



PIONEERING INNOVATION AND STRATEGIC TRANSFORMATION



Who We Are

E&R, founded by **Hesham Morten Gabr**, (Sham) excels in strategic, team, and personal transformation. We blend innovative approaches with deep business insights and creativity to drive impactful change.



Why Choose Us

- Cross-disciplinary expertise.
- Innovative, practical solutions.
- Proven track record of success.
- Tailored approaches for measurable results.



Case Stories

- Read our client success stories to see how we have driven impactful change: [Explore Case Studies](#)



Testimonials

- Our clients trust us for our innovative and practical solutions. Hear what they have to say: [Read Testimonials](#)



Services: Executive summary



FlowState Innovation

E&R's **signature service**: FlowState Innovation helps teams and individuals break through creative blocks. Our systematic approach **enhances creativity and provides a structured path all the way to innovation**. Both extensive team programs and one-on-one coaching are available to cater to diverse needs and ensure personalized support.



Strategy & Transformation

Begin with a **high-level strategy assessment**, followed by targeted strategy sprints. This flexible and **collaborative approach** leads to effective challenge definition and strategy development. Additionally, embark on a transformation journey through agile change-driven project management and portfolio support, with regular reviews and adjustments to ensure continuous improvement.



M&A Transaction Support

Engage with a structured program that **prepare you for sale** and **meticulously manage** the intricacies of M&A projects alongside your team.



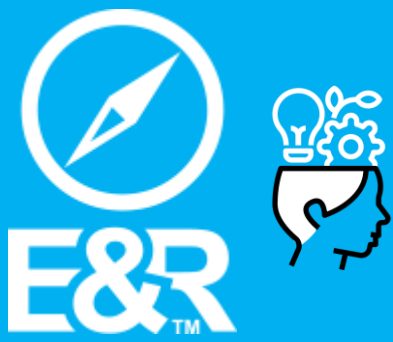
Strategic Sustainability

Partner with us for strategic insights into the Corporate Sustainability Directive and related standards, where we work with you to conduct a **high-level double materiality assessment**, evaluating environmental, social, and organizational impacts, risks, and opportunities.

Discover how E&R can help transform your business. Visit www.exploreandreconnect.com for more information or email smg@exploreandreconnect.com for more information.

E&R is proudly associated with:

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Our signature service

FLOWSTATE INNOVATION

TEAM FACILITATION & ONE-ON-ONE COACHING

Target Audience

- R&D & Innovation teams
- Innovative companies
- Team leaders and managers
- Organizations & individuals facing creativity & innovation challenges

The challenges we solve

- Creative blocks: How to enhance creativity.
- Inconsistent innovation: How to enhance innovation.
- Slow R&D / Innovation outcomes: How to speed up innovation outcomes.
- Translating ideas into action: All the way from ideas to launch.

Why Choose FlowState

- Structured pathways to **enhanced creativity** and innovation
- Brain activity measurement
- Client testimonials
- Comprehensive support with coaching, facilitation and foresight
- **"No creativity, no charge"** assurance for the first one-on-one session.

