Meet Cosmic Centaurs

Cosmic Centaurs

About Us

Cosmic Centaurs is a consultancy, training, and insights company helping executives, leaders, managers, and teams, **creating happier and more flexible workplaces.**

We focus on improving the **collective intelligence of teams, by improving collaboration, resilience and innovation**.

Our work supports organizations by operating at multiple levels:

50,000 feet
Thinking Partners

We sit at the intersection of executive leadership, HR, internal communications and project management helping our clients adapt to the new 'where' and 'how' of work and learning. In doing so, we support the business strategy and maintain employee engagement and internal alignment.

5,000 feet
Flexible Work Experts

We conduct comprehensive research and extract insights to help our clients make informed, data-driven decisions. Our findings also help us develop frameworks, models and content, rooted in academic research.

5 feet
Changemakers

We work with clients to implement change, from managing projects, to introducing new processes and tools for lasting, sustainable progress.
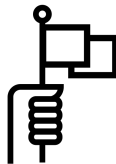
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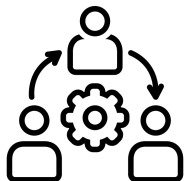
Collaboration

Our consultants work with teams to introduce new work models that promote greater team collaboration and greater collaboration with clients, suppliers, and partners.

Resilience

We equip teams with the skills and cohesion needed to navigate change and manage disruption. Our interventions are designed to help build resilience and support business continuity.

Innovation

In the emerging post-pandemic world business models are being disrupted. We help teams ideate and innovate, introducing methodologies and new approaches for value creation.

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Cosmic Centaurs

The future of work is Omnichannel.

We believe in creating **holistic, integrated experiences** for teams and individuals to contribute their best value.

Omnichannel experiences are used to drive rich and engaging user experiences across industries.

The Omnichannel Organization ™

& Brand deliver a coherent experience that is aligned with the organization's goals, for both customers and employees that extends across all touchpoints, physical and virtual.

Cosmic Centaurs
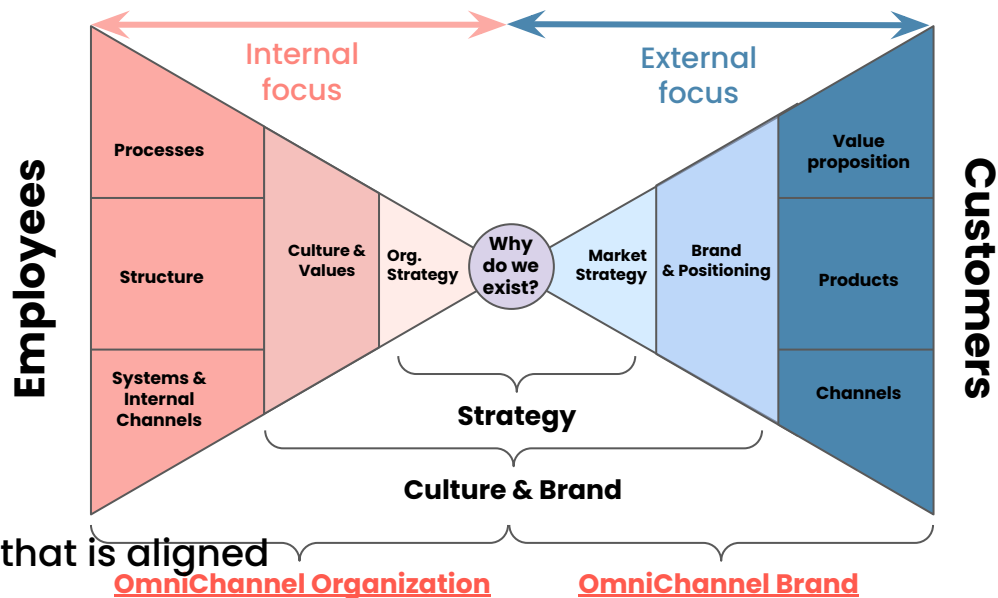
We create **Omnichannel** experiences through our

Services

The Omnichannel Organization

The Omnichannel Brand

Training & Workshops

Products

The Omnichannel Leader Program

The Omnichannel Org. Assessment

Aion

Cosmic Centaurs

We're trusted by...

Technology

paloalto® NETWORKS

ZENSION

exceeders

Signit

Service

SIIN STUDIO CREATIVE SPACES

DESIGN REPUBLIC / BRUSSELS

Construction

VINCI CONSTRUCTION | TERRASSEMENT

FMCG

ROYAL CANIN®

Kraft Heinz

Education

codi

ESA BUSINESS SCHOOL

AUS American University of Sharjah

مؤسسة محمّد بن سلمان الخيريّة
Mohammed bin Salman Foundation
misk Foundation
مسك الخيريّة

Accelerators

ASTROLABS

Berytech

bloom

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What our customers say

Victor RIBEIRO
HR Director

VINCI CONSTRUCTION | TERRASSEMENT

"There was profound thinking beyond simply delivering on our request. Unlike many other consulting firms, Cosmic Centaurs pushed us past our initial position on the topic of remote work. The collaboration really allowed us to move forward. We liked the team's ability to get to know us and adapt to who we are while pushing us to think beyond our own beliefs. We have since succeeded in implementing flexible work models, both with people working at the office and on construction sites."

