



Flora Isabelle Luginsland

Project Partner

"Meaning is the new money. Sustainability and competitive advantage begin with purpose - not strategy"

Flora Luginsland is an expert in strategy and organizational development. She enables leaders and organizations to future proof and align their strategy, culture and processes.

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 Flora Luginsland

SPECIALIST AREAS

Leadership & Corporate Culture
Strategy & Processes
Transformation
Multigenerational teams
Agility & New Work

INDUSTRY-SPECIFIC EXPERIENCE

Energy // Chemicals // FMCG

CROSS-CULTURAL EXPERIENCE

Europe: UK, FR, ES, P, CH, NL, DE

Asia: JP, CN

North America: USA, CAN

South America: MX, BR, PE, ARG, CO, CHL, URY

WORKING LANGUAGES

German // English // Portuguese // Spanish

QUALIFICATIONS

Diploma in Psychology

studied at University of Jena, Universidad de Sevilla, University of Münster

Master in international HR Management

studied at Université Panthéon Assas, Paris II

Systemic business coach

certified by Kröber Kommunikation, acknowledged by DVCT, ECA, DVNLP and Steinbeis Transfer Institute

Train-the-trainer Certification by Mercuri International

Sales Trainer Certification by Sales Performance International

DISC Certification by Georg Dauth

EXAMPLES OF PROJECTS

Strategy

Project goal: Creation of new global business unit, definition of vision/mission/strategic priorities and integration into regional and local organizational structure

Methodology: global conceptualization with inclusion of regional key stakeholders, vision & purpose workshops, agile approach to defining strategic priorities

Result: new strategy & vision for business unit incl. redesign of responsibilities in sales and marketing on global, regional and local level including new ways of collaboration and interaction

My responsibilities: involvement in concept elaboration, development of vision & strategic priorities, integration into regional organization (LATAM), implementation of new processes and responsibilities on regional level; development and steering of regional communication to support and sustain new structure; roll out of targeted, regional change measures

Corporate Culture

Project goal: Shift existing collaboration culture away from top down, authoritative and slow towards speedy, empowered and accountable on lowest possible level.

Methodology: basic training agility, best practice sharing, introduction and application of agile concepts and methods (i.e., sprints, design thinking, retrospective...), exercises on trust, empowerment, transparency and humble leadership

Result: new way of working and collaboration across multiple R&D functions, new approach to project staffing and steering

My responsibilities: Concept development "living agility" to introduce agile mindset, leadership and organization across R&D, project management support, change management support and stakeholder management during roll out.

Process

Project goal: globalization and harmonization of marketing campaign development process for global brands

Methodology: cross-functional/ cross-divisional think tanks and workshops for problem analysis, process development and fine-tuning; identification of global change ambassadors, regional change workshops

Result: standardization of end-to-end process with changes in job responsibilities and scope on regional and global level

My responsibilities: overall project management, problem analysis, target model conceptualization, team leadership, division and steering of work streams and team responsibilities, stakeholder management, communication and moderation between all global, regional and local stakeholders, conceptual elaboration and operational implementation of change measures and communication, budget planning and controlling