Testimonial Snippets

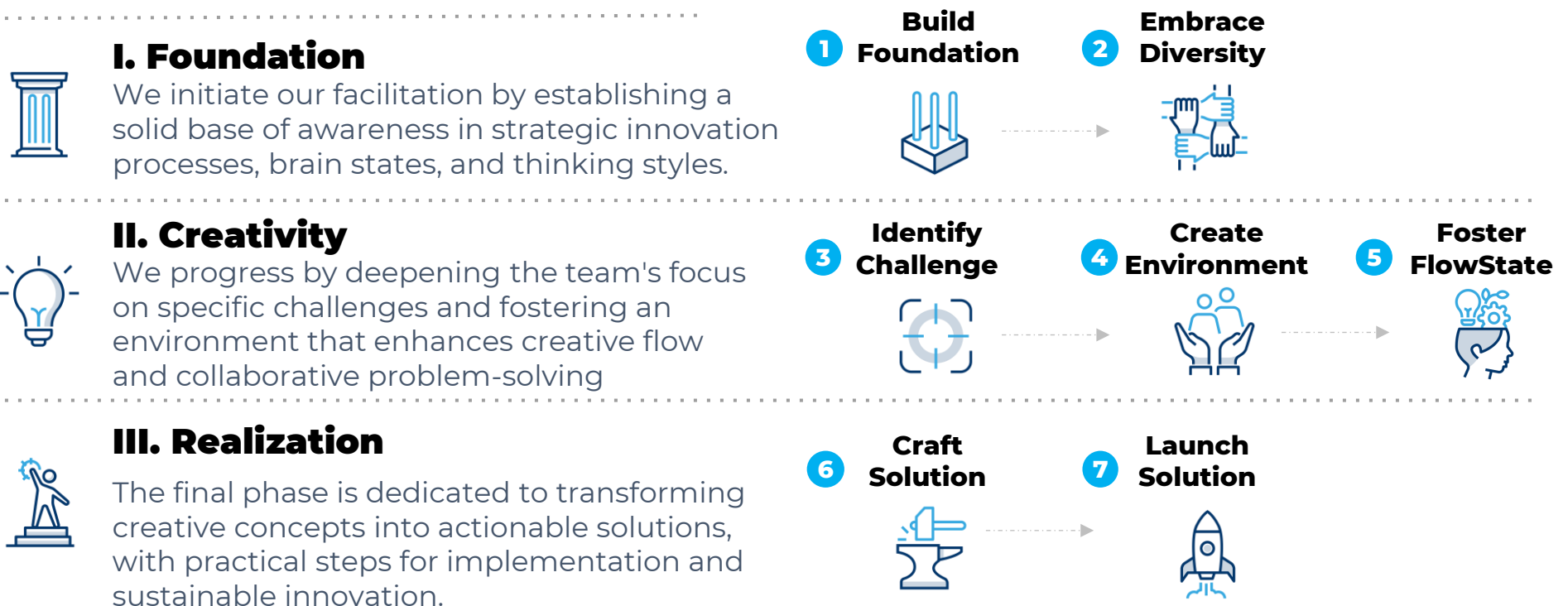
- "Deeper understanding of my personality."
- "Much more creative and in-depth."
- "Opened up something new for me."
- **"New perspective on the solution to a problem."**
- "Completely new way of tackling your challenges."
- [Read Testimonials](#)



A 7-Step Framework for Team Facilitation*

E&R's **signature service**: FlowState Innovation helps teams and individuals **break through creative blocks**. Our systematic approach **enhances creativity** and provides a **structured path all the way to innovation**. Both extensive **team programs** and **one-on-one coaching** are available to cater to diverse needs and ensure personalized support.

Unleashing Creativity: From Blocked Creativity to Enhanced Flow and Strategic Transformation



*The scope of services is contingent upon the specific program agreed upon and for one to one coaching we employ a 5-Step Framework for One-on-One Coaching.

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Hesham Morten Gabr, PhD
Founder E&R
Partner, Escape Company

Consulting reimagined: Unleashing creativity to enhance strategic and personal transformation.



STRATEGY & TRANSFORMATION

ADVISORY & TEAM FACILITATION

Target Audience

- Organizations that want an outside professional strategy & planning health check-up
- Business that wants a more collaborative, and flexible consulting approach
- Organizations that recognize the need for agile change driven portfolio project management with regular reviews and adjustments

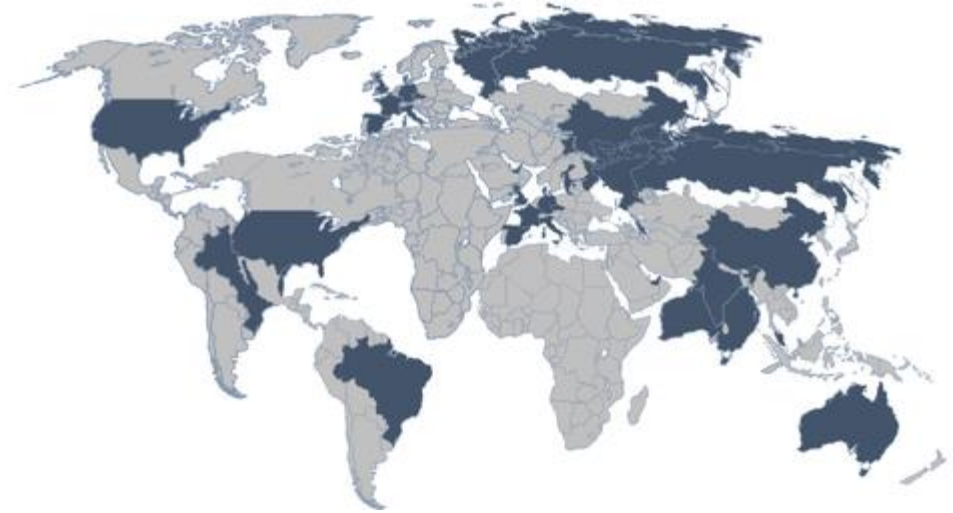
The challenges we solve

- Uncertainty about the strategy and planning health
- Lacking strategy and planning sparring
- A rigid strategy & transformation process
- Outside strategy support without knowledge development internally

