

From Strategy to Impact. With Purpose.

bftailormade helps leaders turn direction into impact.

Why Purpose Matters?



**8.8 trillion
dollars**

are lost annually to
disengaged teams

Gallup's Report



**Growth is
3x faster**

in purpose-led companies

Deloitte Global Marketing Trends



**Customer loyalty
is 4-6x higher**

for brands with a
clear purpose

Zeno Study



What is the Key Problem?

Strategies rarely fail because of poor planning – they fail because people don't see the **"Why"**. In other words: Why am I here, investing my energy in this company every day?

Employees don't follow plans – they follow **purpose**.

How do we solve it?

We bridge the gap between clarity at the top and commitment across the organization:

- We value inspiration over instruction
- We fully align vision, leadership, and execution
- We achieve measurable progress through purpose-driven communication that makes strategy meaningful and actionable

Our Impact on B2B Industries

- **Corporate Strategy:** + 30 % p.a. organic growth via scalable high-tech portfolio
- **Customer Orientation:** Over 400 initiatives driving customer-centric transformation
- **ERP Transformation:** High adoption and engagement from pilot sites
- **Employer Branding:** Inspiring from within, attracting top talent, and boosting existing employee engagement



What I truly value in working with the bfw tailormade team is their spot-on change support combined with purpose-driven communication. They help reach the heart and mind of our internal organization – and as a B2B company, that emotional connection also extends to our customers. That's the real key to turning strategy into momentum and action.

Andreas Mueller

CEO Active Leadership, former CEO of a global industrial enterprise

Why bfw tailormade?

We are both a **strategy** consultancy and a **creative communication** agency.

We connect hard business **facts** with **emotional** activation.

We create strategies that **gain momentum** – and deliver lasting **impact**.

**Let's talk – before another strategy
dies in a slide deck.**

Curious about real-world impact?

Write us an email and we'll share selected client stories with you.

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