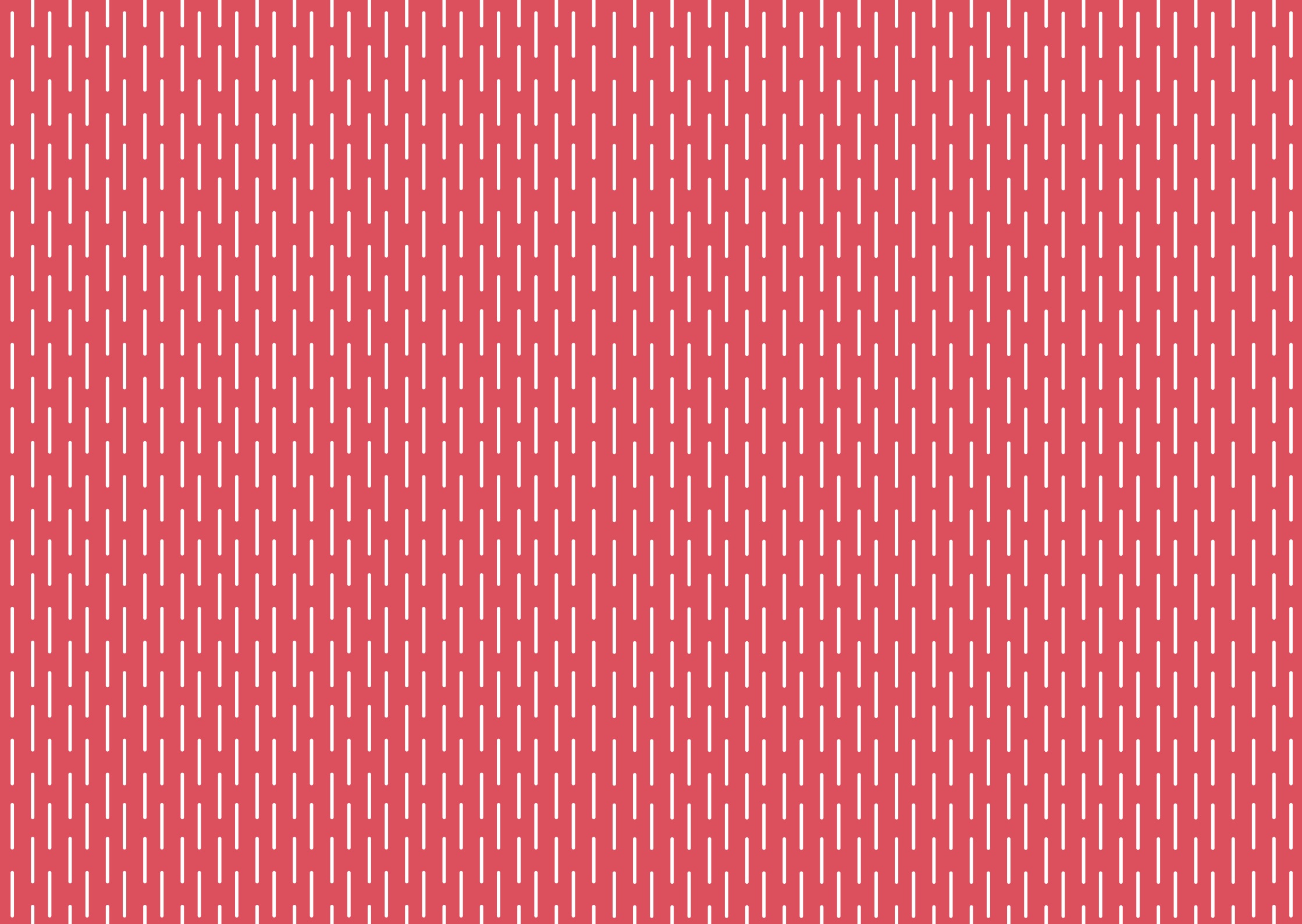
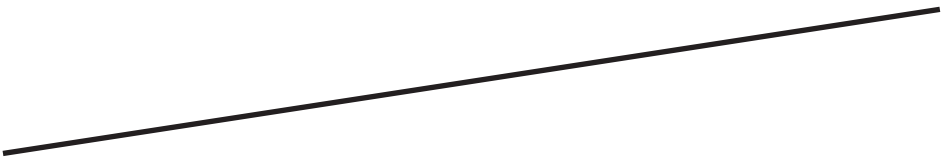


camunico



DEMONSTRATING CREATIVE LEADERSHIP IN ADDRESSING KEY ISSUES IN CHANGING TIMES



CONTEMPORARY LEADERSHIP

Today organisations of all sorts are facing change at a speed and complexity they have never experienced before. Many are eager to develop meaningful and lasting financial and social return. To create a sustainable

advantage through strategies that build on the core competences of their organisation and on their people's intellectual, spiritual and ethical strengths.

