


Where words fail, music speaks.

(Hans Christian Andersen)

The sound of our customers


"Thank you for the UNPLUGGED leadership workshop! And also for the great and timely summary with concrete recommendations. [UNPLUGGED] has brought our team closer to achieving our long-term goals."

 **Andrea Bujdosó**, Country Chair and Retail Sales Manager, SHELL Hungary


"Thank you very much! [...] Using music in this unconventional way was a very positive experience. The UNPLUGGED Leadership Workshop was fantastic - we have come a long way as a team."

 **Andrea Istenes-Solti**, HR Manager CEE, SHELL

"UNPLUGGED has taken our team spirit to another level. We have achieved outstanding and sustainable successes with esthra in our leadership workshop."

 **Arnd-Robert Sponagel**, Board Member, Vehicle Production, AUDI Hungary

"Writing our own song for us was a very long-lasting experience: it showed us that we can work together agile as a team outside the office. In this way, the whole department has come out of its own comfort zone and at the same time, grown as a team."

 **Karl Meier**, Head of Central Functions, Vehicle Production, AUDI Hungary

"A very tailored response to the individual interests of the participants and the targeted work towards concrete results were the principal instruments ensuring the workshop's success. The dramaturgy was similar to that in a good piece of music."

 **Henning Kassen**, CEO, Mivitec GmbH

"Our team consists of great 'musicians' - and yet it hasn't really worked in harmony for a while. The situation was frustrating for everyone - we had to do something, something sustainable. The music-based workshops of esthra quickly led to honest exchange, which was lots of fun, by the way, and ultimately a greatly improved interaction. I can only highly recommend the methodology and esthra as a partner for this. Thank you very much from the whole team!"

 **Marianna Agárdi**, CEO, DLL Hungary





MUSIC SPEAKS WHERE WORDS FAIL

Make "WEIRD" safe again.

Enable innovation and transformation.

 **UNPLUGGED**
Music-based Transformation Workshops

For your kick-start to change

-  For teams of 5 to 10 members
-  **Duration:** 0.5 - 1 day (depending on demand)
-  **Expected outcomes:**
 - Unique team experience
 - Creative reconnection to each other
 - and regarding upcoming goals and challenges
 - Instead of superficial information, real, immediately actionable insights
-  Each workshop is individually "composed." Individual modules can be combined and scaled as desired. **Contact us for your version!**

 **HRMONIA**
Music-based Transformation Process

For sustainable transformation

-  UNPLUGGED Workshops plus targeted HR orchestration - this is where the focus is on the harmonious fusion of leadership/talent/organization.
-  **Duration:** 3 to 6 months
-  **Expected outcomes:**
 - Innovatively redefined goals with agile implementation
 - Measurable changes with concrete business impact
-  A unique version is available for HR teams: For "New Work" - "New Tune" / How to become a role model in the organization

Ready for a Soundcheck?

Receive your individual and non-binding consultation on which approach suits your goals and team.

Arrange a phone call now with the developer of the UNPLUGGED methodology, Eszter Debreczeni.



 **Get your team tuned for 2020 now!**

When was the last time your team was UNPLUGGED?

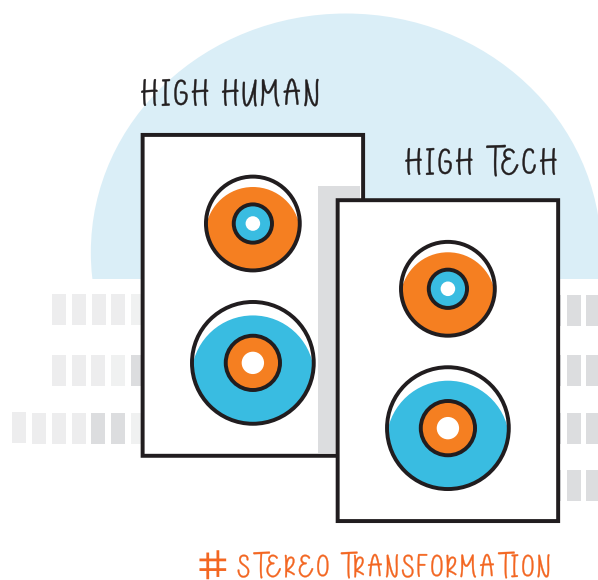
Experienced people-managers know it from painful experience: What is happening in a team behind the scenes, entirely subjectively, often has much more influence on success than the apparent facts and/or information.