Francis Van Acker
Co-Founder & CEO

DESIGN REPUBLIC
/ BRUSSELS

"We engaged Cosmic Centaurs to improve our hybrid working model, increase our team cohesion and help management measure the teams' productivity and performance. At the beginning of our engagement, it felt the company was being put upside down, but Cosmic Centaurs are so knowledgeable and they use the right techniques to help us land on our feet again. They work swiftly, are holistic in their approach and are effective project managers, working hand-in-hand with our team to implement the changes they recommended."

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The Omnichannel Organization

Disengaged employees can have an adverse effect on businesses.

$350 Bn
the cost of employee disengagement to the overall US economy
Gallup

85%
of adults worldwide are not engaged or are actively disengaged.
Gallup

60%
increase in errors and defects in work performance are from disengaged employees
HBR

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The impact of a highly engaged workforce can positively impact many areas of a business

Engaged employees produce

~1.5x

as much as 'satisfied employees who are productive at an index level of 100.

Bain & Company

Inspired employees produce

2.25x

as much as 'satisfied employees who are productive at an index level of 100.

Bain & Company

Highly engaged teams deliver

21%

greater profitability compared to teams who do not exhibit 'engaged' behaviors.

Gallup

37%

Is the level of **sales performance improvements** at workplaces where **employees are happier.**

HBR

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Our Approach

The future of work is:
The Omnichannel Organization®

Omnichannel experiences are used to drive rich and engaged user experiences across industries. The Omnichannel Organization® delivers an experience for employees that extends across all touchpoints, physical and virtual, allowing them to seamlessly connect and align with the organization's goals and add meaningful value wherever they are.
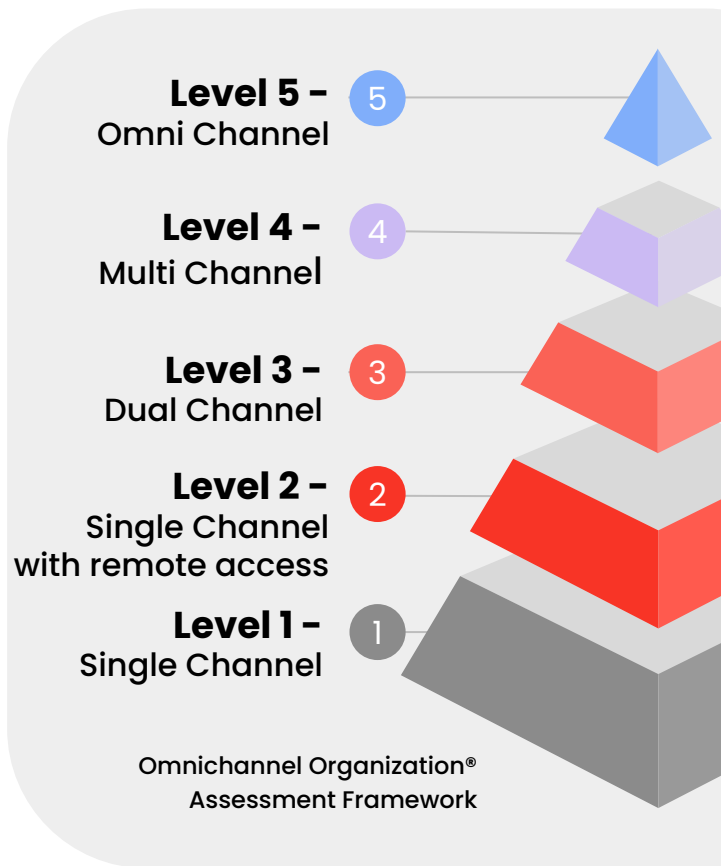
We do this in three steps:

1. Upgrading Work Models

We study legacy work models, and suggest an evolution where relevant.

2. Driving Durable Change

Across culture, people, process, system, and structure.

3. Measuring Impact

Using our Omnichannel Organization® Assessment Framework

Level 5 – 5
Omni Channel

Level 4 – 4
Multi Channel

Level 3 – 3
Dual Channel

Level 2 – 2
Single Channel
with remote access

Level 1 – 1
Single Channel

Omnichannel Organization®
Assessment Framework

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The Omnichannel Organization keeps organizational strategy aligned with business goals, while integrating new work models.

Purpose & Business Strategy

| Sales Strategy | Marketing Strategy | Service Strategy | ... | **Organizational Strategy** |

We help organizations:

- Adapt to **new work models,** post the global remote work experiment

- Maintain their organizational strategy **aligned to the business strategy**

- **Ensure all elements** of organizational strategy **are in sync**

People

Process

Culture

Structure

Systems

Where we play

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The five key areas of Omnichannel Organization®

Our networked approach reflects how all aspects of organizational strategy are interconnected.
We set out to create impact across all five elements.