Why Choose E&R

- Deep **industry experience**
- Global experience
- Consulting experience
- Innovation Policy experience
- Creative experience
- Scientific research experience
- Deep self-development experience
- Do it with you vs. do it for you
- **Strategy sprints** and not rigid consulting frameworks

Global on-ground experience







[Case Stories](#)

[Testimonials](#)

A 3-Step Framework for Agile Strategy Consulting

Begin with a **high-level strategy assessment**, followed by targeted **strategy sprints**. This flexible and collaborative approach leads to effective challenge definition and strategy development. Additionally, embark on a transformation journey through **agile change-driven** project management and portfolio support, with regular reviews and adjustments to ensure continuous improvement.

STEP	FROM	TO
Overall: Strategy Transformation 	Wanting an outside professional check-up and advisory to ensure a healthy strategy and transformation and sparring and inspiration.	Comprehensive strategy implementation and continuous improvement.
Step 1: Strategy Check-Up (Basic) 	Unsure about the strategy and planning health and what to do next.	High-level clarity about the strategy and planning health.
Step 2: Strategy Sprint (Enhanced) 	High-level clarity about the strategy and planning health.	Selected agile strategy & planning deep dive sprints to focus, explore and prioritize strategic focus areas.
Step 3: Strategy Transformation (Premium) 	An overview of prioritized strategic focus areas	Transformation journey through agile change driven project management portfolio support with regular reviews and adjustments

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M&A Transaction Support

ADVISORY & TEAM FACILITATION

Target Audience

- Family-owned businesses
- Companies who wants to prepare and engage the organization for a company M&A transaction in due time

The challenges we solve

- Help prepare your company for an M&A transaction
- Data and stakeholder management during a M&A transaction
- Managing cultural differences

Why Choose E&R

- **Firsthand Experience:** I have direct experience with **successful global family business M&A transactions**. This means I understand the nuances and challenges from the inside, having worked within family companies that were sold.
- **Comprehensive Expertise:** Additionally, I have managed **successful business network M&A transactions**. This includes close collaboration with global M&A and legal teams, local management, and buyers to ensure a smooth and successful process.

Share deal ✓

Asset Deal ✓


[Multi-Wing Case Story](#)

[Michelin/Euromaster Case Story](#)

[Testimonials](#)

A 5-Step Process for M&A Transaction Support*

Engage with a structured programs that prepare you for sale and meticulously manage the intricacies of M&A projects alongside your team.

STEP	FROM	TO
Overall: M&A Transaction Support 	Not prepared for an M&A Transaction	Prepared for an M&A Transaction
Step 1: Professional Documentation	No professional CCD, Company Strategy, Evaluation, and Company Presentation document.	Commercial Due Diligence, Company Strategy & Evaluation, Company Presentation.
Step 2: Initial agreement in principle	Not ready with documents	Ready with documents to be shared aligned with legal and antitrust and privacy rules
Step 3: Negotiation & signing of a LOI	Same documents as above. Some additional information and data will be requested by the counterpart	Ready with additional information and data as requested by the counterpart. Legal checks completed.
Step 4: Due diligences phase	No data room and not ready with documents to upload	Data room and Clean Room set up and populated with above documents, additional documents, requested additional documents, and Q&As - with prior OK from Legal regarding antitrust and data privacy rules
Step 5: Purchase Agreement negotiation & signing	Some additional information & data may be requested by the counterpart	Some additional information & data may be requested by the counterpart. XX to judge whether the request are ok at this stage or not.

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STRATEGIC SUSTAINABILITY

ADVISORY & TEAM FACILITATION

Target Audience

- Boards, CEOs, and Corporate Managers seeking a high-level, engaging understanding of Corporate Sustainability Requirements.
- Organizations needing a guided overview of CSRD & ESRS requirements.
- Organizations requiring guided pilot identification of impacts, risks, and opportunities.
- Organizations desiring sustainability strategic narrative, sequencing, and roadmap guidance.

The challenges we solve

- Lack of strategic overview and understanding of CSRD and ESRS and their implications.
- Feeling overwhelmed by the sea of rules and data points with CSRD and ESRS.
- Uncertainty on conducting vital double materiality assessments.
- Need for developing a roadmap to address CSRD requirements.

