

SMARTIA

BUSINESS MODEL & PRICING · 2026

Research. Analysis. Organizational Development.

You are not buying a training — you are working with a researcher who builds measurable, lasting change from your company's own data.

The SMARTIA method is built on the multi-year research, publications and hands-on experience of **Dr. Mária Keresztes**, economic researcher. As an internationally recognized artist, she not only studies artistic forms of expression but actively practices them — which ensures that in her sessions, artistic tools support organizational development **at a systemic level**, not as mere illustration. The method has proven itself at Hungarian and international conferences, in publications and in corporate projects. Its aim: to create new, measurable and lasting change in organizations through the innovative fusion of economics, psychology and the arts.

2,000+	31 yrs	+95%	10/10	60+
contact hours with groups	cumulative group-work experience	measured creativity growth	university participants would recommend it	scholarly and artistic publications

Every process is built on an **individual needs assessment** — no two company situations are alike. The prices and service frames shown here are indicative; a tailored proposal is prepared in every case, aligned with your specific goals and resources. **The first 45-minute consultation is free of charge.**

How we work

1. Discovery Rapid diagnosis of the real issues — from your company's own data.	2. Interactive experience Joint work with artistic and group-dynamic tools.	3. Lasting change Measurable actions, follow-up, executive summaries.
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The SMARTIA quality promise

Every process we run meets seven criteria — spelled by the letters of our name:

S	Specific Company-specific process design, based on a preliminary consultation. One block: 4×45 minutes, with breaks.
M	Measurable Measurable development; on request, a feedback and evaluation module — with a written summary.
A	Attainable Realistic, tool-based work: pastels, paint, music, drama play.
R	Relevant Tailored to real organizational needs: cultural intelligence, resilience, burnout, restructuring, flow, community building, innovation.
T	Timely Weekly or biweekly rhythm; available on weekdays or weekends, in morning or afternoon blocks.
I	Inclusive Inclusive, intercultural approach; in longer processes participants receive their own tool kits.
A	Aligned Aligned with personal and organizational values: goal-based operation, psychological safety, leadership self-reflection.

Packages & pricing

DIAGNOSIS

See what your data is telling you.

- Strategic workshop — small-group, focused, tool-intensive sessions to uncover organizational goals: **from HUF 36,500 / person / hour**
- Employee tool kit — creative, artistic and psychological support tools in a SMARTIA package: HUF 10,000–30,000 / person
- For new clients, the first 4×45-minute block at **50% off**

DEVELOPMENT

Our clients' most frequent choice.

- 6-month mentoring process — 12–18 sessions (90–120 minutes biweekly) with interim online consultations, goal setting, continuous feedback and a written summary: **from HUF 1.8 M**
- Action-based leadership training — practice-oriented group process built on action-learning methods, using real situations: HUF 1.1–2.2 M / person

PARTNERSHIP

System-level change across the whole organization.

- System-level leadership programme — covering the entire organization, involving staff, HR and management at multiple levels: **from HUF 9 M**
- Innovation mentoring — exclusive, long-term development for large and multinational companies: individual quote
- Research collaboration — norm-based analysis of your company's data, resulting in a scientific publication: by individual agreement

+ Any package can be extended with: knowledge-based executive coaching for senior leaders — focused one-on-one sessions supporting decision-making, psychological safety and long-term leadership performance: HUF 73,000–183,000 / hour.

What participants say

“From the very beginning you could feel a completely different approach to building team cohesion.”

— training participant, 2025

“The exercise where we shared our positive views of each other was excellent — in everyday work we give far too little positive feedback.”

— training participant, 2025

“Excellent. Unique.”

— training participant, 2025

In the participants' own words — one word each:

personalised	open	inventive	novel	direct
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Anonymous participant survey — Széchenyi István University, 2025

Contact

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Joy of Business for your Business