High Tech needs High Human.

"Mindset Rulez" — this also applies to the digital world. Sustainable business transformation is based on how successfully we can change the inner orientation of a team and how agile and innovative is the execution afterward. The first step in the process is gaining a clear understanding of where each individual stands here and now. Skipping it inevitably means losing critical time, energy, and significantly reducing the potential for success.

UNPLUGGED: Helps your team share insights where words fail.

esthra helps you to quickly and effectively determine a realistic and honest mood or mindset barometer. With the intuitive as well as pragmatic methods of the UNPLUGGED workshops, the phases and status of your team's inner transformation finally become visible. Like this, we contrast the high complexity of current challenges ("high tech") with an effective set of instruments on the human side ("High Human") - such increasing the chance of a sustainable "stereo" transformation.

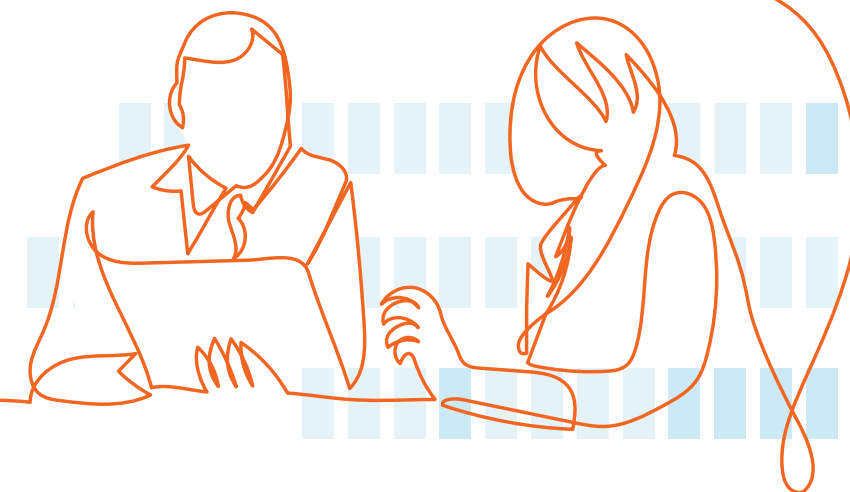


What teams love about UNPLUGGED:

- The unique music experience allows you to perceive each other "creatively offline," only "person-to-person"
- Subjective truth and yes, even feelings are finally welcome - without discussion, hierarchy, forced "coolness" - even (and especially) on hard-core business topics
- Workshop design and moderation ensure a "judgment-free zone," thus, increasing the one and collective change security
- Teams find new sustainable "connections" to each other and together they develop new, creative solutions
- The diversity in the group evolves from a limitation to a superpower

HRMONIA

Music-based Transformation Process



Reconnect

UNPLUG first — and let new power in!

Discover the power of UNPLUGGED Reality — mobilize untapped potential for positive changes!

Decision-makers successfully use UNPLUGGED if:

- Vision and goals need a real grip
- Invisible dynamics, emotions/feelings, or a "fixed mindset" in the team stand in the way of positive change
- Your team is very international/diverse and/or highly challenged in the areas of digitalization/innovation
- The qualities of communication and TRUST are on edge due to remote work/little direct time
- Whenever you aim for a special and sustainable 'kick' in team development

"Music expresses that which cannot be put into words and that which cannot remain silent."

Victor Hugo



Developed by: Eszter Debreczeni, formerly HR leadership at Microsoft/Pepsi/DHL, now the owner of the esthra HR Orchestration. For UNPLUGGED, the international expert in the high-tech/digital workplace has brought together essential elements of her almost-professional singer career and the critical expertise from her career as an HR executive. The methodology has been actively in use since 2017 and is under continuous development.

esthra
HR ORCHESTRATION

"Emotional competence becomes a key qualification... It is also important in an increasingly digital world bringing people physically together and so building up and maintaining relationships."

Stefan Ries, Chief HR Officer, SAP

UNPLUGGED

Music-based Transformation Workshops



UNPLUGGED LEADERSHIP. DIGITAL AMPLIFIERS. STEREO TRANSFORMATION.