



Catalog of Programs - Domurad Consulting Ltd.

Introduction:

Our programs are designed with strategic business growth in mind, combining people with technology for success. Each program is customized in collaboration with the Client, following the “3 × 100%” principle: 100% alignment of solutions with the company's culture and DNA, 100% utilization of the Client's internal resources and practices, and 100% satisfaction with the results. Below, we present descriptions of the programs: “Team pH” (phzespolu.pl), “ScriptWise” (scriptwise.art), “Culture of Career” (culteer.com), and “ExecuTune” (executune.com).

Program “Team pH” (phzespolu.pl)

Goal: Support team development in morale, synergy, and effectiveness, driving key metrics such as shortened project times, reduced turnover, higher innovation, and customer satisfaction.

What it provides in practice:

The program transforms colleagues into a cohesive team through empathy, a collaboration code, and a sense of community. Benefits include: increased psychological safety (+85%), utilization of the “Team pH Card” (+90%), shortened conflict management time (+80%), reduced turnover, project time shortened by 15-20%, meeting efficiency increased by 30%, conflicts reduced by 50%, engagement increased by 10-15 points (eNPS/Gallup Q12), innovation boosted (+40%), rework reduced (-25%), higher customer satisfaction, faster onboarding of new members by 30-40%, and greater resilience to crises.

How we'll do it – 3 simple stages:

1. **Initiation Phase:** In-depth diagnostic interview with the leader, context analysis, participant preparation (survey and materials), goal setting.
2. **Workshops:** 5-hour session with phases: establishing frameworks (metaphor of “pH” as relational balance), individual exploration, pair dialogues, team synthesis, and formulating commitments (“Team pH Card”).
3. **Implementation and Reinforcement:** Delivery of the card, follow-up session after 4-6 weeks, leader support, optional individual coaching.

Target Group: Employee teams, mid-level management, and boards aiming to turn conflicts into energy and build cohesion.

Total Price: Individually priced based on scale (contact for details).



Program “ScriptWise” (scriptwise.art)

Goal: Enhance sales communication effectiveness, improve conversion rates and transaction values, build a culture of continuous improvement.

What it provides in practice:

The program helps representatives speak to clients in a confident, consistent, and effective way. We extract the best practices from your company, creating simple, repeatable conversations that build trust and close more deals. Results: increased conversions, higher transaction values, message consistency, boosted team confidence, transformation of transactions into valuable relationships.

How we'll do it – 3 simple stages:

1. **Understanding:** Short analysis (online surveys, team conversations), report on sales blockers and strengths.
2. **Team Workshops (5 hours):** Extracting top field tricks (visit, needs recognition, offer, negotiations, follow-up, objections), co-creating tools.
3. **Reinforcement and Adjustments:** Online session after 4-6 weeks, examining practice usage.

Target Group: Sales departments, customer service teams, sales representatives.

Total Price: Individually priced, for example: 1,300 EUR (work) + 500 EUR (travel and materials) = 1,800 EUR net.

Program “Culture of Career” (culteer.com)

Goal: Refine career paths integrated with organizational culture, reduce external recruitment costs, build loyalty, and increase engagement.

What it provides in practice:

The program integrates career development with the company's DNA, ensuring continuity, talent attraction, strategic resilience, higher engagement, balanced leadership development, innovation through mobility, retention by design, clarity and reduced politics, skill fluidity, managerial effectiveness, and cultural consistency. Results: higher retention of high-performers, internal leadership development, alignment of work with aspirations.

How we'll do it – process:

1. **Career Architecture Analysis:** Diagnosis of career culture.
2. **Culture Integration:** Alignment with organizational DNA.
3. **Path Design:** Strategic pathway design.



4. **Implementation and Support:** Rollout, feedback loops, ongoing mentoring, and evolution.

Target Group: HR departments, organizational leaders, growing companies aiming to build leaders and increase retention.

Total Price: Individually priced based on scale (contact for details).

Program “ExecuTune” (executune.com)

Goal: Calibrate strategic performance of executive teams, diagnose frictions, synchronize priorities, transform plans into predictable results.

What it provides in practice:

The program tunes execution mechanisms through priority alignment, communication, and rhythm. Benefits: transformative results, unlocked potential, for example, jumping company ranking from 23rd to 5th place after sales model change.

How we'll do it – ExecuTune framework:

1. **Diagnose:** Measure gaps between strategy and execution (interviews, data review).
2. **Align:** Executive sessions to unify agendas.
3. **Calibrate:** Adjust resources, rhythm, accountability.
4. **Synchronize:** New cadences and dashboards for peak performance.

Target Group: Executive teams at turning points (new strategy, merger, performance plateau).

Total Price: Individually priced, with options like “Quarterly Rhythm Review” or “CEO Sounding Board” (contact for details).

10 Challenges and Reasons Why Effective, Dedicated Solutions Are Co-Designed with Clients to Be 100% Aligned with the Client's Company DNA

1. **Unique Company Culture:** Every organization has its own values and norms – co-design ensures solutions reinforce rather than disrupt existing culture.
2. **Specific Operational Blockers:** Challenges like conflicts or low efficiency are unique; collaboration identifies and addresses them precisely.
3. **Utilization of Internal Resources:** The company knows its best practices – integrating them ensures authenticity and team buy-in.
4. **Increased Adoption:** Co-created solutions are more readily implemented, as the team feels ownership, boosting effectiveness by 80-90%.



5. **Industry Fit:** Different sectors have specific needs; joint work tailors programs to realities, e.g., B2B vs. B2C sales.
6. **Measurable Results:** Co-design defines KPIs aligned with company goals, ensuring predictable outcomes like 10% conversion growth.
7. **Risk Reduction:** Avoiding rigid templates minimizes resistance and failures by matching the company's DNA.
8. **Internal Innovation:** Drawing ideas from the Client's team stimulates creativity aligned with company identity.
9. **Long-Term Sustainability:** DNA-matched solutions maintain effects longer, reducing turnover and building loyalty.
10. **Full Satisfaction:** Collaboration ensures 100% satisfaction, as solutions are tested and iterated with the Client in real-time.

What Next?

Contact us for a 30-40 minute online conversation to discuss how to tailor a program to your company.



Best regards,
Piotr Domurad
tel: +48 505 027 378

email: piotr@domurad.com

People × Technology = Company Success

Domurad Consulting Ltd., 27 Old Gloucester Street, London, WC1N 3AX United Kingdom