



Senior expertise. Zero agency overhead.

We left the traditional agency model to build a dedicated practice, focused entirely on enterprise ways of working, built on decades of experience.



We saw the same broken pattern everywhere

For years, we delivered large digital projects within the traditional 360° agency model. But we kept seeing the same frustrating gap: plenty of technical delivery and design polish, but almost zero stakeholder alignment, strategy, or thought for how the solution would scale.

We saw firsthand how this resulted in messy, fragmented modern workplaces that employees ignored. Internal Comms and HR teams were left to manage the chaos alone, watching the promise of a central, trusted hub slowly disappear.

We built Geodesic to fix this. We moved beyond the “tools-first” mindset to focus on what actually drives adoption: organizational behavior, precise governance, and business engineering. Because technology only delivers value when your people actually embrace it.



Confidence, when you know you are on the right track.

We help you make sense of complex platforms, represent your needs with vendors, and translate ambition into solutions that actually work.



Common entry points.

01

STRATEGIC ALIGNMENT

"We need clarity fast."

You have the tools, but no unified roadmap. Decisions are being made in silos, leading to redundant spend and accidental architectures. We align every stakeholder to a prioritized plan before you buy another license.

The Geodesic Path: Rapid assessment and strategic roadmapping.

02

INVESTMENT LOGIC

"It has to matter, it has to pay for itself."

Your initiative stalls, because leadership isn't yet convinced. We bridge the gap between technical requirements and business outcomes, articulating a business case that holds up under scrutiny.

The Geodesic Path: Business case engineering and vision alignment.

03

WORKPLACE DESIGN

"We are redesigning the workplace."

Your environment is scaling, but the structural foundation is breaking. Technical debt is piling up without a clear framework for governance. We engineer the structural requirements to keep your digital home clean.

The Geodesic Path: Information architecture and governance frameworks.

04

CHANGE & ADOPTION

"Our people aren't using the tools."

You have invested in technology, but your people are still working the old way. We replace confusion with clarity through tactical change management that ensures the human element is never left out.

The Geodesic Path: Tactical adoption programs and training support.

Every digital workplace is different, but the problems that hold them back are often the same. We're usually brought in when something isn't working as expected. Decisions feel unclear. Investments don't land. Adoption stalls. These moments aren't failures. They're starting points for focused, architectural guidance.

Why generic technology fails your people. (and how we fix it)



Beyond the Software

We don't just add new tools to the pile. We clear out the administrative and technical debt that silently sabotages your systems in the background. We push through the uncomfortable housekeeping first, and then tune the technology to match your actual organizational behavior.

The tangible value

+ Stop the Waste

We make your expensive software investments actually work for your people, or replace them with better more suitable alternatives.

+ Bridge the Gap

We translate technical promises into business reality, bringing IT, Internal Comms, HR, and Management onto the same page.

+ Deliver Clarity

You get an objective, outside perspective that cuts through the noise and turns digital chaos into a structured, adopted digital home.

Generic software isn't built for your unique culture. It's built on an engineer's best guess of how a standard business operates. We believe technology should empower your culture, not complicate it.

Beyond technical delivery. Built for sustainable performance.



Our approach



PRIORITY

The 80/20 focus

We don't waste time on the 80% that's obvious and understood. We focus on the 20% that are unique to you. No reinventing the wheel.



COHESION

Stakeholder aligned

We bridge the gap between IT, Comms, HR, and Leadership to ensure the solution serves every pillar of the business.



CERTAINTY

Engineered reality

No theoretical fluff. We build structural solutions designed for the constraints of your existing ecosystem.



VELOCITY

Accelerated Delivery

The right things in the right order. We know what the technology can realistically deliver, and we sort decisions with vendors directly so delivery doesn't stall.

Everything we do leverages four standards. These give our techniques focus, to ensure that every service in our matrix, from initial discovery to final rollout, is engineered for structural integrity, stakeholder speed, and long-term utility.

