

Hi Eric,

I hope you're doing well. I'd like to revisit the topic of upcoming website projects and give you an update. Attached, or via the following link, you'll find a Loom video that provides an overview of DomainFactory, the hosting situation, and the planned websites:

<https://www.loom.com/share/fba1e1b0ddf84ad397d9b0285cbb5370>

Initial situation

In the future, I will be working with a dual-brand logic:

-jenswolffhagen.de - Personal brand

--21one.de - Corporate brand

Hybrid's third website: This is our own framework. It's still unclear whether this will be a separate website or just a redirect to a page in the 21One main menu where the framework is presented.

Both domains are hosted by DomainFactory, and both will be set up similarly using WordPress and Elementor. We'll start with... jenswolffhagen.de. The 21One website will then be largely based on the first website and adapted (logo, content, some additional elements).

Time priority Forjenswolffhagen.de I'm under some time pressure, as this website will form the basis of my personal brand

1. Foundation: Purpose & Goal Definition

jenswolffhagen.de is the digital home of Jens Wolffhagen's personal brand. She creates authority, trust, positioning and presence at C-level. She shows Jens asstrategic thinker, leadership figure and future shaper.

The website fulfills four main objectives:

--Leadership & Reputation

- Positioning as a thought leader for the future, leadership, Alhuman, and AI-first organizations.

--Advisory Leads

- Sparring, mentoring, advisory "Jens-only", high-level support.

--Speaking & Public

- Keynotes, panels, stage presence.

--Brand positioning

- Jens as the “face & voice” of the overarching transformation – independent of 21One. Clay: calm, confident, clear, humane, reflective, strategic

Clay:

calm, confident, clear, humane, reflective, strategic

Brand positioning - personal brand)

Brand essence

Jens connects Business, Technology, and Leadership to a perspective that provides orientation and enables transformation.

Short positioning

"Strategic sparring partner for executives and organizations that want to shape the future – with clarity, structure, and intelligent technology."

The 10-second sentence (working version V1)

"I help leaders and organizations make clear decisions, build effective structures, and shape transformation with purpose in an AI-driven world."

(This will be further condensed in V2 when you add the company profile.)

Target groups & user logic

Primary target groups

--Entrepreneurs & Managing Directors

- seeking sparring, perspective, orientation
- complex transformation topics, leadership issues

--C-Level / Senior Leaders

- Leadership, change, decision architecture
- Mentoring, reflection, and difficult situations

--Organizations at Turning Points

- Digitalization / AI - Cultural issues
- Operating Model Transformation

--Event organizers & stages

- Keynotes on the future, AI-human, leadership

Secondary target groups

Media, press, multipliers
Partnerships & eco-systemic collaborations
Investors / Advisory Boards

2. Content architecture: Sitemap & Content plan

We need a main menu with corresponding submenu items, so two levels similar to...www.2bahead.de

A- Website sitemap - JensWolfhagen.de

(Positioning, authority, personality, high-level advisory, thought leadership)

Goal:

Strengthen your personal brand, make your expertise visible, build trust, and position yourself as a thought leader.

Services offered here: **not scalable, person-centered, advisory, speaking, mentoring.**

1. Home / Homepage

Hero: Personal Claim - Vision / Mission)
Brief positioning statement, mission, vision, thought leadership
Focus areas - Leadership, Future Work, AI-Human, Transformation)
“Why work with Jens?” (3-4 bullet points)
Featured Media / Press / Keynote Highlights
CTA - “Learn more” / “Contact” / “Request a keynote.”

2. About Jens

It is currently unclear whether everything will be on one page or possibly on 2-3 subpages.

