



Portrait: Viola Böhme

The human factor of corporate culture

Viola Böhme Company Culture supports executives on how to create a motivating and healthy work environment to win and keep the best staff for achieving the “special” competitive advantage.

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A business will only flourish when its employees can make use of their full potential. Based on the demographic changes this is today of extraordinary relevance and excellent leadership is becoming of the utmost importance within a company. Berlin-based Viola Böhme Company Culture has set its focus on the role of leaders and provides guidance on how to manage today's challenges and changes effectively and efficiently by paying attention to the employees' needs.

The idea behind is in its name: A company's culture is shaped by the managers who are responsible for others by being role models. They have the biggest influence to a trustful and reliable culture that will allow for everyone to identify themselves with the company goals, to see their contribution to the overall result, to feel

their work is being appreciated and therefore engage highly motivated for the company. For that reason it is essential managers are provided with coaching and training to acquire the right skills. “My goal is to enable businesses and employees to benefit from one another. I am driven by the achievement to see how open and authentic communication and individual development processes bring positive change to more than one person within an organisation and save the future of a business,” explains Viola Böhme.

Having worked in various leadership positions herself before founding Company Culture in 2012, she has a deep-rooted understanding on how important it is to create a work environment in which employees feel loyal to the company they work for. Company Culture also stands for a

unique culture of cooperation with the customer, which is based on the understanding of a companion, on trust and empathy which will help to perceive the changes necessary. Viola Böhme moreover places special emphasis on coaching young executives who often find themselves in a difficult position due to their lack of professional experience. Many times they are not provided with any internal guidance within their company on how to effectively fulfil their new position. Company Culture coaches these young professionals to help them to define their role and to find the right concept to build up and lead a successful and loyal team. For the sustained benefit of company and workforce. And for achieving the “special” competitive advantage.

www.viola-boehme.de