Why Choose E&R

- In-dept **innovation policy experience**
- **World wide lobbying experience**
- Deep strategy & planning **industry, consulting and academic experience**
- In-depth creative and people experience
- Found the regulation and standard almost impossible to understand but spend time to read them through 7 times and synthesise them




The ESRS Standards



Strategy Case Story

Advocacy Case Story

A 7-Step Framework for Strategic Sustainability*

STEP	FROM	TO
Overall: Strategic Sustainability 	No double materiality assessment in place Unaware of all the ESG areas to consider Unaware of the requirements	High-level double materiality assessment in place Understanding of impact, opportunity and challenge areas to consider. Understanding of the overall requirements.
Step 1: Understanding	Unaware of the overall requirements Unaware of all the ESG areas to consider	Aware of the overall requirements Aware of all the ESG areas to consider
Step 2: High-level View	No overview of impact, opportunity and challenges related to ESG areas	High-level feel for impact, opportunity and challenges related to ESG areas
Step 3: Define Stakeholders	No definition of stakeholders in place in relation to ESG requirements	Defined affected stakeholders and users of sustainability statements in relation to ESG requirements
Step 4: Assess impact materiality	No assessment of impact materiality	Assessment of impact materiality
Step 5: Assess financial materiality	No assessment of financial materiality	Assessment of financial materiality
Step 6: Engage with Stakeholders	Not engaged with stakeholders Not explored scientific and analytical research on sustainability matters	Plan for engaging with stakeholders Plan for exploring scientific and analytical research on impacts on sustainability matters
Step 7: Recap and Next Step	No Double materiality assessment No high-level road map	High-level double materiality assessment in place High-level road map in place Plan for engaging with stakeholders in place

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CSRD/ESRS OVERVIEW

Board and Corporate Management Members Only

Having a hard time trying to understand the Corporate Sustainability Reporting Directive Requirements in EU?
=> Get an overview in less than 60 minutes!

Target Audience

- Board members
- Corporate management
- Compliance officers

The challenges we solve

- Lacking an simple and engaging overview understanding of CSRD: Corporate Sustainability Reporting Directive and ESRS: European Sustainability Reporting Standards.


Why Choose E&R

- **Exclusive offer:** Tailored specifically for board members and corporate management.
- **Efficient learning:** Get a clear and engaging overview in less than 60 minutes!
- **Cost-effective:** Only 6K DKK + transportation cost.
- **Satisfaction guaranteed:** No charge if you are not satisfied!

The ESRS Standards



A 5-Step Process for an engaging CSRD/ESRS Overview

STEP	FROM	TO
Overall: CSRD/ESRS OVERVIEW	Lacking an overview and perhaps drowning in data point presentations	An clear and engaging understanding of CSRD/ESRS Requirements
Step 1: Impact Overview 	No complete overview of the impacts to consider	Simple visual overview and engaging run through that is from the perspective of the entire value chain and impacts, risks and opportunities. Then relating it to ESG and the standards that covers the impact areas.
Step 2: ESRS 1 General Principles	Lots of complex and confusing text	Engaging overview understanding
Step 3: ESRS Cross-Cutting disclosures	Lots of complex and confusing text	Engaging overview understanding
Step 4: The challenge	Having a clear and engaging overview but still not a sense of how big the challenge is	Both having a clear and engaging overview but also a sense of how big the challenge is and the need for critical thinking/strategic decisions
Step 5: Recap and possible next step	From having an understanding of impacts, risks and opportunities to consider across the value chain, a sense of the challenge at hand but not knowing what E&R can further help with	Having an understanding of impacts, risks and opportunities to consider across the value chain, a sense of the challenge at hand and awareness that E&R can support with/facilitate: <ul style="list-style-type: none"> • High-level double materiality assessment • High-level road map • Plan for engaging with stakeholders

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Hesham Morten Gabr. PhD
 Founder E&R
 Partner, Escape Company

CSRD & ESRS Knowledge Transfer:
 Providing a clear and engaging overview in less than 60 minutes!



TESTIMONIALS

FlowState Innovation Testimonials - Creative Breakthroughs with FlowState

Keld G. Hansen, CEO, Scantalk Aps

I had a one-on-one **FlowState Innovation** session with Sham Gabr from E&R. It was really a great help in getting a **new perspective** on the solution to a problem I have been working on for many years. Sham managed, through music/beats, to **free me from the usual thought patterns** and thereby see other solutions.

Sham subsequently gave me feedback on how I could improve my focus and message. I felt that Sham was genuinely interested in helping me throughout the process and used his experience and knowledge to give me feedback. This made the experience even better. I can highly recommend a session with Sham to anyone who wants to explore how unsolved problems can find solutions they hadn't seen before.

Mikkel Valentin Trolle, Sales Representative, Ferrero

After attending a session with Sham, I was positively surprised by how one can solve some of their challenges. Besides Sham being a skilled coach and a super pleasant person, you will experience a **completely new way of tackling your challenges!**

He is very empathetic when you need to map out your challenges and then address what is most difficult. It is **boundary-pushing in a positive way** because you achieve a completely different process, and the 'ordinary' conversation is replaced by Sham's help in getting you into a flow state. I thank him many times for trying it, and it is guaranteed not to be the last time.