1. Structure	2. People	3. Process	4. Culture	5. Systems
Organizational or team Structure	Capability Building, Learning & Development	Processes & Methodologies	Company or Team Culture	Productivity & Performance Measurement
Roles & Responsibilities	Leadership Coaching	Knowledge Creation	Rituals	Promotions, salaries & benefits
Workspace design and management	Recruiting, Onboarding & Offboarding	Documentation	Internal Comms	Technology Systems

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The Omnichannel Organization® - Typical Engagement (1/2)

1

Identifying your goals
Understanding your business and organizational goals

November - December 2021

Leadership Interviews to understand needs & goals

Desk research to learn more about the industry

2

Quantify & Qualify
Deep-diving on your team's needs and aspirations

November - December 2021

Employee Interviews & Survey for qualitative and quantitative assessment

Discovery findings presentation to highlight themes to be prioritized

3

Workshops & Sprint planning
Engaging beneficiaries and identifying solutions

January 2022

Workshops Bringing teams together to ideate

Implementation Plan Developing a strategic roadmap for lasting change

4

Implementation Phase
Executing our plan in sprints

January 2022 - March 2022

Sprint 1 Time-sensitive themes

Sprint 2 Important themes not as urgent

Sprint 3 Documentation of main processes

5

Measurement Phase
Measuring our progress and impact

April 2022

Final Survey Measuring our progress

Results presentation Sharing our impact and pending activities

The Omnichannel Organization® – Typical Engagement* (2/2)

We apply Human Centered Design to keep employee engagement at the core of our approach. Design Thinking follows a cyclical 3-phased approach. The real needs of the team and its clients are at the center of this approach.
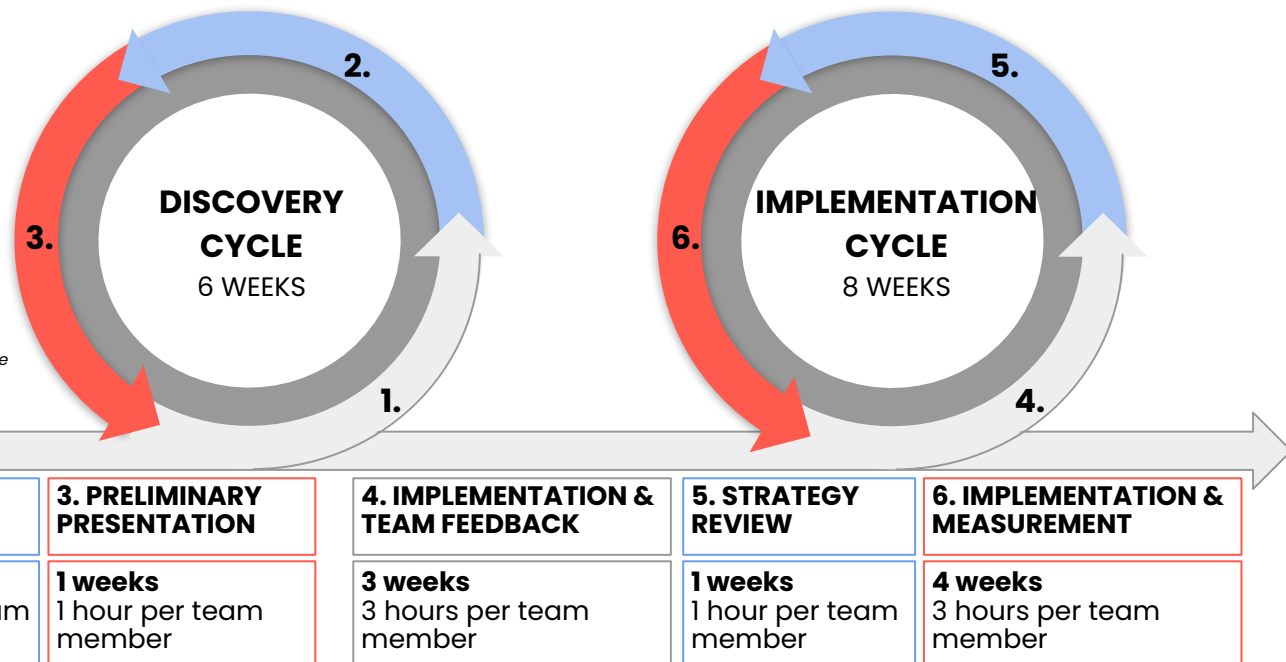
Based on a single team of less than 20 people, Subject to change for multiple teams. For larger organisation we rely on pilot teams first, before scaling learnings to the rest of the organisation.

DISCOVERY CYCLE
6 WEEKS

2.

3.

1.

IMPLEMENTATION CYCLE
8 WEEKS

5.

6.

4.