Traditional leadership approaches alone are inadequate

for dealing creatively with this complexity. We believe that combining profitability and a meaningful social mission is the key to making sustainability operational in an organisational setting.

We help our clients to get a grip on non-financial performance as well as financial performance. To achieve the insights they need to shape their future and contribute to a better society.

How often do companies confuse sustainability with eco-efficiency and good citizenship? And how difficult is it to fully understand where we are, and to develop the required insight about where we need to go? Why do business models, in most cases, remain largely unchanged in response to this increasing complexity?

How can we deepen the necessary understanding of contemporary leadership? How can you build teams and structures that are able to embrace the required cultural changes and introduce the most compelling and original approaches to leadership?

Crucially, how do you engage a wide range of internal and external stakeholders in

exploring and co-creating options that implement measurable progress on the delivery of economic and social value?

CAMUNICO IS A UNIQUE FIRM FOR CULTURAL LEADERSHIP WITH A LEADING-EDGE PRACTICE IN CULTURAL AFFAIRS

ABOUT CAMUNICO

With a passion for culture and the arts, Camunico was founded on the conviction that appreciating human potential is the key to success. We believe that values-driven cultures create greater potential, generate

more social value and have more impact.

Our core values are integrity, respect, creating impact, and delivering value to clients. We consider culture as a permanent exercise in respect and

a key competitive differentiator for guiding human behaviour and aspiration. Culture offers a holistic perspective which captures value across natural boundaries both inside and outside organisations.

Camunico supports organisations with high potential to become agents of change and create innovative value patterns which ensure sustainability. Sustainability, founded on shared value for all stakeholders, the environment and society at large, will help our clients to achieve profitable growth.

We combine unconventional and creative approaches with entrepreneurial and strategic thinking. Culture offers sources of thought leadership and insight in the many roads that people can take in their search for truth.

We believe that cultural heritage offers timeless realities and powerful insights. Blending the emergent patterns of imagination, design and creation in the arts with rational laws found in scientific thinking provides a reliable source of imagination to guide thinking about the future.

Our passion for culture and the arts deepens and broadens our understanding of contem-

porary issues, trends and challenges. The arts, sciences, literature, humanities and culture in general offer immeasurable sources of personal wisdom, meaning and action.

How to make sustainability operational in an organisational setting remains a challenge. Much current practice falls short of the mark, failing to address underlying cultural trends.

ENGAGING CLIENTS TO DEVELOP, IMPLEMENT AND SECURE INNOVATIVE OPPORTUNITIES

OUR CLIENTS

We partner with both profit- and non-profit organisations to develop meaningful, long-term strategies that create sustainable financial and non-financial returns.

Our collaborative approach is a key differentiator and enables us to combine strategic business knowledge and

change skills with a deep understanding of social and ecological requirements. This unique combination enables us to help for-profit organisations to create more societal value and non-profit organisations to become more entrepreneurial. And we support both types of organisations to develop and

grow successfully within the context of economic, political and societal realities.

Within this framework, we support corporations in addressing issues of meaning, company culture and development of potential – delivering bottom-line results and transforming the organisation as a committed corporate citizen within an evolving global society.

We partner with a wide range of non-profit organisations such as leading arts institutions, environmental organisations, sports organisations, private and community foundations and societal organisations alike to achieve their goals and enhance their unique roles as change agents and cultural stewards.

We work with national and international governmental bodies to develop strategies and policies that help communities to flourish and to simultaneously stimulate social impact and economies.

And we help start-up and maturing social ventures in many ways. Besides assisting them with issues of strategy, we help them to find investors, develop markets, build networks and

choose communication and marketing channels to achieve maximum impact.

