

News Flash



FlashBack

Metaplan Celebrates its 10th Anniversary in the US

Ask Franz-Josef Tillmann, President and Managing Partner of Metaplan US, how he brought Metaplan to America, and he'll start the story in his native Germany.

"My first job after graduating from Germany's University of Bayreuth in 1987 was as a market researcher for Schwarz Pharma," said Franz-Josef. Soon, he moved into marketing, conducting "Therapeutic Circles" with physicians for a drug called Captopril, a treatment for hypertension and heart failure. "The head of marketing was a big fan of Metaplan and its trademarked method of taking brainstorming sessions to a deeper level and allowing for a richer dialogue during the sessions," he said. Before long, Franz-Josef wasn't merely conducting effective advisory board meetings using the Metaplan approach; he also ran his Marketing Team meetings using the Metaplan method.

When he moved to the US with Schwarz Pharma, Franz-Josef lost touch with Metaplan for a while. However, when he joined Johnson & Johnson, he needed a group to help him bring the global divisions of J&J together. So he reached out to Thomas Schnelle, the owner of Metaplan. Through

that partnership, Metaplan came to the US and Johnson & Johnson became its largest client.

One of Franz-Josef's first projects after founding Metaplan US was facilitating strategy sessions for Janssen US and PGSM, J&J's Global Strategic Marketing division, as well as an advisory board series for Bayer US. Through Miles McLennan and Joe Schultz, Franz-Josef was able to start dialogue sessions between Marketing and Sales at Allergan which became the building block for many successful engagements.

Now Franz-Josef has expanded Metaplan US to seven consultants, plus administrative and operations staff and a couple of freelancers. (To learn more about the Metaplan US team, please see the "Meet the Metaplanners" section of this newsletter.)

With a robust entrepreneurial spirit and a lively talent for engaging groups in serious problem-solving discussions in an entertaining way, Franz-Josef is a natural Metaplanner. His commitment, leadership, and clear vision for Metaplan US continue to pay off.

Dear Reader,

What is the secret recipe that after 10 years with Metaplan US I feel as energized, passionate and enthusiastic as ever to create shared understanding and shared commitment?

It all starts with our small team of Metaplanners in Princeton. I would like to thank all of our Metaplanners, consultants, and home office staff, for their tremendous support ensuring that the meetings are well prepared and carried out. Their critical reflections after each session helped us to continuously improve and even venture into new areas like e-moderation.

My colleagues in Germany and France were also tremendously helpful and supportive, especially as we started "metaplanning" the US. They helped and educated us on the Metaplan methodology and processes, and on all the little tricks that you need to ensure a smooth start. We have continued to collaborate with our offices in Hamburg and Paris on global projects and we are able to share our best practices with each other.

So is the recipe for staying energized, passionate and enthusiastic surrounding yourself with excellent people? – Yes, to a very large extent; but, we are also grateful to our clients and participants for having made our meetings and workshops insightful and fun, not only for themselves, but for us as well.

All the best and Gruss,

Franz-Josef Tillmann
[President]
FJT@Metaplan.com



Meet the Metaplanners

East Coast Office

Franz-Josef Tillmann

Franz-Josef works extensively on strategic planning processes on corporate, franchise and product levels creating a shared understanding and shared commitment among cross-functional teams. He advises clients on applications of “lateral leadership” to help align their teams. Franz-Josef has an MBA from New York University’s Stern School of Business.



Alanna Kaplan Muñoz

Alanna Kaplan Muñoz specializes in strategic planning for pharma companies, as well as competitive simulations and positioning processes, and has a background in consumer marketing, launching new products. Alanna has an MBA from Harvard Business School and a Bachelor of Arts from Yale University.



Peter Bippus, PhD

Peter Bippus has developed an expertise in running exploratory, scientific advisory boards on such topics as oncology, neurology, ophthalmology, psychiatry, gastroenteritis, rheumatoid arthritis, among others. He holds a PhD from the University of Tuebingen, Germany, and has studied foreign trade at the European Business School in Reutlingen.



Stephanie Michel, PhD

Stephanie Michel is focused on executing and further developing Metaplan’s e-moderation formats for projects from virtual advisory boards to global strategy alignment processes. Stephanie holds BS and MBA degrees in business sciences from the University of Hanover, Germany, where she also received her PhD in marketing.



Mikaela Walker

Mikaela Walker focuses on strategic planning and has extensive experience in competitive and market research, forecasting and new business development. Mikaela has an MBA from the Saïd Business School, University of Oxford, and an AB from Princeton University.



