

Barbara R. Siegenthaler



FINANCE WITHOUT NUMBERS

barbararsiegenthaler.com

Predictive Company Behavior Intelligence

I partner with forward-thinking organizations and visionary people to provide **data-driven company behavior assessments** through advanced qualitative data mining.

As an interdisciplinary expert in law, internal auditing, and academic personality psychology, I specialize in analyzing the **behavioral and perceptual preferences (Patterns)** that define a company's unique 'personality'.

These **predictive company-specific patterns** profoundly impact the financial metrics, which is why I refer to my work as Finance without Numbers.

Identifying and assessing these patterns in a risk-oriented manner unlocks new opportunities for corporate evaluation and governance.



Barbara R. Siegenthaler

On-demand Chief HUMAN PATTERNS Officer

Swiss Attorney-at-Law | Certified Internal Auditor CIA |
Expert in PSI/ TOP Personality Psychology & Diagnostics | +41 78 901 10 74 |
info@savanteon.com | [Webpage](#) | [Linkedin](#)

ORGANIZATIONAL PERSONALITY DIAGNOSTICS

WHAT companies think

A Company's Cognitive Content

e.g., Expertise, Knowledge Base, Plans, Intentions

HOW companies think

A Company's Experiential/ Behavioral Preferences
(‘Behavioral Patterns’)

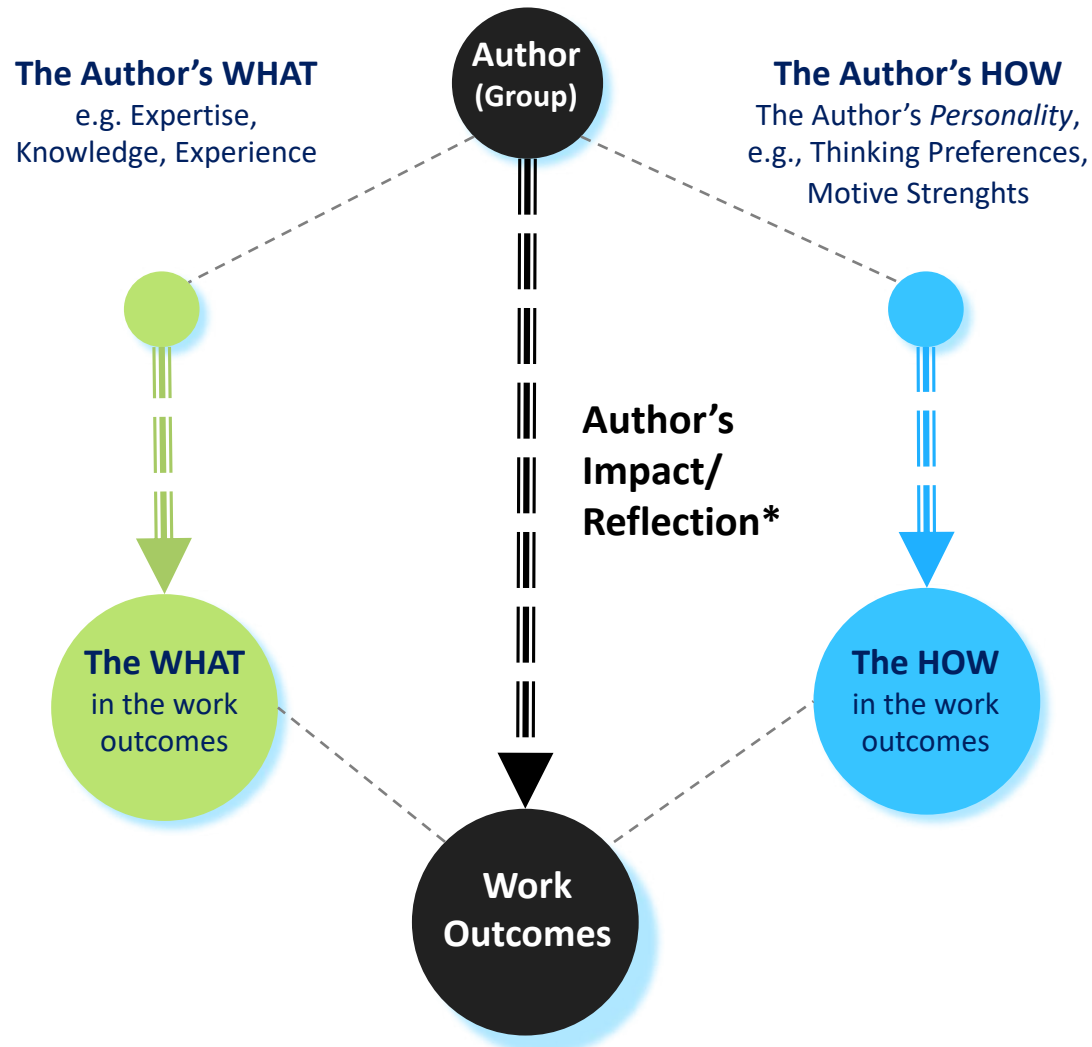
e.g., ‘trustworthy, committed, curious’ (Swisscom),
‘cautious, conservative and rational’ (UBS)