Story (professional, not personal)
Values, principles, leadership philosophy
Career path & relevant positions
Thought leader positioning, expertise, background

Role:

Entrepreneur
Strategic Advisor
Future-of-Work expert
Founder of 21One Vision 2030 (short version)

3. Advisory & Sparring

Submenu:

Executive Sparring
High-Level Advisory (C-Level) /Strategic Advisory
1-1 Performance & Leadership Mentoring
Individual transformation support
Special mandates
Conditions / Formats
CTA - "Request initial consultation"

Interim & Project Roles

Interim CDO/CIO/CTO
Transformation project management
Digital Initiatives - AI/Automation)
Positioning: When does an interim management approach make sense?
Cases / References



Therefore, I would keep it more open there: Briefly outline what you offer. Initial consultation and contact form.

I will not create a consulting organization that is tied to me personally...; in other words, more open and free.

4. Speaking

Keynotes
Stage formats
Topics -Future of Work, Leadership, Hybrid Intelligence, AI Ethics etc.)
Event Gallery
Downloads: Speaker bio, fact sheet
Inquiry form

-5. Hybrid Intelligence Perspective - 21One

Important: NO product offers here

- Hybrid Intelligence as **School of thought, personal style**, not as a company product.

Original idea

Why humans - AI - organizations?

Basic principles

Meta-level, narrative, philosophy

Reference to 21One for operational implementation
(intelligent crosslink mechanism)

-6. Insights)

Essays/Articles - Blog

Deep Dives

Analyses

Comments

“Behind the Framework” – personal reflections in a reduced form... → rather on publications by
21One.de refer (as concisely as possible)

7. Contact

Advisory request

Speaking request

Press / Cooperations

Social Links

Comments on the areas

Regarding points 5 and 6 - briefly tease and lead into 21One:

Regarding menu item “5 - Hybrid Intelligence”, I'm still considering it. Perhaps that makes more sense on 21one.de, and a possible appearance of hybrid-intelligence.de (Wouldn't be at the beginning of the focus) → is rather omitted as a separate menu item. Possibly included somewhere and linked to 21one.de

Regarding “6-Insights” Hybrid Intelligence: > I would have actually thought this would refer to Hybrid Intelligence and the founding of 21One. So here's the transition and reference, but not the other way around.

Navigation Footer

similar to 21one.de on the landing page:

contact

Contact details

Form

Appointment booking

Legal notice: similar to here <https://21one.de/impressum/>

Data protection: analogous to LP

Cookie settings: analogous to LP

Link on Social

CTA Button

Additional functions

Implement a search on the website

The blog should probably only be available on 21One or in a scaled-down version here.

Newsletter → will not be available here, but only on 21One

The jenswolffhagen.de, but it has no newsletter, no marketing system, and a rigid funnel. That's all, 21One.

Shop: No for the start: → Rather 21One. (Slimmed down? Booking a consulting unit with payment? -

Members area: Login/Portal - 21one (not on JWGA

Legal & Compliance

Essential for every professional website.

Includes

Legal Notice -DE

Data protection (GDPR, cookies, GA4, fonts)

Terms and Conditions/Terms of Use

Consent Management

Cookie Policy

Handling contact form - CRM

Accessibility (important for certain industries)

► **Output: Compliance Package**

B - Different Page Concepts

For each, a **Page Specification was** created:

Define per page

The purpose of this page

Target audience

Main message

Call to Action

Content building blocks (e.g., hero, value proposition, argumentation, social proof, footer)

► **Output: Page Concepts (1-2 pages per page type)**

SITEMAP V2 - MAIN NAVIGATION (revised)

1. Home
2. About Jens
3. Advisory & Sparring
4. Speaking
5. Hybrid Intelligence((Optional in the menu; alternatively integrated later)
6. Insights((very slim)
7. Contact

► Only 7 **main entries**, extremely tidy and suitable for premium personal branding.

1. Home

(no subpages)

► Launch version: social proof, featured media, event gallery **prepared, but hidden**, until you have content.

2. About Jens

! You're considering: everything on one page vs. 2-3 subpages.
I recommend **2 subpages** (optional) 3 if you want more depth.

