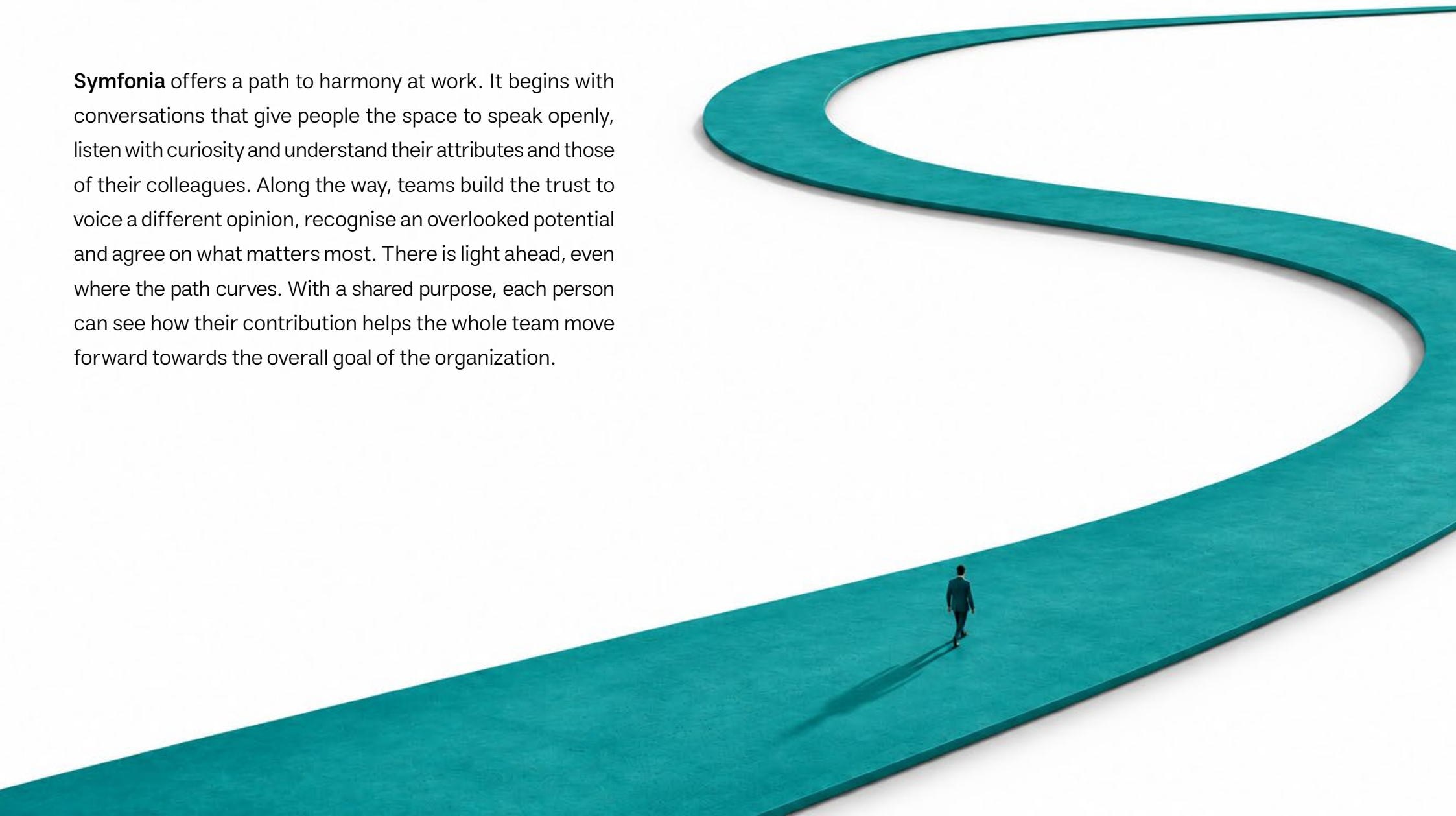

symfonia

Symfonia offers a path to harmony at work. It begins with conversations that give people the space to speak openly, listen with curiosity and understand their attributes and those of their colleagues. Along the way, teams build the trust to voice a different opinion, recognise an overlooked potential and agree on what matters most. There is light ahead, even where the path curves. With a shared purpose, each person can see how their contribution helps the whole team move forward towards the overall goal of the organization.





Rola Kaedbey Founder of Symfonia .