(Quotes from the websites of [Swisscom](#) and [UBS](#) as of 7 November 2023)

In reality, there is often a disparity between how companies *aspire* to think, how they *actually* think, and how they *should* think, according to best practice/ regulatory requirements/ frameworks

Pre-existing qualitative data mirrors both the **WHAT** and the **HOW**.
With science-based strategic data mining, *Finance Without Numbers* can
extract and assess the **HOW** for improved corporate evaluation and governance.

FINANCE WITHOUT NUMBERS PREMISES



- ***Author's Impact/ Reflection:** The author or author group plays a pivotal role in shaping the work outcomes. Work outcomes not only showcase expertise but also mirror the author's unique **thinking preferences (= the HOW)**
- **Based on Robust Science:** Academic [PSI/ TOP](#) psychological system theory & personality diagnostics (Julius Kuhl, 2001) with its modular structure is particularly apt for business application directly at a company level. The [German Psychological Society](#) regards PSI/ TOP as groundbreaking & highly innovative (2012).
- **Thinking Preference Insights:** *Finance without Numbers*, built upon PSI/ TOP, offers direct insights into the **thinking preferences (= the HOW)** embedded within pre-existing qualitative (company and/or external) data. Knowing the author or author group is not required.

PREDICTIVE, DATA-DRIVEN INSIGHTS AT YOUR FINGERTIPS

Pick My Brain

*Immediate Verbal Feedback to
Your Questions in a 1 – 1.5 Hour
Online or In-Person Meeting*



Company Snapshot

*Verbal Feedback & Report
Delivered Within a Fortnight*



Quick Insights

*Verbal Feedback to
More Complex Questions
within 48 Hours*

Tailored Services

*Including Project Collaborations,
In-depths Analysis, and
On-site Assessments*

BARBARA R. SIEGENTHALER

Independent Consultant Law, Internal Audit, Personality Psychology & Diagnostics

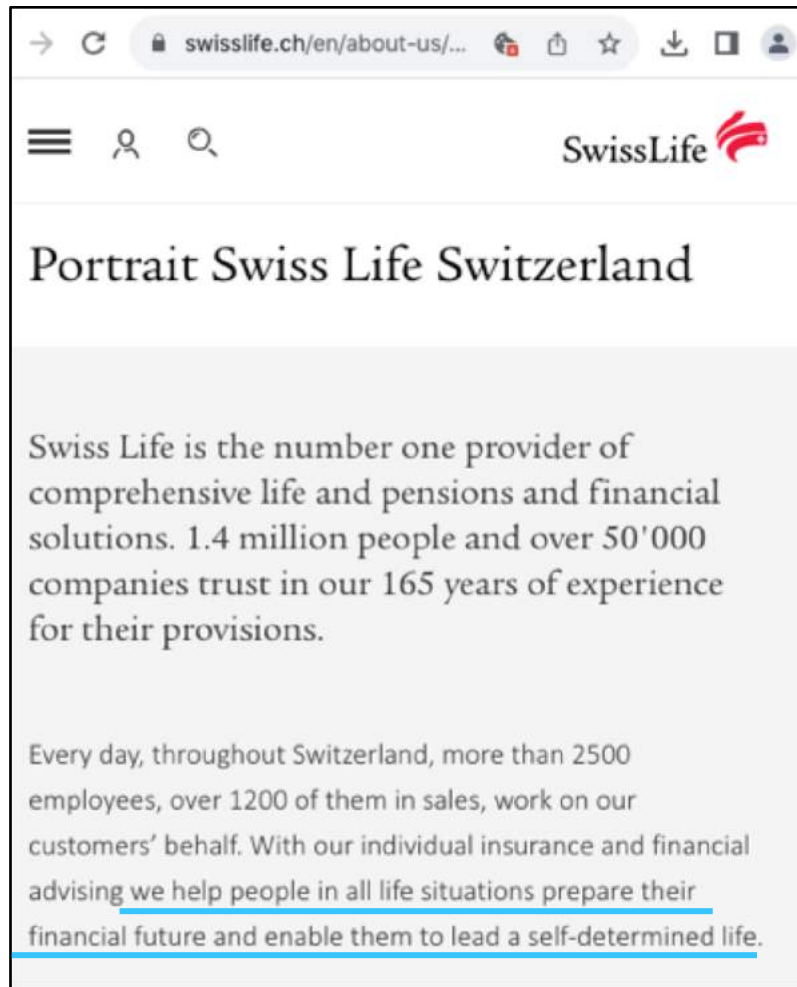
I help businesses to be more responsive to organizational behavior and to thrive by applying science-based data mining and being a catalyst for positive culture and adaptive organizational behavior.



