



GGI INTERNAL NEWS

Enhanced Business Opportunities: The Opportunity of Innovation

“Innovation is the ability to see change as an opportunity – not a threat”. With these strong words by Peter F. Drucker, Elisabeth Heller opened the meeting of the GGI Practice Group Enhanced Business Opportunities (PG EBO) held on 23 April in Madrid. Strong words indeed, which do however hit the bull’s eye at the time of defining the target of this practice group.

“Not only, but especially in these times of crises, our clients expect us consultants to know their concerns, find their weaknesses and strengths and offer them new solutions.” Elisabeth, who assumed the position as chairperson of PG EBO in 2009, resumed her experience. Her ambition and enthusiasm are significant characteristics for the way Elisabeth works and leads her PG. “This is the crucial point where innovation will serve at the same time for supporting our clients’ business and to

sustainably expand our own.”

PG EBO was created in the conviction that best technical skills will never be sufficient to successfully develop the business if we do not know how to sell these products. In the interactive Madrid session the PG EBO members presented some of their special services tailored for their clients’ needs. It turned out that the so called “new solution” does not predominantly have to be a new invention, but might be even more beneficial if it was just newly packed or combined with another existing tool.

Astrid Rechel-Götz, named vice-chairperson of the practice group in Madrid, underlined that many clients just need somebody to take care of all their needs at any place of the world and the great value of the GGI network’s synergies in this concern. The next PG EBO meeting shall serve to develop tools to create joint

cross-border solutions and to elaborate marketing, sales and PR activities to encourage partners and members for expansion processes and set up work schedules. To guarantee a continuous development of this practice group, members are asked to engage continuously and not only on a workshop base.

To become permanent member of PG EBO please contact e.heller@hellerconsult.com or a.rechel-goetz@benefitax.de We plan to install periodical meetings at the GGI conferences and webinars. Further we prepare a business matching platform as a special tool for GGI members and their clients. Be curious and expect an additional advantage to join the PG Enhanced Business Opportunities. Further information about EBO are accessible in the internal area of GGI’s website – **please click here.**



Astrid Rechel-Götz

Astrid Rechel-Götz is the new Vice-Chairperson of the Practice Group Enhanced Business Opportunities

Astrid Rechel-Götz who works for Benefitax in Frankfurt a. Main, Germany is not only a member of the practice group Enhanced Business Opportunities chaired by Elisabeth Heller but also the new Vice-Chairperson of this practice group. She has been appointed on 23 April 2010 when the last practice group meeting took place at the GGI European Conference in Madrid. Good luck, lots of success and pleasure for Astrid in this new position.

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GGI Practice Group Enhanced Business Opportunities Meeting in Madrid