

# The Consultancy Network of the Future

**brains.**

consultant network for  
growth & performance

brains GmbH helps elevate businesses and supports them in the execution process to reach their desired goals. We speak to its Founder Mark Weigelt to find out more after recently being recognized in the AI Global Excellence Awards 2023.

**K**eeping a business running is not a one-person job but many that work together to keep it afloat and running at all times. Sometimes outside support is needed to elevate the business and overcome challenges.

brains GmbH specialises in the growth of an organization in areas of business expansion, sales and services, transformation and performance, operations, and IT to achieve commercial and operational excellence. We speak to its Founder, Dr Mark Weigelt, to find out more on how his company is able to help its clients grow, especially from challenges that arise when trying to improve a business.

Mark explains, "According to our experience, key challenge in commercial and operational excellence is the execution part. There is a lot of room for improvement, but most of the time it needs no science to achieve it. With a clear, but pragmatic approach, an impact, as well as efficiency-driven prioritization, industry- and functional-experienced people executing it, the chances are much higher to put your strategy to work."

Developing a strategy and the execution of such go hand in hand, as they depend on each other to help a business succeed. Mark says, "When strategy exists, it often needs careful alignments without eroding key directives." In terms of the execution there can be unexpected challenges for example "time runs out, costs increase", adds Mark.

brains is able to turn a challenge into growth through providing individual solutions to its clients, through its highly qualified network of consultants, made up of 500 top project managers, it enables them to select the right expert to assist and meet their requirements.

Given its experience, brains sees key points that are often underestimated in the execution to be able to achieve commercial and operational excellence.

Firstly, once a strategy or major concept has been determined it is important to define a clear approach for execution. Mark says, "It is not just about processing measures. It is complex and needs a lot of experience in the specific topic, the right tools, industry know-how, KPI focus, people skills, change management, and excellent project management capabilities."

In addition, both financial impact and efficiency need to be prioritized as Mark adds, "Tools can help to improve execution efficiency. Impact is often overestimated and effort to achieve this impact gets underestimated. A well-balanced, revolving prioritization is a must for excellent program management."

Once you have prioritized both the efficiency and the impact "and approaches are defined and working, concentration on two issues is key: A few major workstreams as well as driving of the overall program management. If you find people with excellent skills regarding your key workstreams and the ability to lead the program, these resources can help you to make the difference. Again, pragmatic tools are essential, and efficiency of execution needs to be ensured", says Mark.

brains wants to offer "maximum performance with little complexity" as it works on the execution to ensure the elevation of your business' project while ensuring its clients goals are considered and meet through active communication between the client and brains.

The knowledge and expertise of brains has recently been recognised in the Global Excellence Awards 2023 with Best Consultant Network 2023 – Germany. We know its success will run well into the future as its experience continues to speak volumes for the firm.

## Commercial & Operational Excellence



Sales & Service  
Productivity



Process Optimization &  
Automation/AI



IT Project & Portfolio  
Management



Supply Chain &  
Manufacturing



Transformation  
Programs



- 500 top project managers
- Pragmatic approaches
- Industry know-how
- Execution focus