

# Success in the New Era of the Workplace

## A Five-Lands Journey to Success



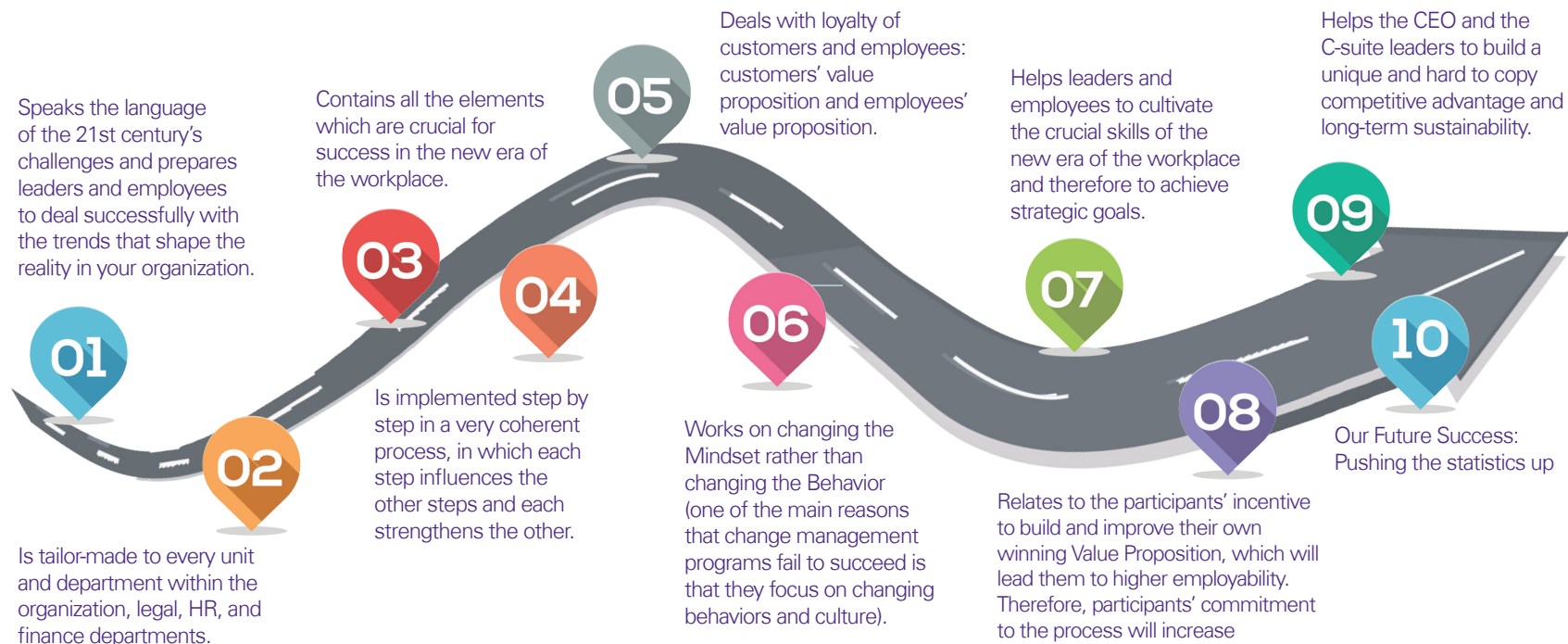
Model created by Ayalla Reuven-Lelong, author of the book "Riding the White Water Rapids - The story of my successes at KPMG"

Over the last decade, the organizational world has undergone profound changes. It still keeps on changing at a dizzying speed, and we all need to operate in a new reality where change has become the new normal. Organizations must respond to uncertainty, complexity and diversity with a new mindset, business models, and new processes. Most of the organizational processes which we have used in the past are no longer suitable for the future or even the present. We should realize that the rules of the game have changed and what previously led organizations, leaders, and employees to success will no longer help them.

The Five-Lands Model is a roadmap of the journey that each leader and employee should go through in order to acquire the most important skills necessary for success in the new era of the workplace, maintain their relevance to the organization and develop a personal winning value proposition.