CORE PILLARS

01

STRATEGY

We align your leaders and define the roadmap before a single license is bought. By solving the 80% every organization has in common, we free up your time to focus on the 20% that makes your culture unique.



02

ARCHITECTURE

We engineer the structural foundation of your workplace. From strict governance models to information architecture, we build systems that stay clean, scale safely, and actively reduce your administrative debt.



03

ADOPTION

We bridge the gap between software and human behavior. Through tactical change management and targeted training, we ensure your people stop fighting the tools and start using them to get real work done.



Workplace initiatives fail without reason and a cohesive structure. We bridge the gap between technology and people through a refined methodology and three core pillars that ensure your digital solutions are robust.

Core capabilities.

01

STRATEGY

Market intelligence & benchmarking

Maturity & readiness assessment

Stakeholder perspective alignment

Experience & journey mapping

Workplace strategy & roadmapping

Operational risk mitigation

Investment logic & ROI modeling

Budget & planning

Strategic leadership enablement

02

ARCHITECTURE

Structural Governance Engineering

Structural Navigation & IA

Process Structural Design

Experience Blueprinting

Technology Landscape Engineering

Information Flow Architecture

AI & Emerging Tech Integration

Technical IT Advocacy

03

ADOPTION

Stakeholder Alignment

Tactical Change Management

Behavioral Change Orchestration

Capability & Skills Building

Data & User Migration

Impact & Rollout Orchestration (UAT)

Measurement & KPI Tracking

Evolutionary Care & Optimization

More than just consulting; we engineer the solution. Whether you need an initial maturity assessment, updated communications strategy, a solution evaluation, or a complex migration roll-out, these are the kind of capabilities we provide.

What you get.

- + **Decision log and recommendations**
- + **Prioritized roadmap**
(sequencing + dependencies)
- + **Governance and ownership model**
(roles + decision rights)
- + **Information architecture and content model**
- + **Adoption and rollout plan**
(comms + enablement)

What it enables

- + **Faster decisions and fewer rework loops**
- + **Predictable execution and clear project momentum**
- + **Clear accountability and consistent ways of working**
- + **Findable information and scalable structure**
- + **Higher adoption through practical enablement**
- + **Higher adoption and sustained behavioral change**

Instead of leaving you with high-level conceptual slide decks, we engineer practical frameworks. Every strategic choice we make together is immediately mapped to an actionable output, ensuring nothing gets lost in translation between your departments.

The standards we refuse to compromise on.

Building a digital ecosystem isn't just about deploying software. It is about respecting your employees' time and attention. These four core convictions govern our approach, ensuring every delivery serves your long-term business goals.

Non-negotiables.

01

Vendor independent

We know the software, but we work for your business. We recommend what fits your strategy and culture, not what pays the highest vendor margin or forces technical lock-in.

Our focus remains strictly on your long-term organizational health and architectural freedom.

02

Value in Every Engagement

No matter how short the mandate, you should walk away with something concrete: an asset, a model, a decision framework, a roadmap, or clarity you can act on immediately. We refuse to run "theater projects" or produce outputs nobody uses.

Every interaction must move your workplace forward.

03

Ethical Innovation

We deploy automation and AI strictly where they empower people. We believe technology should be transparent and purposeful, solving real business problems without adding digital noise or unnecessary complexity to the daily lives of your global workforce.

We choose what works, not what's trendy.

