

A strategic vision for Trompenaars Hampden-Turner

Culture for Business for 2031

This thesis explored the company Trompenaars Hampden-Turner (THT), its offerings, activities and the context it works in. Trompenaars Hampden-Turner is a relatively small niche consulting company which is renowned in the area of Culture for Business.

THT is a founder-centric organisation, and this poses certain risks and limitations which influence the growth and resilience of an organisation. For THT this means that in order to continue spreading their theories and practise consulting, the founder-centric configuration of the company should change. Therefore, the main research question was established as: How can a small founder-centric consultancy become less founder-centric and sustain growth in the coming ten years?

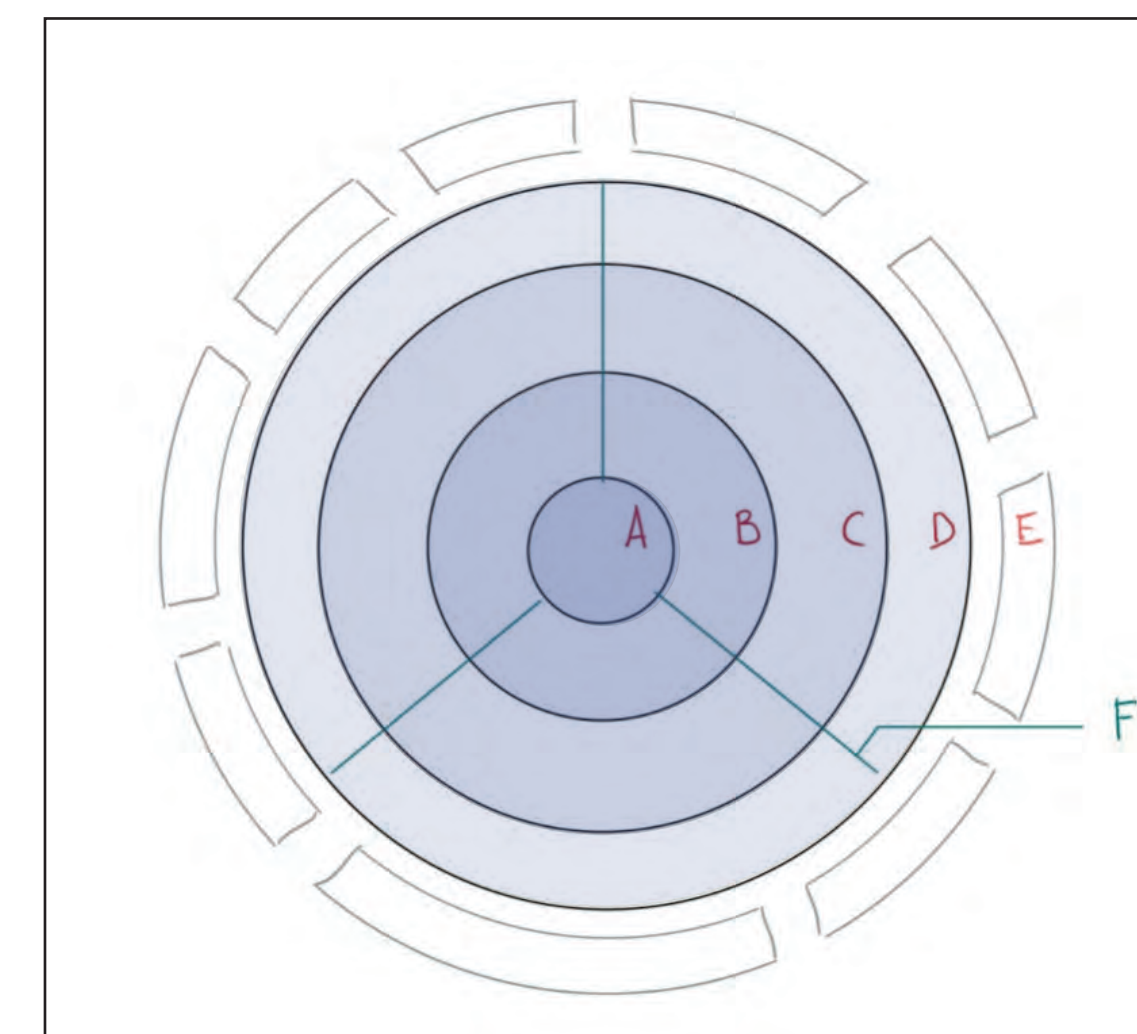
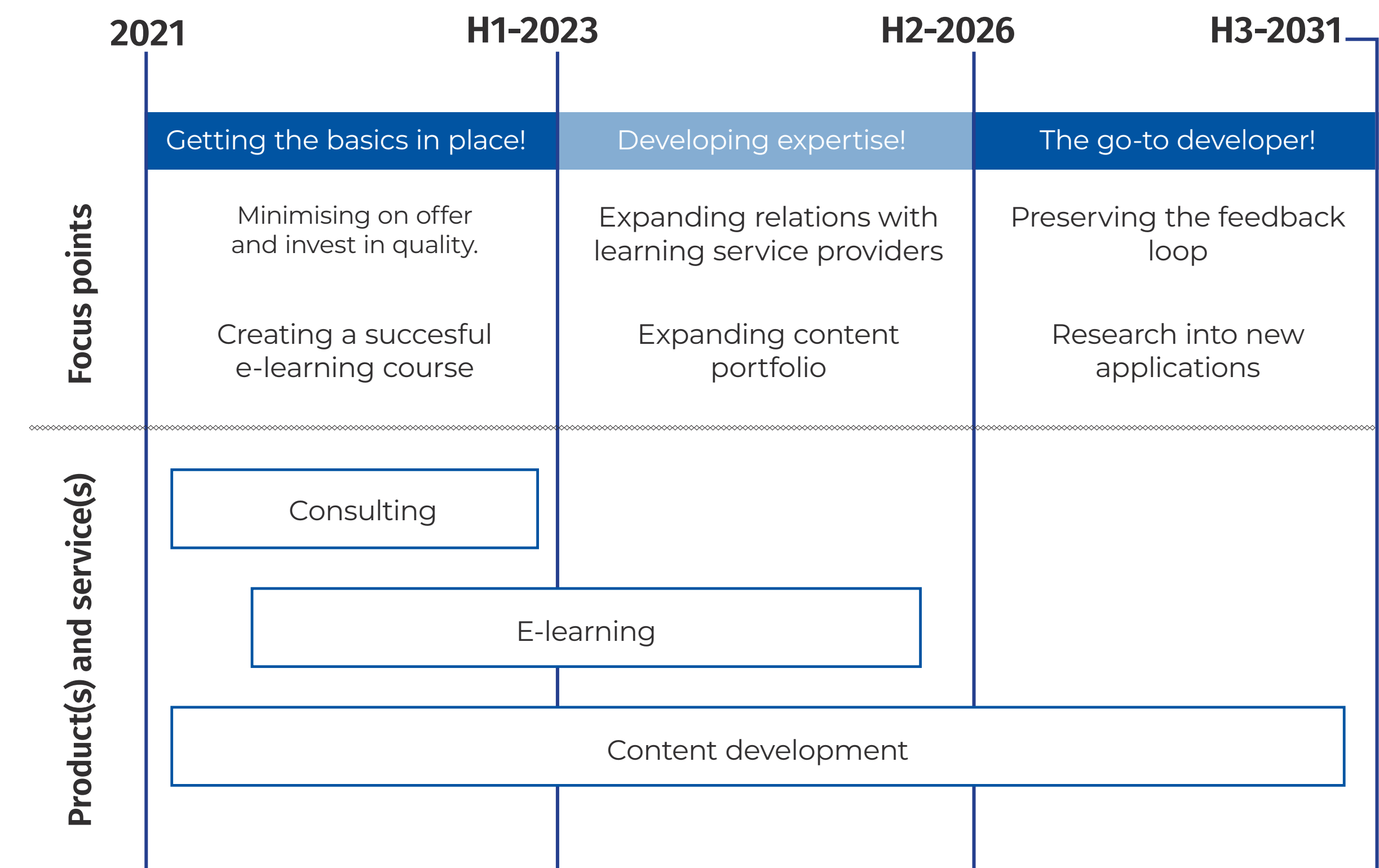
The insights yielded from the research were used to create a story which was written to design a future vision and communicate the vision. Storytelling was chosen to explore the benefits of this method, instead of sketching

which is more common in industrial design.

The created future vision called for a strategy in which THT's portfolio consists of digital products such as an e-learning course. Using this future vision, a roadmap was created to strategize this pivot in company activity from consulting to content development. The roadmap has three horizons.

The proposed strategy for THT was supplemented with a design of the new organisational blueprint and some advice on the corporate communication including the name of the company. For the organisational blueprint, a circular model was chosen to easily scale with the organisation's size or the range of the product portfolio.

The strategy based on this take on a future vision for THT, combined with trends which were relevant to THT's industry and knowledge on organisational design, resulted in a plan to become less founder-centric and sustain growth in the coming ten years.



A. Management core
B. Research, content development
C. IT



D. Marketing and sales
E. Customers
F. The section line

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26-08-2021
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