



**RKW Baden-Württemberg**

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**Our Know-how  
– Your Success**

## Future = Ideas and Implementation



Fits middle sized companies exactly.  
With us you get decisive im-  
pulses and qualified consultation.

Innovation widens the horizon of possibilities: In Baden-Württemberg we are especially proud of so many companies which move into new spheres, using creative personalities built on a tradition of progress.

Good ideas, however, are today longer enough. Today's winner consistently promotes innovation in products, performance and processes – and acts quickly.

For this new impulses are needed again and again. For example, goal-oriented consultation, which accompanies many successful entrepreneurs and their businesses today. We support you with hands-on advice and that is important to us.

We have helped Baden-Württemberg companies for more than 50 years. Let us also help you win together with us in the future.

To ensure success:

- Recognise what is needed in the future
- Develop innovative power
- Implement new ideas. So you are one step ahead of your competitors

## One, Two, Three – The RKW-System



An enterprise needs three things:  
Consultation, further training and  
information.

These are three central themes  
which are very important for us. We  
deal with these themes with The  
RKW-System – to your advantage.  
You profit from our extensive  
experience of being partners to  
small and middle-sized companies.  
RKW Baden-Württemberg is part  
of a German wide organisation and  
is legally and economically in-  
dependent. We are very more flexi-  
ble and can offer you exactly that  
which counts today.

Move by move we develop the  
concept where you can take the  
lead.

We support you in important  
areas of your enterprise such as

- Leadership and Strategy of an Enterprise
- Personal Development
- Marketing and Sales
- Financial and Accounts Controlling
- Organisation, Communication, IT
- Technique, Production, Logistics
- Innovation and Knowledge Management
- Foreign trade and Internationalisation

## Consultation Points the Way



Where should we begin? The “critical point” is not always obvious. Unknown, weak areas must also be tracked down. A good consultant sees them. But how do you find the right consultant?

At RKW we have well-qualified, independent consultants. Skilled people with solid training, long work experience, vision and commitment. Specialists whose professional and human strengths we know exactly. You can be sure the competence and the chemistry will be just right.

Consultation is, for us a confidential and trustworthy issue. We want to work with you and, through a dialogue with you, recognise your options and chances, and support you in developing the full potential of your business. We do not offer “off the peg” solutions.

Your business and your future plans are the middle point for us – we work with “made to measure”. We want the best for you. We work together, we are concentrated, practical-oriented and have with a keen sense of what is feasible.

Moving forward with a steady hand.  
The changes in an enterprise must  
be carefully controlled.

## Energy through Further Training



Further training – no question of it. But how and with whom? To achieve the best, most successful possible result, you need a partner who offers three different things.

First, a comprehensive choice. Our all-round further training programme covers different needs – with seminars, trainings, and work groups with around 200 different themes and topics. We can fall back on 50 years of experience with further training and consultation and our close contact to science constantly provides new impulses.

Second, the best trainers. It all depends on them. Engaged trainers with proven knowledge who know how to share that knowledge with vitality. Our trainers have a lot of practical experience and are mostly also actively working as RKW consultants.

Third, the consultation to further education. Which themes and seminars you need for your business. Let us set your targets together, let us talk about what you can do through personal development for your business. Success through qualification can be planned!

Give a push!  
Motivated and qualified employees  
bring your business forward.

## You Know When Information Counts



Leave nothing to chance!  
Informed, you win.

The amount of data available to us is increasing steadily. Only one thing guarantees success. Well-chosen information, the more well-founded, sound and current the better.

Our magazine **RATIO** and the publications from the RKW publishing house offer you compact knowledge on a variety of themes. But comparably more valuable – with us you get answers to your questions.

Here we gather experience gained from many hundreds of consultations and further training measures annually. We connect this experience with the newest discoveries and developments which we inform ourselves of through intensive co-operation with experts from research and economics.

And so an unparalleled know-how is created. We at RKW want to share this know-how with you. RKW stands for a driving force behind information and innovation.

We connect networks, co-operate with Chambers of Commerce, specialised organisations, and public banks.

We coordinate future-oriented projects of the Land Baden-Württemberg and the accompanying consultation programme.

## Bull's Eye!



You demand quality? We do too. A point we come up to in every single case at RKW.

Our consultation begins for you with a free of charge Diagnosis Phase. We get to the bottom of the problem together and only then do we decide which consultant can help you and meet your needs. A good, personal atmosphere is important for us from the beginning. Listening to each other, planning together and open discussions are all part of the system.

Put another way, we do everything to ensure that your goal is reached to 100%. Land Baden-Württemberg depends on this too and uses the service of consultation we have to offer.

Experts from Management and enterprise consultation, from science, economics and administration work as RKW-consultants. This wide spectrum makes us your ideal partner.

Bull's eye!  
Keep your eye on your success!

RKW performance is value for money – that has become known in the wider circles of the business economic community. We work for clients from many different branches:

- Machine- and Automotive Industry
- Metal suppliers
- Precision engineering and Optics
- Electronics and Electrical Industry
- Telecommunication, Media and Information Technology
- Biotechnology, Pharmaceutical and Medical Technology
- Environmental Technology
- Plastics and Chemical Industry
- Timber, Paper and Printing Industry
- Textiles and Clothing Industry
- Building contractors, Forwarding Agents and Wholesale
- Service Industry
- Engineering Offices
- Public Administration
- Hospitals

## Membership: A Clever Opening Move



Our clients appreciate good performance whether they are an RKW member or non-member. Good performance enables trust to grow. This is why, through the years, so many of our clients have decided on RKW membership.

Make this type of partnership part of your strategic advantage. For example through regular informative discussions on current themes which your membership makes possible. Or through an especially intensive cooperation in the area of further training. Because, for all RKW seminars, trainings, and work groups, you will receive special conditions.

And perhaps the strongest argument: We offer you continuity. That is the reason why in RKW you have your personal consultant. A consultant with whom you can discuss questions, problems and ideas, with whom you can develop solutions for your business. In addition a contact network is open to you where you will find new paths to different stimulus and an opportunity to exchange information.

A good partnership which we would be more than happy to tell you more about. A phone call is enough!

Protecting the flanks in the long-term –  
RKW on your side.