04

Clarity over complexity

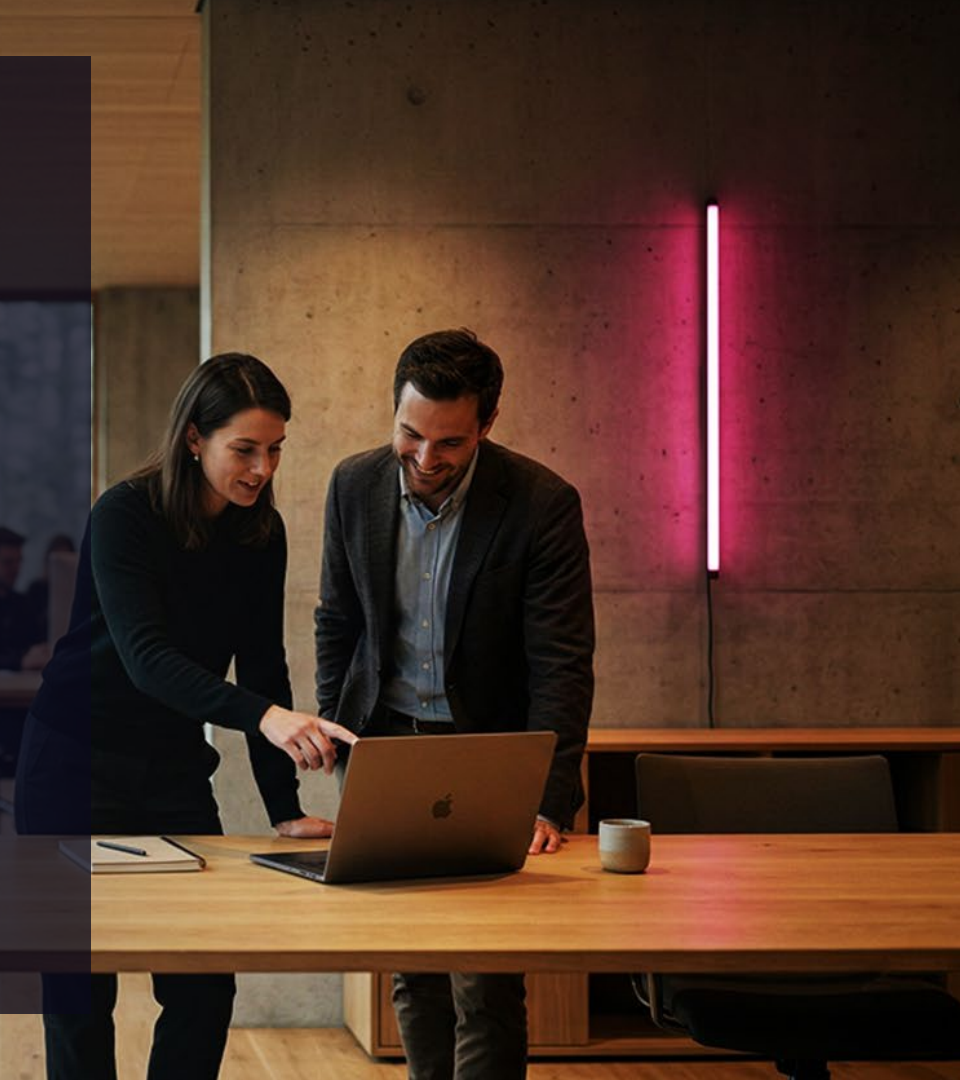
We remove noise and simplify decisions so teams can act with confidence. This means straight language, clear structure, and outcome-focused documentation. No "consulting fog."

If something can't be explained clearly, it isn't ready.



Thought leadership for a successful Modern Workplace

We help align your organization and technology, so employees can get their work done. They shouldn't have to fight with their digital workplace, or worse, avoid it.



Senior expertise.

Zero agency overhead.

We're driven by how people behave, excited by what technology can enable, and committed to improving employee experience. When you hire Geodesic, you get the founders themselves in every session



Christian Heraty

Sr. P. Modern Workplace - Partner & Founder



Michael Fürer

Sr. P. Modern Workplace - Partner



Between us, we bring forty years of experience to the modern workplace. We provide a unified perspective that ensures your digital ecosystem is both stable and high-performing. We are personally accountable for the results we deliver.



Let's talk.

Some topics deserve a direct conversation

Move beyond fragmented tools and accidental architecture. Whether you're fixing a broken ecosystem or starting from scratch, we provide the senior-led clarity your workplace needs.

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