1. RESEARCH & DIAGNOSTICS	2. TEAM WORKSHOP	3. PRELIMINARY PRESENTATION		4. IMPLEMENTATION & TEAM FEEDBACK	5. STRATEGY REVIEW	6. IMPLEMENTATION & MEASUREMENT
3 weeks 1 hour per team member	**2 weeks** 2.5 hours per team member	**1 weeks** 1 hour per team member		**3 weeks** 3 hours per team member	**1 weeks** 1 hour per team member	**4 weeks** 3 hours per team member

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Case Study: The Omnichannel Organization®

Based on a single team of less than 20 people, Subject to change for multiple teams

Engagement:

Industry:
Creative Services

Country:
Belgium

Duration of engagement:
3.5 months

Engagement Language:
English & French

Areas of intervention:

Technology & Proficiency	Processes & Methodologies	Documents & Data	Learning & Growth	Productivity & Tracking	Teamwork & Feedback	Community & Rituals

Outputs of intervention:

8 Processes & Guidelines

2 New Tools

3 Rituals & Events

1 New Knowledge sharing Thread

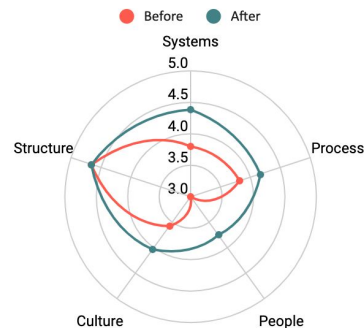**4** Trainings

3 New Meeting Formats

Impact:

Improvements across measurement areas after a 4-week intervention

● Before   ● After

Radar chart with axes: Systems (5.0, 4.5, 4.0, 3.5, 3.0), Process, People, Culture, Structure

4.8 / 5.0
Overall program satisfaction levels of team members

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Case Studies: Internal Comms & Values

Engagement:

Industry:
Non-profit

Country:
Saudi

Duration of engagement:
6 months

Engagement Language:
English & Arabic

Areas of intervention:
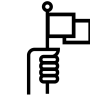
Internal Communications

Organizational Values

Impact:

"It was very interesting (and comforting) to know that most team members live by the same values and encourage the same good behaviors - very beneficial workshop to align our goals"

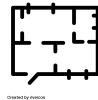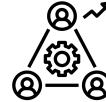*Final Survey with quantitative results pending completion*

Outputs of intervention:

12
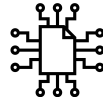Workshops Hosted

02
Strategy Documents

01
Task Force Established

04
Documented Processes

30
Content Templates

03
Resources developed
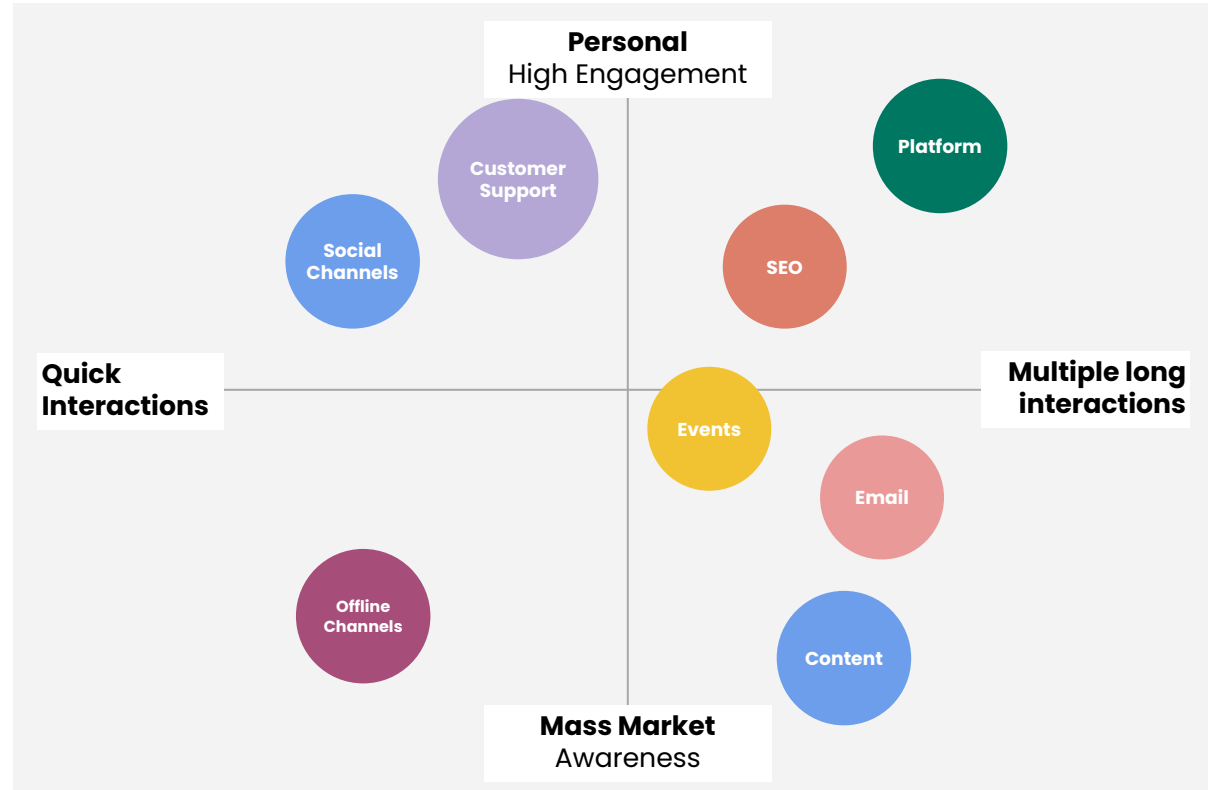
04
Task Force Meetings

04
Demos hosted

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The Omnichannel Brand

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(Re)Designing your Business for the Digital Age