Michael Kjær, Managing director Lead Performance II

I have participated in a **Flowstate session** with Sham Gabr from E&R and it was a session which gave me a deeper understanding of my personality. Sham Gabr was strong in his structure, and I got confronted with relevant and intelligent questions. During the session Sham Gabr give me confidence to open up for a difficult area and later I get useful and constructive feedback from him. General speaking I think a flowstate session with Sham Gabr can open up for **innovative ways of problem solving** in corporate life and it could be very beneficial for employees on different organizational levels. Sham Gabr has my highest recommendations and hopefully a lot of companies will use his service. **I highly recommend this process** to anyone seeking **innovative problem-solving techniques**.

Anonymous, Anonymous, Quantum Physics Expert at a Global Technology Company

I recently had a one-on-one flow session with Sham. I really appreciate his approach, which combines **analysis, intuition, and sound**. After the session, I gained **clearer insights into solutions** for the challenges that concern me the most. I highly recommend a session with Sham to anyone seeking clarity on challenging decisions.

Mikkel Vadsholt, Award-Winning Actor

I have just had a **FlowState session** with Sham. And it was in many ways really interesting. His "flow" technique **opened up something new for me**. An approach I was not familiar with. And which can be used both professionally and creatively. But also personally. A very inspiring and safe session.

Other Testimonials

Christian Juhl, CEO, VIKING-CNC, Former CEO Multi-Wing CZ

I worked with Sham for a couple years in Multi-Wing. Sham ability to understand and collect numbers and information across various business areas is at the highest level.

Sham is a true **power train of work and information gathering**. I believe Sham is a super value in any process that has to do with strategy work, understanding complicated legislations and finally transforming it into usable material that is foundation for decision making in a good strategy process..

Thomas Harbo, CEO, Euromaster Denmark

I had the pleasure of working with Hesham Morten Gabr, and his support was highly appreciated. The **agility and dedication** he demonstrated were fantastic, especially given the abstract and sometimes ungrateful nature of the tasks. Despite these challenges, the **outcomes were outstanding**.

Simon Boege, Senior Manager, Flensby & Partners Strategy Consulting, Now Partner at Valcon

In his internal concept-development work for F&P Strategy Consulting, Hesham has demonstrated a **high degree of topical insight and analytical rigour**.

His personal drive and **ability to construct and develop concepts and platforms** has helped greatly solidify the company's expertise within Corporate Strategy.

On a personal level too, it was a pleasure working with Hesham who is among the most comfortable and easy going people I have worked with.

Peter Haderup, CEO, REPORDIC

Former Co-Founder Customfan and CEO of Multi-Wing Spain and South America

I have had the opportunity to work with Sham on several occasions and across different companies.

He's not just a business consultant who has mastered a set of tools and can create impressive presentations; he **quickly grasps the business dynamics and the underlying drivers**.

His strategic plans were implemented with great success. He is truly an experienced professional.

Martin Lindhardt, CCO, Born Global Security Solutions, Now CCO Falcon Watch

Sham possesses a **rare gift for identifying underlying patterns in chaos**, offering clarity where it's most needed.

Niels Laulund, Partner Flensby & Partners Strategy Consulting, Now CEO, Omnium Improvement & Chairman Coworkit A/S

Hesham Morten Gabr is a human USB Key. We have collaborated in very different projects in strategy development and strategy execution.

I find him **one of the best conceptual thinkers** I've worked with. He quickly proposes a customized project process or supplies you with competent sparring on your proposed project process, including activities and tools, and asks questions until its conceptual sound.

If you have the opportunity to collaborate with him, use it. I like his great brain, enthusiasm, open mind, smile and willingness to learn and help others.

Benoit Heubert, Managing Director, Euromaster

I had the opportunity to work with Hesham (Sham) and our local danish management team during 2023 for a M&A project where Sham was supporting us in the transition. I highly appreciated his **professionalism, works ethics & team-spirit** - and I would recommend him as a **valuable business consultant / partner !**

Jens Amdisen, Director, Motors & Drives, Multi-Wing, Former Co-Founder, Fabrika Motors

Sham's **strategic foresight, paired with his consistent and thorough engagement**, has been the cornerstone of our partnership's maturation.

Paolo Radizini, CEO, Multi-Wing Italy

Sham is a **master at finding the path through complexity**, his strategic digging unearths the real meaning beneath. That's art and sharp brain.

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