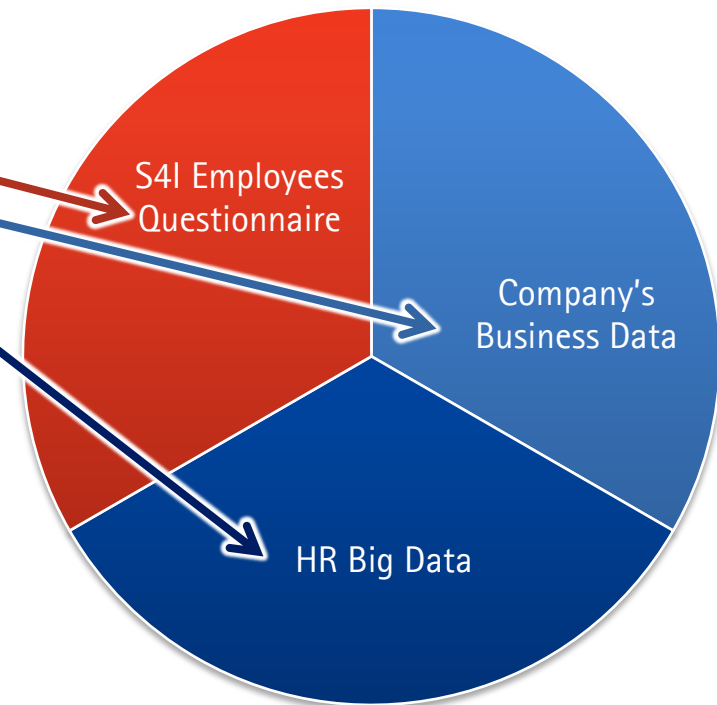
The system we will be creating is based on various input

## 3 MAIN SOURCES

- S4I Employees Questionnaire
- Your HR big data
- The company's business data

## POSSIBLE ADDITIONAL SOURCES:

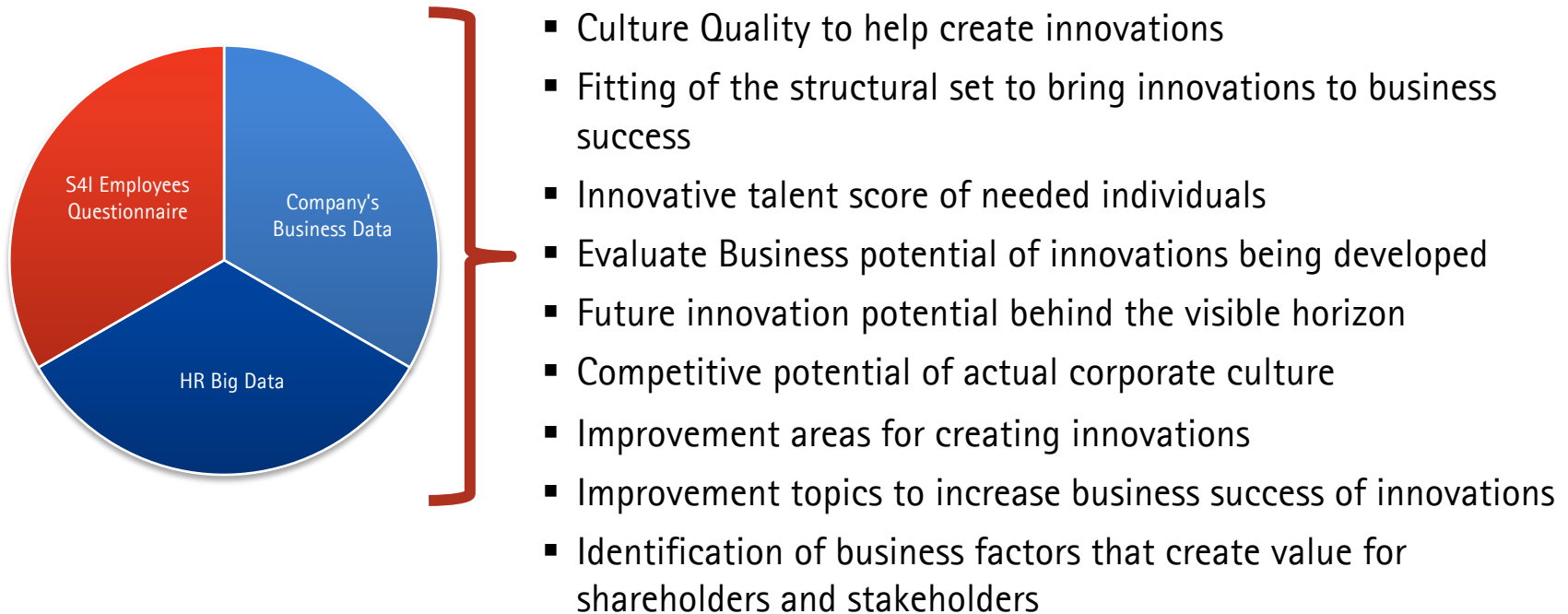
- Lumina Spark (talent questionnaire)
- Manager Talent measured by psychometric tests like Prof. Kuhl's EOS or our ILC Leadership



Sources to create Space for Innovation

# S4I algorithms will give you insights

Details about your innovative status and potential



In a next step these data's will lead to a benchmark in your industry – regional and international – so you will know where you stand, compared with your competitors.

# Examples for Pelzer AP products and methods

We have already developed similar products by using systemic principles as well as intelligent data sourcing and data interpretation with algorithms:



**C4E Cost for Emotion**

[www.cost4emotion.de](http://www.cost4emotion.de)



**ILC Inspire Lead Change** · Executive Coaching / Prof. Kuhl

[www.pelzerap.com](http://www.pelzerap.com)



**PEX Participation Excellence** · Intelligence in large groups

[www.pelzerap.com](http://www.pelzerap.com)



**OAL Ocean Action Learning** · Agile Team Development

[www.oceanactionlearning.com](http://www.oceanactionlearning.com)

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