Building successful digital experiences relies on developing Omnichannel brands and integrated customer experiences**, cultivating deeper relationships with all users.**

Personal
High Engagement

Platform

Customer Support

Social Channels

SEO

Quick Interactions

Multiple long interactions

Events

Email

Offline Channels

Content

Mass Market
Awareness

Cosmic Centaurs

Our Approach

Our team has over **20 years experience** in designing digital strategies, building digital products, scaling online businesses and optimizing digital tools to grow and engage online audiences.

Co-Design

We use human-centric, Design Thinking principles and tools to research, analyze and develop the strategy to define your brand and create seamless digital products and experiences.

Co-Create

We work with your teams to shape product strategy, identify the right implementation partners and oversee the rollout of a project using Agile methodologies.

Grow

We work with your teams and agency partners to develop and implement data-driven marketing and communication plans and go-to-market strategies.

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What we can help you achieve

| Digital Brand	Value Proposition	Digital Channels	Digital Products
Build a digital native brand that resonates	**Develop your unique promise of value**	**Connect with your audience on the right channel**	**Build a truly omnichannel experience**
Brand Definition & Brand Key Brand Identity Brand Positioning	Competitive Landscape & Market Research Customers & Customer Benefits Reasons to believe & USP	Distribution Channels Communication Channels Service Channels	Digital Products Design & Development Pricing & Revenue Model Performance Analysis & Assessment

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Services we offer
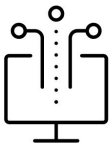
Digital Brand Strategy
We help you with your digital brand strategy by defining the target audience, benefits, personality, essence, identity, tone of voice, etc.
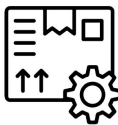
Product Management
We can support the team in designing and launching your digital product based on the Agile Methodologies. We can intervene at the level of product strategy, project management and go-to-market strategy.
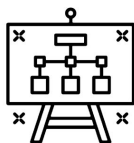
Business & Execution Plan
Building a strong business plan that will help you get a clear understanding of your objectives, strategies, and financial viability and be more prepared to pitch to investors, receive funding, and achieve long-term success.
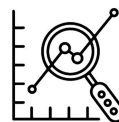
Digital Marketing Strategy
From setting up objectives & KPIs to defining your channels strategy and social media calendar, we help you setup your digital marketing strategy to serve your business goals.

Content Strategy
Craft a content strategy that will help you reach new audiences and keep them engaged on all the different touchpoints.

Reporting & ROI
Leveraging the power of data to help you evaluate your performance and inform your decisions.

Upskilling & Training
Designing and facilitating workshops and training sessions for your team.

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Trainings & Workshops

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We believe that learning is a determinant factor in the growth of an organization

59%
of employees claim **they had no workplace training** and that most of their skills were self-taught.
Lorman

74%
of workers are **willing to learn new skills or re-train** in order to remain employable.
Lorman

87%
of millennials believe **learning and development in the workplace is important**.
Lorman

Cosmic Centaurs

We provide research backed, user centric, humane, and engaging trainings and workshops for:

C-level executives

Coaching on topics related to Organizational Strategy, Team Culture, Future of the office... covering the business goals and reasons to exist. We can also act as facilitators for meetings leading to major decisions related to the organization working models and processes.

Middle Management

Coaching the new generation of leaders on becoming omnichannel leaders and acquiring the needed skills and knowledge to lead in the post-pandemic setting.

Teams

Supporting, upskilling and helping teams to unlock their potential, strengthen their cohesion and better contribute to the achievement of the company goals. We can also help teams adapt to a distributed or remote setting.

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Topics we cover...

The Omnichannel Organization

Understand the Omnichannel Organization®, our proprietary model, to help in driving rich and engaged user experiences across industries.

Business Strategy in the age of digital disruption

Basic strategy frameworks to understand the context and competitive landscapes in which businesses operate.

Flexibility in the workplace

Helping managers implement true flexibility in the workplace and walking them through the process.

Organizational Resilience

Exploring organisational resilience, in the applied form of case studies, frameworks and tools.

Purpose, Values & Brand Identity

Redefining a company's purpose and values in line with the business goals and how they reflect on the brand identity.

Office redesign

Training on the new office design trends and facilitating workshops on how to redesign the work and workplace to operate in synergy.

Leading Distributed Teams

Helping leaders understand the fundamentals of remote work and how to lead in distributed settings

Internal Communication

Developing internal communication strategy and managing campaigns to keep teams engaged.