I have worked for F. Hoffman La Roche for 26 years and **led multiple teams in different regions** in the Middle East and Eastern Europe.

I also led teams across the world with different projects all the way from Asia to the Americas. It only **confirmed my conviction that great people are our greatest asset**.

Every team member with the right attitude and mindset can be resourceful in their own way and can bring a lot to the organization.

I have always had a genuine interest in people. I am amazed at the great potential for personal development that each of us have. We, as humans, have a great responsibility to contribute to a better world.

I believe that **in the world of work**, we often see that interpersonal **orchestration is missing and we do not always experience harmony at work**.

BUILDING HARMONIOUS WORKPLACE · STRENGTHENING TEAMWORK · MAXIMIZING EFFECTIVENESS

Symfonia is an organizational health and team effectiveness consultancy dedicated to creating workplaces where people and performance can flourish together. We work with organizations to identify the dynamics that might be limiting their potential; from communication gaps and misalignment to internal friction, disengagement and lack of clarity.

By cultivating virtues, leadership alignment, team cohesiveness and effectiveness, we help businesses create environments where people understand their purpose, contribute with confidence and work together toward collective goals. Because when an organization is truly aligned, performance does not need to be forced. It becomes the natural result of harmony at work.

OUR STORY

IT STARTED WITH A CONVERSATION

The idea behind Symfonia began with a simple conversation. One of our founder's former team members; someone she affectionately considered one of her "unbiological children"; shared his frustration about working with a line manager who continually dismissed his ideas and rarely acknowledged his contribution. It was not simply a story about one difficult professional relationship. It raised a much bigger question: **How many talented people are losing their motivation, confidence and potential because of the environments in which they work?** That conversation brought back another recurring experience. Throughout her career, people would often say: "You and your team look alike." They did not mean physically. What they were recognizing was something deeper: a shared passion, integrity, commitment, care, drive and desire to succeed.

Different individuals had become one cohesive team. The experience reinforced a belief that would later become integral to Symfonia: **When the right people are united by the right culture, values and purpose, extraordinary results become possible**. This philosophy was also shared during a Brand Leadership panel at Saint Joseph University in Beirut, where the importance of bringing together the right talent, mindset and values was explored as a fundamental driver of organizational success. From these experiences emerged one important question: **How can we help more organizations create environments where people can thrive while delivering exceptional results? And from that question, Symfonia was born**.

WHY THE NAME

Symfonia is focused on organizational health or "facilitating harmony at work" It metaphorizes the orchestration needed in a team while playing a symphony where the leader is the conductor and all the musicians use the same music sheet to play their own instrument.

There is no soloist and they play together & trust each other to come up collectively with the perfect piece. This requires absolute team cohesiveness, total trust, and synchronization.

WHY SYMFONIA

BECAUSE GREAT STRATEGY NEEDS A HEALTHY ORGANIZATION BEHIND IT

Most organizations do not struggle because they lack intelligence, ambition or strategy. There are brilliant leaders, strong business models and sophisticated strategic plans across every industry. Yet even the strongest strategy can struggle when the organization responsible for executing it is affected by internal friction.

- Politics
- Poor communication
- Unclear responsibilities
- Misaligned talents
- Low morale
- Lack of trust
- Siloed teams
- Disengagement
- High turnover

When these issues remain unresolved, they create organizational noise; consuming energy that should instead be directed toward innovation, collaboration, customers and growth.

At Symfonia, we believe organizational health is the foundation of business performance.

OUR PURPOSE

FACILITATING HARMONY AT WORK

Harmony does not mean everyone thinks alike. It means different individuals, personalities, talents and perspectives being able to work together effectively toward a shared purpose. Just as an orchestra brings together very different instruments to create one composition, an organization performs at its best when its people are aligned without losing their individuality.

Symfonia helps create that orchestration.

- Contribute without fear
- Communicate with clarity
- Collaborate with trust
- Lead with purpose
- Perform with meaning

Because people deserve to work with dignity. And organizations deserve teams capable of achieving their full potential



VISION & MISSION

OUR VISION

To shape the world of work where organizational health becomes the ultimate driver of human potential, trust, performance and collective outcomes.

OUR MISSION

We help organizations build healthier cultures, stronger teams and more effective ways of working by identifying the human dynamics that influence performance and transforming them into greater alignment, engagement and organizational effectiveness.



