How Structogram is strengthening cooperation at LSZ in the long term

Growth, new locations, and the desire for genuine cooperation

After the coronavirus pandemic, the Vienna-based company LSZ faced a profound change. The team had grown rapidly in a short period of time, a second location in Munich was added—and with it came new people, new dynamics, and new perspectives.

LSZ – Future Connections is a company that connects decision-makers in all areas of digital transformation through numerous events, thereby enabling joint growth.

What was a great success on the one hand raised new questions on the other: How do we stay connected as we grow? How do we manage to work well together despite distance, speed and change?

Managing Director Elmar Rodler and the management team felt very clearly that the future of LSZ would be determined not only by processes or structures, but above all by the **quality of collaboration.** On the way people communicate with each other, understand each other, and respond to each other.

The decision to go with Structogram—and for more awareness

With Structogram training and support from Manuela Vorwerk, LSZ made a conscious decision to use a tool that focuses precisely on this aspect: **the individual.**

Manuela Vorwerk, CEO ZWEI BLICK

Consulting, training, moderation, team development, leadership, HR management

Manuela supports executives, teams, and organizations in revealing potential and growing effectively together.



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Structogram reveals what often unconsciously controls us in everyday life: our innate ways of thinking and behaving patterns. Suddenly, differences become a language. Suddenly it becomes clear why one makes quick decisions, while the other

[1]Quote from a LSZ employee

needs safety first. Why do some people start spontaneously and others need structure first.

Many employees found the training to be a real eye-opener: not because they were "pigeonholed," but because they felt truly understood for the first time. At the same time, they began to see their counterparts with new eyes.

„Structogram is not pigeonholing, but rather a translator for cooperation. It helps to utilize differences instead of failing because of them. "[1]

From training to leadership journey

Structogram was not a one-off initiative at LSZ. On the contrary, it became a **central component of a leadership program** for managers lasting several months.

Together, we worked on key questions: how do we want to lead at LSZ? Which values shape our leadership? Who is responsible for what? What processes and tools do we need—and what kind of leadership and communication does each person need?

With the help of Structogram, they took an in-depth look at their own patterns of thinking and behavior – their strengths, stress reactions and areas for development. Many described this process as particularly valuable because **leadership was suddenly no longer just a method, but an attitude.**

Type-appropriate leadership instead of a uniform style

A key "aha" moment in the leadership program was the realization that there is no one right way to lead. Instead, different people need different leadership styles

Structogram became a real compass here for individual leadership.

Managers learned to consciously adapt their style, communication and expectations to the personalities in their team – in employee appraisals, feedback situations and day-to-day collaboration.

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Recognizing potential – and doing it right

The **distribution of tasks** also changed noticeably. Instead of assigning tasks solely based on roles or capacities, the question increasingly became: Who has the natural strengths for this task? Who thrives in it?

By combining Structogram and leadership work, responsibilities could be increasingly **distributed according to personality strengths** – which not only led to better results, but also to greater motivation and energy.

[1] Quote from a LSZ employee

Structogram in everyday life: noticeable, lively, effective

Today, Structogram is actively practiced at LSZ – in meetings, in cross-location collaboration, in management and even in customer contact. Employees can assess their counterparts more quickly, communicate more consciously and avoid misunderstandings at an early stage.

Or as Elmar Rodler puts it:

'The analysis is simple but accurate. This improved understanding helps enormously – internally, but also externally in marketing, sales and service.'

Conclusion: interpersonal skills can be learned

Structogram did not change the people at LSZ. But it **did change the way people interact with each other.** Good cooperation does not start with processes. It starts with the willingness to understand oneself – and to truly see others in their uniqueness.

And that is exactly what LSZ embodies today: a corporate culture in which differences do not divide but unite. **In which growth does not just mean becoming bigger – but more human.**

Elmar Rodler is the managing director of LSZ GmbH in Vienna and its German subsidiary **LSZ Future Connections GmbH in Munich and** has been with the company for over 14 years.



Future Connections stands for connections to the future. These are both connections between future topics and contacts with whom the path to the future is being prepared.

LSZ connects more than 6,000 decision-makers from all areas of digital transformation at over 40 live events each year, enabling joint growth.

In addition, the four main communities – IT/CIO, IT Security/CISO, HR/CHRO & Marketing/CMO – receive exclusive topic insights via app, newsletter and webinars.

[1] Quote from a LSZ employee

Interpersonal skills can be learned

The Structogram, as the visualized result of the biostructure analysis, reveals the fundamental structure of one's own personality. On this basis, individual strengths, weaknesses, opportunities and limitations are identified. The aim is to develop in harmony with one's own nature while remaining authentic.

In a further step, participants learn to recognize the biostructure of other people. This makes them more sensitive to different behaviors, helps them to better understand the uniqueness of their counterparts and enables them to respond more appropriately. This helps to reduce misunderstandings and avoid conflicts.

Biostructure analysis is a value-free method for determining predisposed personality patterns.

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[1] Quote from a LSZ employee