Leading in the post-pandemic world

Helping managers evolve, acquire new skills and implement new processes for managing in the new world.

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Our Track Record

80+	100+	1000+	2
leaders coached	teams served	students trained	languages

VINCI CONSTRUCTION | TERRASSEMENT

SpenglerFox™ Talent, grown.

ROYAL CANIN

exceeders

ESA BUSINESS SCHOOL

USJ 145 Université Saint-Joseph de Beyrouth

KraftHeinz

ASTROLABS

DESIGN REPUBLIC / BRUSSELS

AUS American University of Sharjah

bloom

paloalto NETWORKS

exceeders

ZENSION

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The Omnichannel Leader Program

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Leaders have to develop new skills to be able to run distributed teams efficiently

69%

of managers report feeling **uncomfortable communicating** with employees in general.

Gallup

40%

of supervisors and managers expressed **low self-confidence in their ability** to manage workers remotely.

HBR

41%

of managers have **trust issues** as to whether remote workers can stay motivated in the long term.

HBR

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Meet The Omnichannel Leaders

Omnichannel leaders are equipped with the right hard and soft skills to lead their organizations to success.

They are able to manage hybrid and distributed teams across time zones and cultural distances.

They have adapted their management and leadership style to the new world of work.

Level 3 **Global Virtual Leader**
Manages virtual/hybrid talent globally - Cultural Intelligence skills:
- Culture & Connections for Hybrid teams
- Psychological Safety & Building Trust
- Change management
- Strategic alignment
- Team Empowerment
- Learning & Development

Level 2 **Virtual Leader**
Manages virtual/hybrid talent - Virtual management skills:
- Virtual team management
- Proficiency in digital tools
- Emotional intelligence & Social support
- Conflict Management in virtual teams
- Maintaining & Measuring Productivity & Engagement

Level 1 **Co-located Leader**
Manages co-located talent - Leadership Skills:
- Leadership & Mentoring
- Communication
- Organizing Workflow & Information
- Performance Management

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The Omnichannel Leaders Program

Our Omnichannel Leaders program is designed for **Managers** and **C-suite Executives** who are leading distributed teams.

In this program, we can tackle*:

Leadership & Alignment
Develop, document and share the vision, strategy, and culture of the organization

Teamwork
Enhance collaboration and communication inside their teams / organizations

Psychological safety
Build trust & cohesion among team members. Manage conflict virtually.

Flexible work models
Find the best working models for your teams & increase flexibility

Performance
Manage hybrid/virtual teams for high performance

Change management
Implement lasting sustainable change in a distributed setting

* not exhaustive, will be adapted based on customer needs

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The 4 Steps of the Omnichannel Leaders Program

1. Leaders Survey

As a first step we will **send a survey for each leader and their team members** to measure their proficiency & performance on the themes of the Omnichannel Leader model.

Duration: 1 week

2. Program Creation

We will then **craft a development program for each leader** based on the themes of the Omnichannel Leader that are identified in the survey findings.

Duration: 2 weeks

3. Development program

We will organize **a series of group workshops & one-on-one sessions** to guide the leaders and upskill them where needed, providing them with resources and worksheets.

Duration: 6 to 8 weeks

4. Closing Assessment

At the end of our engagement, **we will send a closing survey** to the team and compare the results with the first survey to measure the progress of team leaders.

Duration: 1 week

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Omnichannel Organization Assessment

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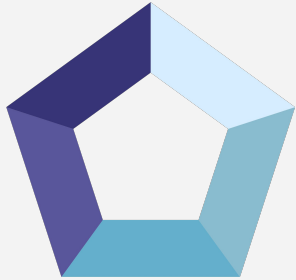
The Omnichannel Organization Assessment

What is the Omnichannel Organization Assessment?

A diagnostic survey and workshop to assess and enhance how your company and team operate in flexible work settings.

How does it work?

Through a diagnostic survey and interviews, we will assess the 5 where you sit on our 5-point scale, and come together in a workshop to share insights and provide high-impact recommendations to improve your ways of working.

1
Book your 1-on-1 consultation
We'll take 30 minutes of your time to hear about the challenges you're facing

2
Take the diagnostic survey
We promise it won't take more than 7-minutes per employee

3
Attend a 2.5 hour Workshop
Schedule your team workshop and come with an open mind and ready to share

4
Get your prescription report
This captures the recommendations and resources we shared in the workshop

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The Omnichannel Organization Assessment