### The ELEMENTS of the program

- A self-evaluation of personal readiness to the new era of the workplace.
- A one-day innovative and creative workshop to present the new map of success in the 21st century
- A group profile: Do we have what It takes to succeed in the new era of the workplace?
- A personal profile and map: My personal readiness for the new era of the workplace (Strength and Next Jumps)
- Our next jump: Design personal and organizational development programs: specific workshops to develop the areas of enrichment, based on the group profile and the organizational strategic goals
- The book "The Story of my successes in the 21st Century – A Five-Lands Journey." (For big organisations, tailor-made to their industry and organisation)



# Contact

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### Mădălina Racovițan

Partner, Head of People Services  
KPMG Romania

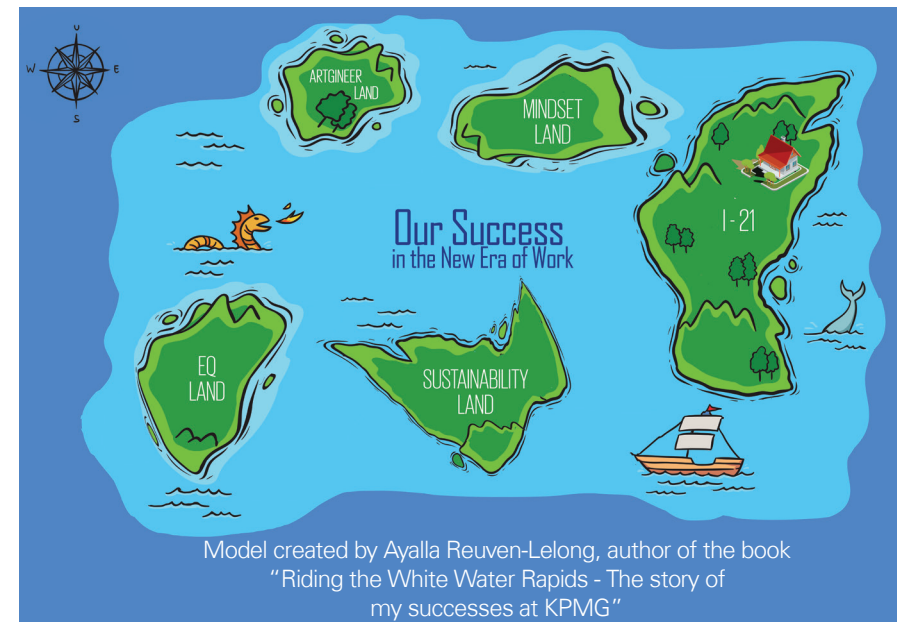
Mădălina Racovițan is a Tax Partner of KPMG in Romania and Head of the firm's People Services practice. A key area of focus for Madalina is the Future of Work, a KPMG framework aiming to assist clients in navigating throughout the 21st century challenges. The framework includes solutions in the attraction, development and retention of personnel as well as solutions targeted at organizational level (organizational culture, change management, organizational development and effectiveness, and performance management).



### Ayala Reuven-Lelong

Consultant,  
Expert on the new era of the workplace

Ayala Reuven-Lelong is a leading expert on the topic of the 'Future of the Workplace'. She assists CEOs and C-suite members in local and global companies in Israel and around the world to lead strategic processes aimed at preparing their organizations to adapt to the fast-changing reality. Based on more than 20 years of experience, Ayala and her team have developed two innovative models: "The Five Lands Model" and "The Seven Steps Model". These models help CEOs and CHROs measure the readiness of their organization to cope with the new era of the workplace and help them design their organization in the lines of the fast-changing reality. Based on the strategic processes she had led in the last ten years, Ayala has published three books that deal with how to succeed in the new era of the workplace: *Riding the White-Water Rapids – Career success in the 21st century*, *Riding the White-Water Rapids – the Story of My Success at KPMG* and *Becoming the Physician of Tomorrow – A Five-Land Journey To Success*.



### Claudia Stan

Manager, People Services  
KPMG Romania

Claudia is a senior HR professional, with more than 16 years' experience in the HR area. Her key areas of specialization include Talent Management, Performance Management, Learning & Development, HR transformation and organizational development. Claudia has been trained in the Success in the 21st Century models, and assists organizations and individuals in dealing with the challenges of the future workplace. One of the recent projects Claudia coordinated as Project Manager and HR specialist included assisting a major public administration (central level) with adapting their HR strategy, policies and procedures to 21st century realities, as part of a larger modernization programme (Revenue Administration Modernization Programme).