

HEILING  

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BUSINESS MORPHOLOGY

In *1796*, the word *morphology* first appeared as a scientific term in the diaries of Johann Wolfgang von Goethe. Here he described the science of the “gestalt” and its transformation.

In *1963*, Professor Wilhelm Salber, a scholar of Anna Freud, established the *Psychological Morphology* School as the Director of the Psychological Institute at the University of Cologne. Together with Ernest Freud, Salber developed the short Classical Psychoanalysis.

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# RENDERING THE INVISIBLE VISIBLE

*Tracing the hidden logic  
of corporations*

## *Success requires resoluteness and insight.*

AS BOARD MEMBERS AND TOP EXECUTIVES YOU KNOW how your business functions. You know your company, the figures, the structures and the needs and motivation of your employees. At the same time, you are also aware that decisions are not always made on the basis of rational motivation. Indeed, the converse applies: scientific studies have shown that our life experience steers our actions unconsciously. The intellect is merely a useful resource to cope with the ever-growing challenges in the work environment and life in general.

## *Rendering visible what appears invisible.*

AS WITH EVERY ONE OF US, an organisation is like an organism, subject to the power of the subconscious. Nearly everyone has *blind spots* which can permit the emergence of erroneous trends: processes and impediments which block and resist developments. Among employees and customers this influences whether and how a product or service is developed and its success on the market – irrespective of current trends and prognoses.

YOU KNOW THIS SITUATION: Everything has been thoroughly analysed, the framework is in place and yet still things turn out differently than expected. Executives are not always aware of the *true picture* internally. That is why it cannot be identified or addressed by applying rational methods. One has to learn how to read and interpret it to make it visible. This is of crucial significance as it impacts covertly both on external customers and on the internal organisation.

*Gaining an overall picture requires an understanding of the impact of the individual parts.*

AS THE AGENTS OF YOUR SUBCONSCIOUS, WE WILL REVEAL TO YOU THE HIDDEN LOGIC OF YOUR CORPORATION. We will unlock the subconscious code and tell you what your management consultants or your employees cannot, or do not want, to tell you. Armed with this knowledge we will help you to recognise and highlight the mechanisms within your business. In a wide-ranging dialogue, we will prepare the fertile ground for your success and secure you the *advantage of the winning edge*.

PEOPLE AND ORGANISATIONS NEED EXPERIENCE AND SELF-AWARENESS TO DEVELOP FURTHER. By applying our business morphology method, we will make you aware of existing patterns of activity, which may impact restrictively or counter-productively on your success. We shall develop alternative forms of action with you, comprising modular steps which range from analysis to supporting the management through the transformation process.

*New potential is unleashed  
through the new insight.*

OUR ACTIVITIES RANGE FROM ANALYSIS TO PROBLEM SOLVING. We accomplish this by conducting three to four hour intensive interviews with employees and customers in order to render transparent the “living picture” of the company. In group workshops and individual coaching sessions, we then analyse this “living picture” - thereby identifying the *blind spots* and possible solutions which you can apply in the decision-making process in the future.

AT A GLANCE: By analysing the intensive interviews, we will reveal your enterprise’s subconscious and hidden logic. We will support you in launching the process to enable all the players to gain clarity over their own values and goals, inconsistencies in their thoughts, utterances and actions, as well as learning how individual roles and functions within the corporate structures can be clearly demarcated.

## *The team and the method:*

HANS-CHRISTIAN HEILING and his team, from the faculty of Professor Wilhelm Salber at the University of Cologne, possess profound knowledge over the deep psychology of individuals, organisations, customers and products. In the past 20 years they have devised a uniform set of research and implementation instruments for management coaching, company development and market analysis.

**OUR WINNING FORMULA:** Our globally unique method renders visible the underlying links between management, organisation and the success of a product. We are able to perceive an organisation as a complex entity. We will support you throughout the entire process, from the analysis to the successful implementation of development measures.

### **CONTACT AND FURTHER INFORMATION:**

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