AN APPROACH TAILORED TO YOUR UNIQUE CONTEXT, BUILDING ON WHAT ALREADY WORKS IN YOUR ORGANISATION AND CULTURE



OUR APPROACH

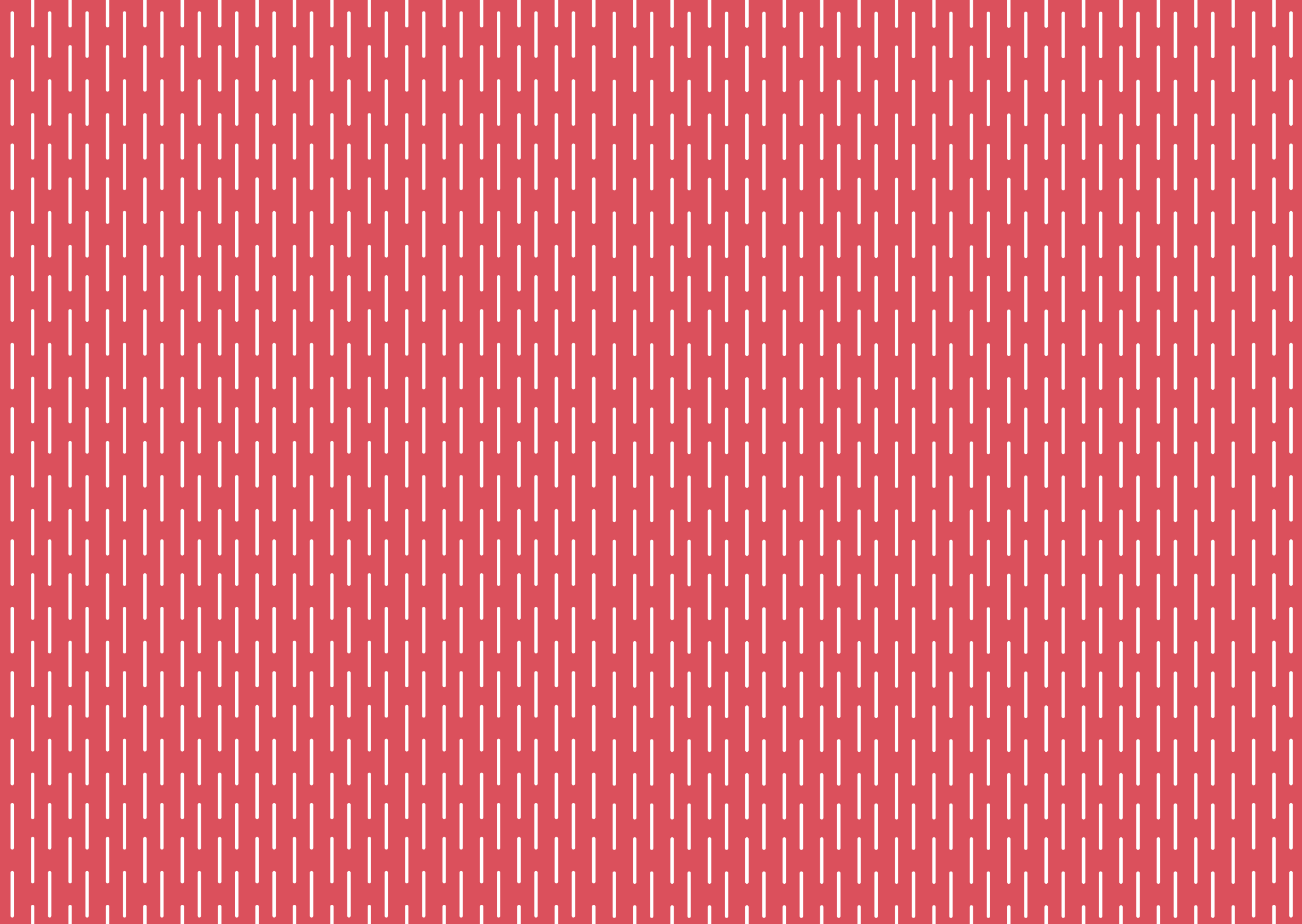
We do not believe in standard industry answers but develop specific solutions by deploying our thoughts, expertise and insights to the facts. Camunico

stands out by our ability to reach understanding of issues from a broader perspective, enabling organisations to operate and grow successfully

within the context of economic, political, environmental and societal realities.

Our assessment of reality is based on knowledge of values, of the difference between what is valuable and valueless, meaningful and meaningless, ethical and unethical. That knowledge is cultural knowledge, the language of artists, poets and philosophers.

And, Camunico doesn't just develop blueprint strategies; as a trusted advisor, we work closely with you to design and implement successful transformation programmes. We support people in becoming ready, willing and able to meet the challenges of change and complexity and help to create teams and structures that build cultures of continuous learning.



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— Dominique Moïsi
in conversation with Camunico