About Jens – Subpages (Consolidated V2)

2.1 Roles & Working Methods

Executive Advisor
Entrepreneur
Founder 21One
Leadership & Future Work
Purpose / Attitude
Working principles -CRAFT

2.2 Story & Background

professional timeline
Experiences, turning points
Vision 2030
Connection to 21One & HI

(not private)

-OPTIONAL-2.3 Principles & Philosophy

Leadership principles
Core values
People & Tech
Future vision - AI, organization & people

► If you want to be as slim as possible: **2.1 - 2.2 is sufficient**. The rest as sections.

3. Advisory & Sparring

► **IMPORTANT - Consolidated onto only 4-5 subpages**, based on your screenshot (Core Advisory, Interim, Special Mandates, Board Roles).

3.1 Core Advisory

-Strategic Sparring & Executive Topics)

Strategic Sparring
Executive Advisory
Executive Mentoring
Leadership Advisory
Transformation-specific 1-1

► Everything on one page – modular in sections.

3.2 Interim & Project Roles

Interim CDO / CIO / CTO
Project Management
Tech / Digitalization
Transformation / Change Projects
Project management
Interim management in general

► A clear, structured page.

3.3 Board Roles (AR / Advisory Board)

Advisory Board
Sparring for founders/investors
Governance & Strategy Advisory

► Slim, but serious.

3.4 Special mandates & special projects

Exploratory consulting mandates
Co-investments / Participations
Company Building
Product/Business Development
Interim solutions (until 21One takes over later)

- Good positioning signals, without complex product logic.

-OPTIONAL-3.5 Inquiry & Cooperation

- Only if you prefer not to have CTAs on every subpage.

Conditions / Formats - NOT as a page

- Comes as a **Section** at the end of each subpage.

4. Speaking

- You want it to **keep slim**—therefore, **only 1 page**, no subpages.

Speaking – Content of one page

Keynote topics
Formats
Short profile - Speaker)
Why Jens - 3 points
Event highlight section
Downloads (Bio/Factsheet) → to be added later
Gallery → later
CTA request/appointment

- Everything is modular, but only one page.

5. Hybrid Intelligence

- Recommendation: **For now, 1 page or later, integrate into “About Jens”.**

HI – Contents

Original idea
Why Human - AI - Organization
Principles - Light version of the framework)
Transition to 21One ("For implementation and programs - 21One")

- No products, no deep dive.

6. Insights

- Very slim – you'll hardly want to post here at first.

Subpages (minimal)

6.1 Essays & Articles

6.2 CEO Perspectives

- That's all you need.
- Everything else: later, or directly on 21One.

7. Contact

- Here too: **slim**.

Contact – Subpages

7.1 Contact & General Inquiry - Main Page)

7.2 Advisory Request Form)

7.3 Speaking Request

(Press / Media section omitted – will be available later at 21One)

NAVIGATION V2 (complete & final)

MAIN LEVEL

- Home
- About Jens
- Advisory & Sparring
- Speaking
- Hybrid Intelligence
- Insights
- Contact

LOWER LEVEL (optimized & consolidated)

About Jens

Roles & Working Methods

Story & Background

(optional) Principles & Philosophy

Advisory & Sparring

Core Advisory

Interim & Project Roles

Board Roles

Special mandates & special projects

(Optional) Collaboration / Inquiry

Speaking

No subpages

Hybrid Intelligence

No subpages

(later possibly migration to 21One)

Insights

Essays & Articles

CEO Perspectives

contact

“Contact & General Inquiry

Advisory request

Speaking request

Page Concepts

1. HOME / START PAGE – PAGE CONCEPT

Goal

Immediate positioning as an Executive Advisor, Thought Leader, and Future Shaper.

Main message

“Jens Wolfhagen - Executive Sparring, Leadership, Future Architecture & Human-AI Strategies for Decision Makers.”

Target audience

CEOs, founders, C-level executives, transformation managers, and event organizers.

Structure / Content

--Hero

Claim - Subline

Short value pitch (leadership, future, AI-human, transformation)

CTA“Initial consultation/Request speaking.”

