

# The Malik SuperSyntegration® for urban and regional development

Get twice as much done – spend half the money

G. Malik



*Icosahedron – the communicative structure  
of the Malik SuperSyntegration®*

## SuperSyntegration®

**An astonishingly effective toolkit for instant groundbreaking success**

Cities and regions have finally begun to apply the Malik SuperSyntegration® tools for their development with great results. This is because the Malik SuperSyntegration method excels at systemic communications, based on the cybernetic sciences of feedback and control.

*"For the first time we have succeeded in pooling the expertise and know-how of all executives to produce shared results."*

**Hermann Schnitzer**, Head of HR, City of Fürth

20 to 40 key people of a city or region use their entire knowledge in an interconnected communication process to establish what they need to do in the next 6–12 months to ensure success. Within just 3½ days, they systematically identify and address the 12 key issues that underpin the sustainable development of their locality.

Using this joined-up communication process they formulate 50 to 100 projects and action programs. Typically, half had not been thought of before. In addition, the Malik SuperSyntegration generates a "can-do" spirit among the participants and a lasting will to implement the measures agreed on.

### Typical tasks of a Malik SuperSyntegration®

- › sustainable budget consolidation
- › strategic positioning of the city
- › big infrastructure projects
- › jobs
- › organizational transformation

## The City of Fürth

Free of suffocating financial burden in 3½ days with Malik Syntegration®

Using the innovative Malik Syntegration® method, the City of Fürth started out on a journey of deep financial and functional restructuring in July 2010 that has been more successful than anyone could ever have imagined. In just 3½ days, 32 key city administrators applied tools of the Syntegration method to find new responses to the city's pressing financial situation, the most urgent challenge it had spent several years attempting to face.

**The key question** for the Syntegration process was: *Beginning from today, what has to be done so that the City of Fürth can re-establish its ability to function in all areas and, thereby, manage to effectively and durably eliminate the existing deficit and balance the administrative budget by 2013?*

And these are some of the **outstanding solutions** that were found: unachievable government savings mandates were over-fulfilled at 153 percent; the budget deficit was permanently reduced by 48 percent; 70 percent of the measures developed during the Syntegration were already successfully implemented after seven months; years of trench warfare between the parties were successfully ended and, consequently, a significant increase in city council decisiveness was achieved. The city has a new ability to function more efficiently at every level and, not surprisingly, the satisfaction among all participants was higher than 90 percent.

### ST. VEIT



**Key question:** *What do we have to do to ensure that the city of St. Veit (Austria) remains attractive in the next 5 years?*

**Result:** 125 measures were defined, for instance a master plan for the business location and the international marketing of the conference site.

### WERL



**Key question:** *What do we have to do in order to make the city of Werl (Germany) attractive to inhabitants, entrepreneurs and guests alike?*

**Result:** 50 projects were developed among which social sponsoring, key account services for organizations and the development of a pilgrimage concept.