Sean O’Halloran

Sean O’Halloran specializes in e-moderation, as well as the development and implementation of surveys for various projects. Sean matriculated at St. Leo University in Florida where he studied business administration.



West Coast Office

Caroline Pfouts

A Los Angeles native, Caroline Pfouts is very excited to spearhead the new Metaplan office in California. She has management and marketing experience in a variety of industries, including healthcare and financial services. She has also worked extensively with nonprofits. She has a bachelor’s degree in Music from UCLA and earned her Juris Doctorate from the University of California, Hastings College of the Law.



Catherine Barnes

Catherine Barnes is eager to support Metaplan’s West Coast efforts employing her wealth of business experience both operationally and especially as a coach and facilitator. She is experienced at building and restructuring HR departments, recruiting top talent, and designing and implementing training programs. She holds a bachelor’s degree in Political Science from the University of Southern California and an MBA in General Management from Dowling College.



Behind the Boards

Heidi Frank

Heidi Frank is the office manager and responsible for the smooth operation of the day-to-day business at Metaplan.

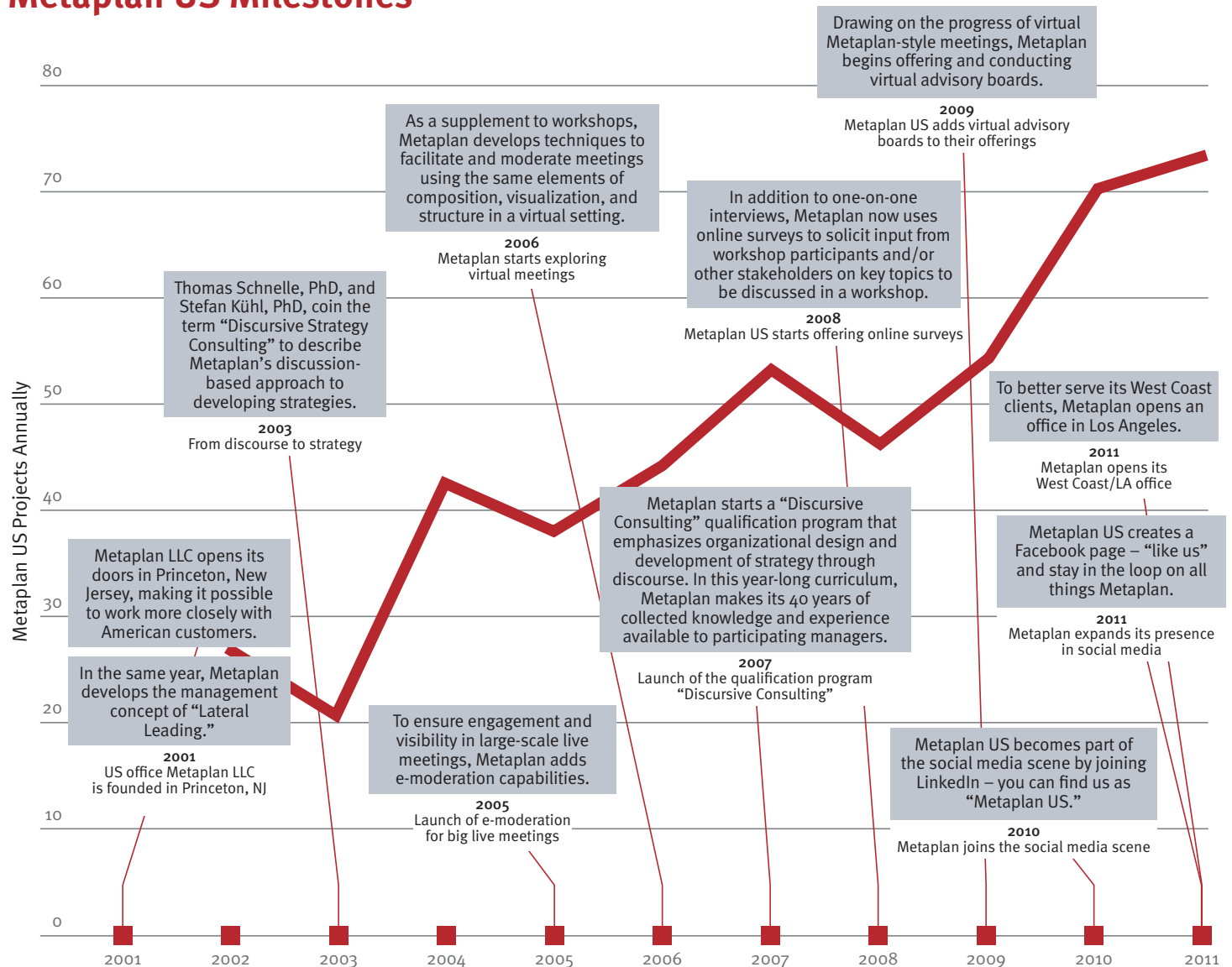


Candida St. John

Candida St. John is the process manager and in charge of logistics, purchasing, and graphics.



Metaplan US Milestones



Metaplan History

1972: Metaplan is founded in Hamburg

In Quickborn, just outside of Hamburg, Germany, brothers Eberhard Schnelle (1921-1997) and Wolfgang Schnelle (1930-2005) establish Metaplan, to integrate group-dynamic processes in planning and decision making for business. Clients in Germany include Deutsche Bank, Swarovski, Mont Blanc, and Volkswagen. Eberhard and Wolfgang publish "Manifest for Communicative Processes."

1985: French office Metaplan SARL is founded in Paris

In response to several encouraging projects for French clients, Metaplan opens an office in France; "Metaplan SARL" is founded. Clients in France include Carrefour, Peugeot, Cartier, Louis Vuitton, and Renault.

2001: US office Metaplan LLC is founded in Princeton, New Jersey

In addition to the locations Hamburg and Paris, Metaplan LLC opens in Princeton, New Jersey. This enabled us to get our footing in the large US market. A multinational team of consultants supervise projects primarily in the pharma industry. US clients include Johnson & Johnson, Novartis, Allergan, and Genentech, among others.

FlashForward

What Do the Next 10 Years Hold for Metaplan US?