HOW

WE HELP ORGANIZATIONS AND TEAMS FLOURISH

Symfonia works at the intersection of people, culture and performance. Our work focuses on **4 interconnected dimensions**:

CULTURE

We help organizations understand the behaviours, values and unwritten dynamics shaping the employee experience.
Because culture is not what an organization says about itself. Culture is what people experience every day.

TEAM COHESION

We support teams in strengthening the relationships and behaviours that allow them to perform collectively.
High-performing teams require more than talented individuals. They require trust, accountability, communication, clarity and a shared understanding of what success looks like.

PRODUCTIVITY

We facilitate productivity by enhancing effective collaboration where everyone understands their attributes and those of their colleagues and work together for optimal outcomes.

TEAM EFFECTIVENESS

We empower organizations in developing effective teams as a cohesive unit that builds foundational trust, engages in healthy conflict, commits to clear decisions, holds peers accountable, and relentlessly focuses on collective results.

OUR APPROACH

DIAGNOSE . DESIGN ACTIVATE . SUSTAIN

DIAGNOSE

Assess the current organizational reality using recognized organizational frameworks and structured conversations. The objective is to understand both visible challenges and the underlying dynamics behind them. We identify the areas creating the greatest friction or limiting team effectiveness.

DESIGN

Propose a plan, further to understanding the organization dynamics and challenges. It incorporates communication, understanding personal attributes of oneself and of colleagues, trust, behaviours, accountability, clarity, culture and teamwork.

ACTIVATE

Support organizations in creating greater alignment around expectations, responsibilities, behaviours and shared objectives through tailored workshops, interventions and guidance using renounced models by well–regarded mentors like Patrick Lencioni, Simon Sinek, Jim Collins and others. Clarity creates confidence. And confidence enables better performance.

SUSTAIN

We help teams strengthen the behaviours and capabilities required to work more effectively together.
Lasting organizational change does not come from a single workshop. Our objective is to help organizations embed healthier behaviours and working practices and so, improvements can continue beyond the initial engagement.

WHAT WE AIM TO CREATE

A HARMONIOUS WORKPLACE

- Leadership creates clarity
- People understand what is expected of them
- Communication is open and constructive
- Talent is recognized and appropriately positioned
- Teams collaborate rather than compete internally
- Accountability exists without creating fear
- People feel respected and valued
- Politics and unnecessary friction are minimized
- Morale and engagement are stronger
- Productivity improves
- Strong talent has reasons to stay

When these conditions exist together, organizations become more capable of executing strategy, responding to change and delivering sustainable outcomes.



OUR PHILOSOPHY

PEOPLE ARE NOT RESOURCES TO BE MANAGED. THEY ARE POTENTIAL TO BE UNLOCKED.

Organizations
are ultimately human systems.

- Strategies are created by people
- Brands are built by people
- Customers are served by people
- Innovation comes from people
- Transformation succeeds or fails because of people

Symfonia
therefore puts human experience at the heart of performance.

- Clarity without rigidity
- Accountability without fear
- Leadership without ego
- Collaboration without politics
- Ambition without losing humanity

OUR VALUES

THE PRINCIPLES BEHIND THE WORK

DIGNITY

Every person deserves to be treated with respect, regardless of their title or position.

INTEGRITY

Healthy cultures are built on honesty, consistency and trust.

CLARITY

People perform better when expectations, responsibilities and direction are understood.

COURAGE

Meaningful progress requires difficult conversations that some organizations have been avoiding.

COLLABORATION

The strongest results emerge when an individual talent becomes collective capability.

HUMANITY

Behind every title, KPI and organizational chart is a person. Instead of the acronym KPI saying "Key Performance Indicators" we prefer KPI to be "Keep people inspired"

WHO WE WORK WITH

FOR ORGANIZATIONS THAT BELIEVE CULTURE DRIVES PERFORMANCE

Symfonia is designed for organizations that recognize that their people and culture are fundamental to their performance.

- Leadership teams seeking stronger alignment
- Organizations experiencing growth or transformation
- Teams facing communication or collaboration challenges
- Organizations seeking to strengthen their workplace culture
- Business experiencing disengagement or unnecessary headcount turnover.
- Companies that understand that sustainable performance requires more than strategy alone
- Leaders who want to build healthier and more effective teams
- Teams who would like to understand their attributes and those of their colleagues for better collaboration and alignment


FACILITATING HARMONY AT WORK
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