

## FocusFirst awarded as innovation champion

Innovative consulting approach convinces experts from science and practice

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**The consulting company FocusFirst convinced in the 27th round of the TOP 100 innovation competition and will officially join the ranks of the top innovators 2020 in Germany on June 19. In the scientific selection process, the company impressed particularly in the categories "Innovative Processes and Organization" and "Climate for Innovation" in class A (up to 50 employees).**

FocusFirst's management consultants help executives in big companies around the world to achieve great goals faster. They rely on "Inspired Focus", an approach for transformation projects developed by the TOP 100 company together with clients. It helps to focus people in organizations on one single goal – despite an increasing flood of information, changing responsibilities and a growing workload. The approach is a combination of psychology, strategy consulting and internal communication. Founder and CEO René Esteban sees his company as a niche provider that due to its method even stands up to large consulting firms.

By taking part in the TOP 100 competition, FocusFirst underwent a thorough examination by innovation experts from science and practice. "When our customers and we ourselves know how to achieve big goals, that's important. To now have this confirmed additionally by a jury of innovation experts: This is the next step", says Esteban. Friedhelm Felten, Managing Director of the emerging company since June, is also grateful for the award: "We see it as a very positive sign for the upcoming scaling of our services."

What makes the FocusFirst approach innovative is that the consultants first identify the key adjustments within 20 days and then, if required, support the customer within 100 days to achieve the desired acceleration - with a clear exit plan right from the start, so that the company's transformation is managed sustainably from within. Their projects range from supporting leadership changes, projects at risk or misaligned, mergers and acquisitions to repositioning departments or entire companies.

**TOP 100: the competition**

Since 1993, compamedia has been awarding the TOP 100 seal of approval for special innovative strength and above-average innovation success to medium-sized companies. Since 2002, the scientific direction has been in the hands of Prof. Dr. Nikolaus Franke. Franke is founder and chairman of the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business Administration. Mentor of TOP 100 is the science journalist Ranga Yogeshwar. Project partners are the Fraunhofer Society for the Promotion of Applied Research and the BVMW. As media partners, manager magazin, impulse and W&V accompany the comparison of companies. The TOP 100 companies underwent around 120 test criteria. They presented, for example, how they organize innovation processes in the company, how they design the working environment of their employees so that they can be creative, or what kind of innovation strategies they pursue. More information is available at [www.top100-germany.com](http://www.top100-germany.com).