What we assess

The Omnichannel Organization Assessment evaluates your company and team across the 5 key dimensions organizational strategy.
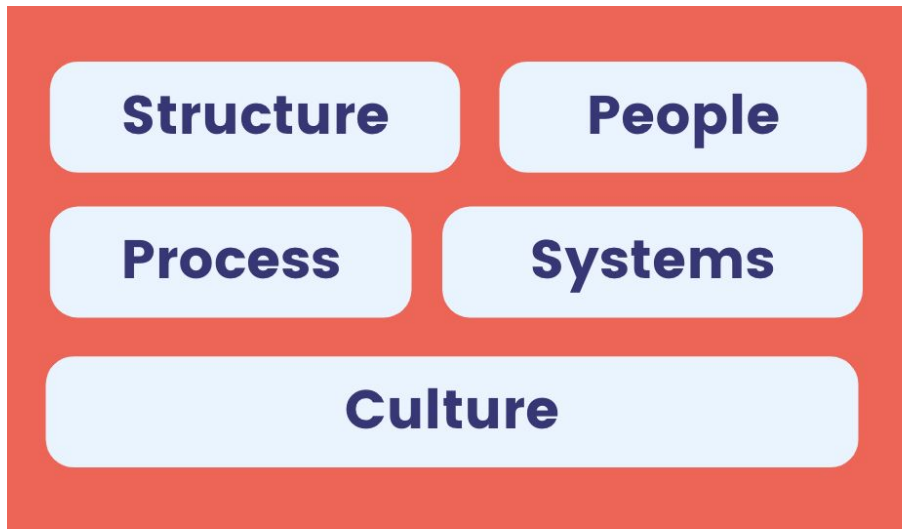
How we measure

We measure each theme distinctly and present your results on a 5-point scale. For us, these themes are like nodes in a network; you cannot upgrade one without another.

Structure

People

Process

Systems

Culture

Cosmic Centaurs
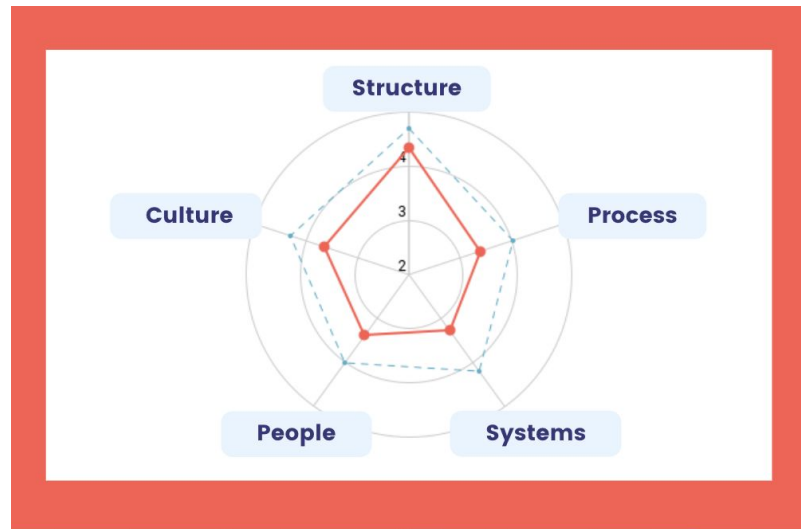
The Omnichannel Organization Assessment

Actionable insights

Further to the workshop, we share a documented report outlining the recommendations we shared in the workshop with actionable tools and resources to improve your ways of working.

What you gain

Time Back	Ways to Innovate	Team Cohesion	Resilience	Improved Collaboration
Our recommendations will promote more efficiency and productivity with a view to giving employees more hours back in the day.	Depending on the nature of your work, we'll explore new ways you can ideate and innovate as a team.	From ritual ideas to new team feedback formats, bringing you closer together as a team.	Our objective is to help your team be more resilient and ready to adapt quickly when things change.	We will look at how you currently collaborate and suggest ways to improve this, particularly in distributed settings

Cosmic Centaurs

What our customers say

Cosmic Centaurs looked at our internal processes and quickly highlighted key areas that we needed to strengthen. They suggested useful techniques and practices that we now have in place. In the session, they created a very open and comfortable forum for us and the abundance of positive outcomes are still present today.

Laura JARDINE PATERSON
Former Head of Communications

"Inspiration and expertise are the words that come to mind when working with Cosmic Centaurs on our change to an Agile working space from our traditional office setup. The support from Cosmic Centaurs allowed us to develop an accurate solution fast, thanks to Marilyn and team."

Mikkel SEIDELIN
Director of Chartering & Freight Trading

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Aion

About Aion

Aion By Cosmic Centaurs
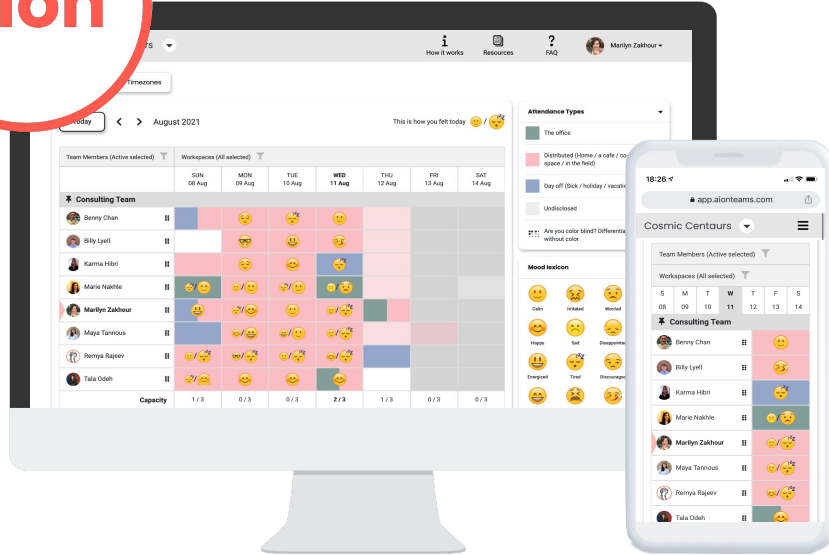
Aion enables teams to **boost their collective intelligence and output** by optimizing the way that distributed team members connect with one another and allocate time.