Looking forward to the next 10 years, what does Managing Partner Franz-Josef Tillmann see for the future of Metaplan US? “We are expanding in three primary areas,” he said, “geographic territory, the industries served, and technological advances.”

Driven by our success on the West Coast, Metaplan US is opening a new office in Los Angeles. To spearhead the establishment of this office, Caroline Pfouts recently joined our consulting team. Further geographic growth is also in the works. “We are considering extending our business into the Chicago and Boston areas,” said Franz-Josef.

Metaplan US is also broadening the scope of its work into other industries. Some of the

areas of interest include information technology, the US government and lobbyists, as well as the consumer packaged goods and auto industries.

The use of electronic tools and formats is another area of growth. “We have already made tremendous progress in creating live electronic moderation techniques,” commented Franz-Josef, “and we are continuing to research new ways to allow our clients and their team members to create dialogue formats via new technologies and the Internet.” Metaplan is currently using the eBeam, which turns any ordinary white board or wall into an interactive surface, allowing the facilitator to

directly manipulate a projected computer screen and make annotations. This keeps the focus on the content and allows the dialogue mapping to be more fluid.

As Metaplan US celebrates its 10th anniversary, Franz-Josef summed it up, “We are proud of the long-lasting relationships we created with many of our clients and excited about what we are building for the future in different regions, new industries and with the help of new technologies.”



No pins, no boards!
We continue to embrace new technologies.

Memorable Moments at Metaplan

As Metaplanners we are all road warriors and workshop veterans and thus have a good number of stories to tell that could all start with “Remember when ...?”



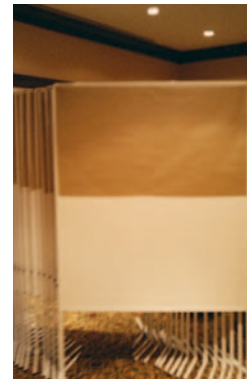
Sean had to drive all the way to Montreal, Canada, in the “Metavan” microbus during winter, three times.



Franz-Josef, Sean, and Stephanie took a road trip to Boston in a blizzard to make it to a meeting after flights and trains were cancelled.



Franz-Josef moderated a break-out session by a hotel pool because the meeting room was too small.



We told our set-up crew to put paper on half of the boards and they folded the paper in half.



We had a meeting at the Hard Rock Hotel in Orlando, FL.



Sean had to deliver the poster roll on a bicycle.



Quickborn | Versailles | Princeton

newsflash@metaplan.com
www.metaplan.com

101 Wall Street,
Princeton, NJ 08540
p: +1-609-688-9171
f: +1-609-688-9175

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