--Short positioning

3 Bullet Statements (Identity, Role, Specialisation)

--Focus areas-4 tiles)

Executive Sparring

Leadership & Performance

Transformation & Operating Models

AI-Human / Hybrid Intelligence

--Why work with Jens?

3-4 arguments -Clarity, Strategic Thinking, Human+AI, Results)

--Featured (optionally show later)

Media logos

Event Highlights

--Transition to core areas

Advisory & Sparring

Speaking

About Jens

--CTA footer

Initial consultation

contact

CTAs

"Initial consultation"
"About Jens"
"Request speaking"

2. ABOUT JENS – PAGE CONCEPT

► You have 2-3 subpages. I'm developing the concepts for all three.

2.1 Roles & Working Methods – PAGE CONCEPT

Goal

To clearly and credibly establish Jens' professional positioning.

Message

"I work on an equal footing with decision-makers. Systemically, humanly, strategically – and with a focus on the future."

structure

- Hero: "My role
- my approach"
- Rolls -4-5 core rolls)
- Working methods & principles -CRAFT - Human+AI-
- Areas where you deliver added value
- Transition to Advisory
- CTA initial consultation

2.2 Story & Background – PAGE CONCEPT

Goal

Create context. Personality without a personal story.

structure

- Hero: "My journey as an entrepreneur & executive advisor"
- Professional History - Short Form)
- Important milestones & turning points Why 21One? Why Hybrid Intelligence?
- Vision 2030
- CTA Advisory / Transition Speaking

2.3 Principles & Philosophy – PAGE CONCEPT

Goal

Depth, attitude, differentiation.

structure

- Hero
- CRAFT
- Leadership principles
- People - Tech - Organization
- Basic attitude towards the future
- CTA

3. ADVISORY & SPARRING – PAGE CONCEPTS

→ We have **4 subpages** (consolidated) + optional “cooperation”.

3.1 Core Advisory – PAGE CONCEPT

Goal

Clearly demonstrate what the core offering is.

structure

- Hero: Strategic Sparring & Executive Advisory
- Brief overview of benefits
- The 3-4 core services - sections):
 - Strategic Sparring
 - Executive Advisory
 - Executive Mentoring
 - Leadership Advisory
- Typical challenges
- Working method (briefly)
- CTA initial consultation

3.2 Interim & Project Roles – PAGE CONCEPT

Goal

It's immediately clear what you can take on, without building a consulting firm.

structure

-- Hero
-- Role options:
Interim CDO/CIO/CTO
Transformation/Digital
Project Management Project management

-- When does that make sense?
-- Method of operation / Result
-- CTA project request

3.3 Board Roles (AR / Advisory Board) – PAGE CONCEPT

Goal

A professional, clear presentation for Governance & Strategy Advisory.

structure

-- Hero
-- Forms of participation

Benefits: Perspective, sparring, risk management

-- Focus areas
-- CTA initial consultation

3.4 Special Mandates & Special Projects – PAGE CONCEPT

Goal

Present special roles / co-investment / company building credibility.

structure

-- Hero
-- Special forms of cooperation
Exploratory mandates
Co-investment
Company Building
Product/Business Design
-- Examples / Situations
-- CTA

-OPTIONAL

3.5 Collaboration – PAGE CONCEPT

- Only if you don't want the CTAs on every page.

4. SPEAKING – (only 1 page)

Goal

Position Jens as a keynote speaker – without a huge amount of effort.

structure

- Hero: "Keynotes for the Future, Leadership & Humans+AI"
- Focus topics - 4-6 topics)
- Formats: Keynote, Fireside, Panel
- Outcomes for event organisers
- Speaker profile - Mini-Bio)
- (Material download later)
- CTA- Speaking Inquiry

5. HYBRID INTELLIGENCE – PAGE CONCEPT

Goal

Explaining HI as a conceptual model - transition to 21One.

structure

- Hero
- Original idea (Why) What is the Human+AI organisation?
- Basic principles
- Mini Visual Light Version)
- "For operational implementation - 21One"
- CTA consultation / Continue to 21One

6. INSIGHTS – PAGE CONCEPTS

► YOU want it slim, with two subpages.