Aion was born out of an observation that as teams and organizations switched to a semi-permanent form of distributed work there were very few tools that would **help them organize their in-person and distributed time with a view to improving their collective happiness, innovation and productivity.**

W: aionteams.com/
E: Aion@cosmiccentaurs.com

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About Aion

The **Aion** app is **a website** and **Chrome extension,** where organizations can register, create physical and virtual workspaces, define physical office capacities, invite team members, and access a shared calendar view.

The calendar view gives team members access to:

Location and schedule management	**Mood sharing**	**Time zones at a glance**	**News Updates**
Create offices & virtual workspaces and let your team members plan and tell you where they will be working from today.	Get a daily overview of your team members' mood and create space for humane conversations	Stay connected with your teams and keep track of all their different time zones for better meetings schedules	See the local news where your team members are located, and gain context on their mood or start a conversation.
Know when your coworkers are available and where they are working from	**Be aware of colleagues' moods and stay emotionally connected**	**Find the right time to meet across time zones**	**Stay up to date with the local context in all country markets**
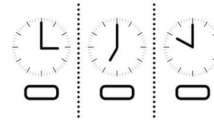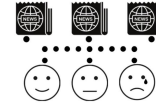
Team & Resources

Cosmic Centaurs

Meet the Leadership Team

Our team, comes from diverse backgrounds, each with their own non-linear career journey. From finance to management, to project management and marketing we bring our divergent perspectives to the work we do.

Marilyn Zakhour
Founder & CEO

Founder Marilyn Zakhour has experience in organizations of all sizes and knows how to bring the agility of small startups to big corporations. Previously CMO of EMAAR, and Head of Dubai Opera, Marilyn holds an executive MBA from INSEAD. She has also spent 10 years in the startup world, building and running digital native companies.

Tala Odeh
Consultant

Tala Odeh brings her storytelling, team-building and strategic planning experience to the company. She previously worked at EMAAR managing external communications and reputation risk for the group. Previously Tala was a Strategic Planner at Ogilvy, developing insight-driven marketing solutions for Fortune 500 clients. Tala is a graduate of Columbia University.

Marie Nakhle
Consultant

Marie is has over 10 years of experience building and executing digital marketing strategies and managing e-commerce platforms. She also lectures students and professionals in Lebanon's top institutions. Previously the Head of Digital at Antoine Library, Marie holds a Masters Degree in Information Systems and Digital Transformation from Paris Dauphine University.

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Insights & Resources - www.cosmiccentaurs.com

Ritual Bank

If your team, classroom or company is looking for rituals to help with performance, cohesion or communication, visit our ritual bank for inspiration.

Cosmic Conference

Our virtual conference series explores the future of work & learning. We held the inaugural edition in July 2020 with 1000+ attendees, 6 live sessions, 20 speakers, and endless insights.

Worksheets

We offer free worksheets for individuals and teams helping them manage their workspace, facilitate retrospectives or decide on the relevant tech stack.

Centaur Stage

Our weekly live video series is hosted by Marilyn, and features and some incredible we uncover sharing insights, opinions and perspectives about how we work and learn.

Cosmic Centaurs

Press Features

Financial Times
August 2021
Marilyn Zakhour on
Personal Branding

> Personal branding is not just about selling services, but defining your circle of comfort and expertise to your audience.
>
> — Marilyn Zakhour
> CEO & Founder of Cosmic Centaurs

Curated Today
March 2021
How to Navigate New
Work Environments

Leadership: How to Navigate New Work Environments

The impact of COVID 19 on the way we work.

Entrepreneur Middle East
December 2020
Leadership in the
Era of Uncertainty

Leadership In The Era Of Uncertainty: Great Companies Are Built In Difficult Times

Wamda Op-eds
August 2021
When we can't build startups
from a garage, how do we
create strong teams?

When we can't build startups from a garage, how do we create strong teams?
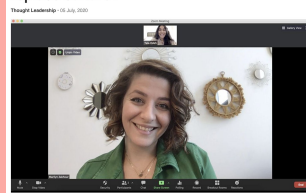
May 2021
Can remote working survive?

Can remote working survive?

July 2020
In a world of remote work,
will control replace culture?

In a world of remote work, will control replace culture?

Cosmic Centaurs

Get in touch!

Whether you want to learn more about our frameworks, explore a collaboration opportunity or hypothesize about the future of work - we'd love to hear from you.

Email us at <u>greetings@cosmiccentaurs.com</u>