### OTHERS

**Region South Tirol/Italy:** Seiser Alm, Alta Badia

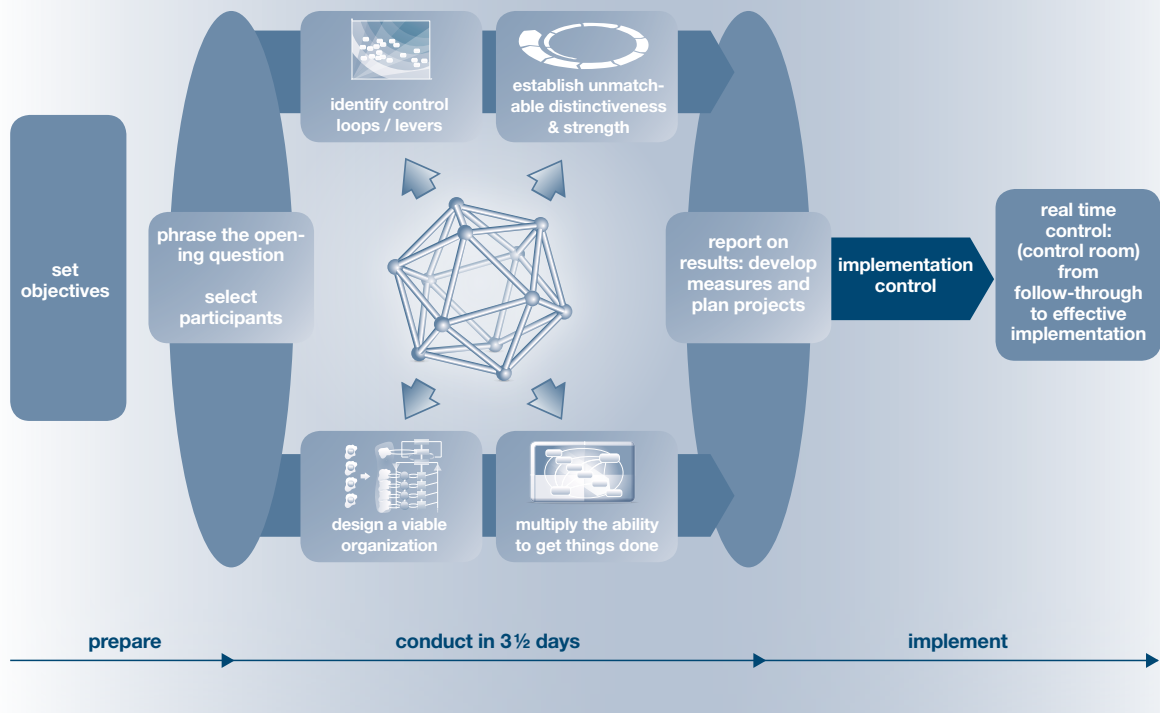
**China:** City of Siping (3.5 million inhabitants)

**Region Lower Austria/Austria**

*"The SuperSyntegration is a miracle."*

Gerhard Mock, Mayor of the city of St. Veit, Carinthia, Austria

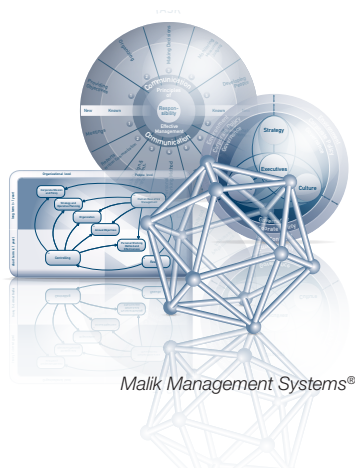
## Progress of a Malik SuperSyntegration®



The overall SuperSyntegration process solves today's greatest challenges of cities and regions. It takes effect 100 times faster and is 80 times more effective than ordinary methods.

*"The Return on Investment is immediately realized. Without the Syntegration we never would have got that far – I can definitely say that."*

Dr. Stefanie Ammon, City councillor for finances and HR, City of Fürth



## The Malik Organization

St.Gallen Zurich Vienna Berlin London Toronto Beijing Shanghai

**Fredmund Malik**, scientist, author, entrepreneur and alpinist is founder, owner and chairman of Malik. Malik is the world's leading provider of intelligent and premium system-cybernetic management solutions.

As an entrepreneurial professor he has won many awards (among others the Cross of Honor of the Republic of Austria and the Heinz von Foerster-Award). He is the author of more than ten standard works on management issues.

In 2011, his classic of management literature *Managing Performing Living* was selected as one of the 100 best business books of all time *The 100 best business books of all time. All you have to know.* Murmann publishing house, 2011



Prof. Dr. Fredmund Malik

*"Fredmund Malik is the leading expert on management in Europe. He is the most important voice – both in theory and in praxis of management."*

**Peter F. Drucker**, doyen of management, 2004



**Fredmund Malik:**  
*Strategy. Navigating the Complexity of the New World.*  
Campus publishing house, 2016



**Fredmund Malik:**  
*Managing Performing Living. Effective Management for a New Era.*  
Campus publishing house, 2015

