



DESIGN OF WORK EXPERIENCE

WHAT WE DO

CONSULTATION/ADVICE

ESTABLISHED ORGANIZATIONS

VC/INVESTORS

STARTUPS

SPEECHES/WORKSHOPS

RESEARCH/WRITING

BUILDING YOUR FOUNDATION AND SCALING UP

Far too many promising startups fail because of people and leadership challenges. Those that can harness the strengths of their collective talent, establish critical building blocks early on, and scale up successfully differentiate themselves in the competitive landscape. Co.-Design of Work Experience provides expertise on how to make people and culture an asset, not a liability.

FOUNDING/LEADERSHIP TEAM DYNAMICS: Assess for team effectiveness, foster healthy team dynamics and/or grow leadership capabilities to support readiness and implementation of business strategies and growth.

MISSION, VISION, VALUES: Facilitate the creation of Vision, Mission, and Values customized to the company's unique context.

CULTURE: Consult on the creation, implementation, and sustainability of intentionally designed culture and accompanying employee experiences.

SCALE-UP STRATEGY: Guide the development of people strategies in alignment with business strategies through scale up.

1-1 EXECUTIVE COACHING: Develop key leaders through personalized, yet systematically-driven coaching relationship for tangible results.

TARGETED INTERVENTIONS: Advise on a case-by-case basis for specific, urgent people-related needs to bring forth resolution/conclusion.

KAREN JAW-MADSON, PRINCIPAL



Organizational expert Karen Jaw-Madson enjoyed success as a corporate executive before pursuing a 'portfolio career' comprised of research, writing, consulting, teaching/speaking, and creative pursuits. As a versatile leader across multiple industries, Karen developed, led, and implemented numerous organizational initiatives around the globe. Today, this East Coast transplant to Silicon Valley (via Ireland and the Midwest) is principal of Co.-Design of Work Experience, where she enables organizations with innovative approaches and customized solutions for intimidating challenges. Focus areas include culture, organizational change, and people strategies. Her book, **Culture Your Culture: Innovating Experiences @Work** (Emerald Group Publishing), the much needed, step-by-step "how to" for organizational culture, was released in June, 2018. She has a BA in Ethnic and Cultural Studies from Bryn Mawr College and a MA in Social-Organizational Psychology from Columbia University.