6.1 Essays & Articles – PAGE CONCEPT

Modern Blog

Teaser tiles
Categories -Leadership, Future, HI, Organisation)

6.2 CEO Perspectives – PAGE CONCEPT

Personal notes
brief thoughts
Positioning
Don't post too often
CTA - Follow LinkedIn

7. CONTACT – PAGE CONCEPTS

7.1 Contact & General Inquiry

Contact form
e-mail
Cal.com Button
Social Links
Short text: "This is how you can reach me."

7.2 Advisory Request

Short intro
Form with relevant fields
CTA

7.3 Speaking Request

Organizer fields
Date, location, target group, topic
CTA

NEXT STEP

4. Content Creation

Texts, images, and graphics → are from me

5. Brand Design

Logo, colours, and corporate identity can be provided.
Is available. The basis is the landing page of 21One.de.

6. Technical Specification

CMS - WordPress/Elementor

responsive design/mobile optimization
Optimize for accessibility
Security Hardening WP/Plug-ins
Plug-ins & Integrations
similar to 21One-LP
CRM Automation
-Newsletter→at 21One; not here)
Forms Tracking: Google Analytics

7. Prototyping & Design Review

The design is 90% complete through the landing page as well as...
Corporate Design Manual
Create wireframes and clickable prototypes
Feedback loops - versioning!

9. Launch Phase

Before going live, Q&A Check

Content correct?
Responsiveness?
Contact forms?
Tracking is running?
Redirects?
404 pages?
Speed test - Lighthouse)

► Launch Plan - Go-Live

Hallo Eric,

21one.de domain abhi DomainFactory par ye path pe point kar rahi hai:
/webseiten/wordpress

Shayad isko move karna better rahega? Is path pe:
/webseiten/21one/wordpress

Aur phir jenswolhagen.de ke liye hoga:
/webseiten/jenswolhagen/wordpress

Toh humari clean aur clear structure ho jayegi.

Hey Eric, maine abhi jenswolhagen.de ke liye SSL certificate order kar diya hai: DomainFactory

ke SSL section mein dekho.

Chhota sa note:

Jens Wolfhagen ka "JW" wala logo jo circle ke saath hai, woh jaan-boojh kar 21One ke logo jaisa hi rakha gaya hai, taaki brand recognition rahe. Colors, typography sab wahi rahega.

Folder mein do logos hain: ek sirf "Jens Wolfhagen" aur ek "Jens Wolfhagen Growth Advisory" ke saath.

Website pe standard logo "Jens Wolfhagen" (bina "Growth Advisory" ke) use karna hai, kyunki alag-alag roles aur activities hain. Yani header, menu aur footer mein. "Jens Wolfhagen Growth Advisory" wala logo baad mein khaali specific pages ke content area mein aayega, jahan explicitly advisory services ki baat hogi.

Pehla kaam:

21One se jenswolfhagen.de ki copy banani hai ek naye directory mein, saare agreed pages ke saath.

Phir:

Content ko adjust karna shuru karenge (logo maine bhej diya hai).

Phir:

10 naye pages ke design aur development par baat-cheet hogi.

Saath hi:

Main website ka content, text, images parallel mein develop karunga.

Structure aur Sitemap maine pehle hi PDF mein bhej di thi... Uske upar ek Miro board se final approval aayegi, uska video main abhi bhej raha hoon. Usi par kaam kar raha hoon.

Hey Eric, yahan Loom video hai jo website ki structure aur pages ka overview batata hai, jo hum milkar banayenge... Main tujhe Miro Board ki invitation bhej raha hoon.

<https://www.loom.com/share/dcfc792b4b94494a8433e058533e27ca>