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In this scenario, **The Component-Centric Term Evaluation*** enables a precise understanding of brand personality, customer commitments, reputation risks, and their direct connection to strategic goals

Helping, Preparing
Enabling, Leading
Self-Determination

*Through cutting-edge psychological system theory, 'The Component-Centric Term Evaluation' dissects terms related to HOW a company thinks into their essential components for thorough examination and comparison at a component level

Source: swisslife.ch/en/about-us/unternehmensprofil.html

Date: 17 October 2023

APPENDIX: NEW INSIGHTS WITH THE FOLLOWING STEPS

Preparation & Initialization

1. Clarifying the Analysis Goal & Scope:

Determining the client's (e.g., regulators, board, C-Level) desired insights/ information

2. Defining Input Data Sources (Scalable):

a) Pre-existing Qualitative Company Data

- **Publicly available data**, e.g., annual reports, web, external communication, advertising, employee reviews on public platforms
- **Company proprietary data**, e.g., strategy, internal communication, risks, issues, audit findings, ICS, business processes, frameworks (e.g., ERM, compliance), projects, customer/ supplier feedback, employee surveys

b) External Guidance (Mandatory, Optional, Best Practice)

- Regulations, frameworks (e.g., COSO, ISO, SAFe 6), methodologies, academia, global trend reports (e.g. from WEF, Big4)

Science-based Strategic „Data Mining“

3. Pattern Analysis ('Data Mining') & Assessment: Identifying Patterns, their correlations, and implications across various data sources

PREDICTIVE COMPANY BEHAVIOR INSIGHTS

HOW the company thinks

- **Patterns Occurrences, Significances, Characteristics, Pros, Cons, and Risks**
- **Patterns Inconsistencies Across the Data Sources**
- **Patterns-based Predictions**
- **Patterns-oriented Compliance/ Implementation**
- **Patterns-based Benchmarking (Competitors, Market, Expert Advice on How 'Great Companies' Tick)**

e.g., innovation capability, strategy-culture-fit, brand personality vs. strategic initiatives, transformation projects, regulatory compliance, organizational 'health', COSO/ SAFe 6.0 implementation, sales performance, ethical behavior, corruption, operational risks, meta-analysis of internal audit issues

Corporate Evaluation & Governance

4. Corporate Evaluation: Outlining the company's unique 'Organizational Personality', highlighting strengths, weaknesses, and behavioral risk profile

The Organizational Personality

5. Corporate Governance: Developing the company's Organizational Personality (Strategic Patterns Management)

Grow Your Organization's Personality

- **Addressing The ANGELPUNKT**, i.e. the critical action that maximises *adaptive* company behavior, hereby increasing the overall maturity level of the Company's 'Organizational Personality'
- **Increasing Organizational Agency**, i.e. the Company's capability to apply the right thinking forms for the tasks at hand
- **Mitigating the risks** associated with *intentional* pattern inconsistencies