



DESIGN OF WORK EXPERIENCE

WHAT WE DO

CONSULTATION/ADVICE

ESTABLISHED ORGANIZATIONS

VC/INVESTORS

STARTUPS

SPEECHES/WORKSHOPS

RESEARCH/WRITING

TALENT ROI: INVEST IN THE HEALTH OF YOUR PORTFOLIO

You could have the most promising products, services, systems, and processes, but it's people that could make or break a company. Co.-Design of Work Experience partners with you to comprehensively manage the organizational health of your current and future investments.

M&A EXPERTISE: Highlight people-related risks and synergies along with compatibility of cultures as part of due diligence; enable change management during integration, facilitate the development and implementation of post-transition culture.

CULTURE STUDY: A research-based deep dive into the company's current state and possibilities, identify strengths, complexities, and unmet needs as well as overt and covert aspects of the culture impacting performance.

FOUNDING/LEADERSHIP TEAM & CAPABILITY DEVELOPMENT: Foster healthy team dynamics and/or grow leadership capabilities to support readiness and implementation of business strategies and growth.

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: Consult 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 eWork** (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.