

## Coaching

Coaching: a proven method enabling you to maximize your potential and fully exploit your resources. Master the complex demands required of today's business professionals in any field.

Coaching: personal advice and feedback in a dialog with a neutral, experienced partner. Together, we will analyze your professional situation, develop new techniques and enhance your talents.

Coaching: offers a private and confidential environment whereby specific needs can be addressed and solutions worked out to achieve your personal goals.

## Contention >> Definition of the role

I offer personal and professional attention including advice and support in your professional environment within the context of your personal relations and commitments.

My qualifications include:

- Advanced degrees in Psychology and Economics.
- Three decades in executive level international management and leadership positions in global companies
- Sound experience as management consultant
- A certified degree in Management Coaching
- Active responsibilities in community organizations

## Contention >> Wolfgang Wiedeler

- Birthday: November 2, 1944
- Degrees in economics and psychology from the Rheinische-Friederich-Wilhelm-Universität, Bonn.
- Majoring in 1969 in psychology ( Diplom-Psychologe)

### Professional career path:

- Procter & Gamble, Schwalbach (D) / Paris (F) (Marketing Dept.)
- Braun AG, Kronberg (D), International Dept. (Marketing)
- Richardson & Merrell (WICK Pharma), Groß-Gerau (Marketing and Sales)
- Gruber, Titze & Partner, Bad Homburg (D), Senior Consultant
- STADA, A.M.P., Bad Vilbel (D), Partner and Managing Director
- Berlitz International Inc., General Manager, Division Vice President Europe, Aufsichtsratsvorsitzender
- since 2002: Coach for managers, independent
- Working languages: German, English, French
- Honorary judge at the Hessisches Landesarbeitsgericht, Frankfurt
- Married for 16 years, 2 sons: Conrad (13) and Paul (10)

## Coaching >> Individual Coaching

Personalized coaching enables one-on-one interaction. The coaching process is tailor-made to each individual. This secure environment allows for the exploitation of in-depth professional and personal topics and issues such as:

- Personal localization, development of full potential, setting of targets and objectives, career and life planning
- Improvement of your performance, better use of your own resources and performance reserves
- Systemic observation and inspection of the social surroundings and acquaintances in your company
- Reflection and analysis of existing behavioral patterns and the development and practicing of new solutions and behavior
- Crisis and conflict management

## Coaching >> Group-Coaching

Human beings do not live and act on their own, but they are tied to groups, teams, departments, companies and multi-faceted social contexts. They work in common projects and pursue their own and imposed goals.

Coaching of groups and teams focuses on improving performance and productivity:

- Team building: the potential of the team will be used to its full extent. All team members contribute their faculties and abilities in an optimal way.
- Impediments which inhibit performance will be detected and removed.
- The position and inclusion of groups and teams within the company will be made clear.
- Necessary changes (restructuring, decentralization and globalization) are dealt with in a positive attitude.
- New management techniques will be systematically introduced.

## Coaching >> Cross-cultural Coaching

New management techniques will be systematically introduced.

Globalization and internationalization are playing an increasingly important role in the professional life of managers and independents:

They are transferred abroad, open new subsidiaries and develop foreign business relations. Alternatively they work here with colleagues and partners from other (corporate-) cultures.

Cross-cultural coaching exceeds regular trainings of the „Dos and Don'ts“ and facilitates the individual, solution-oriented and discrete treatment of your specific needs and requirements.

- Intensive personal preparation of transfers abroad and the subsequent care and control by telephone and email
- Coaching of expatriates during the first time after their arrival
- Coaching of cross-cultural teams and working groups

## Reasons for Coaching

The main reasons for coaching show a significant shift during the last decade: away from personal problems and deficits into the direction of performance improvement, motivation increase, leadership capabilities, change management and the preparation of new tasks and assignments.

### Concrete reasons for the decision to go into a coaching:

- Improvement of the social, managerial and leadership competence
- Development of adequate behavioral attitude
- Enrichment and flexibilization of the behavioral repertoire
- Revision of life and career planning
- Preparation and training of new roles in case of promotions, transfers, take over of new responsibilities and new positions and assignments.
- Support in conflicts in and with the management
- Treatment and solutions of conflicts for individuals or groups and teams
- Preparation of introducing new company strategies („Change Management“)

## Process of Coaching

### First contact and meeting / Initial interview

You describe your current situation and your actual wishes and concerns. Together we clear the prerequisites for a coaching and define binding goals.

### Contract

During the first meeting we clear the contractual basis of our cooperation, e.g..

- Individual tailor-made scope of the coaching, length of the coaching sessions, flexible timing
- Place / location of the coaching
- Fees, expenses, invoicing, method of payment

In addition to the formal contract contents we will agree orally upon a “psychological contract” elucidating your expectations and goals and defining the topics and issues to be treated.

## Professional advice >> Tasks

Consulting: Are you looking for a trustworthy reliable representative with international experience who takes care of your interests locally?

Consulting: Do you need a member of the supervisory board who contributes general management know-how with special qualifications in marketing, sales, personnel recruiting /development and labor law?

Consulting: Do you require transitory support in limited projects or a partner in difficult negotiations?

## Representations

Are you looking for a company representation in Europe, Germany or the Rhine-Main area? Then a representative could be the right solution:

- when your company plans the first steps and does not want to start immediately with a expensive staffing
- when you would like to have locally an experienced manager whom you can trust
- when you desire a permanent partner for discussing and preparing your business decisions
- when you wish to take better care of long-lasting business contacts.

## Advisory boards

Does your company need a member in the supervisory board who contributes expertise and know-how relevant for the positive development of the company? As a member of your supervisory board I can offer to you:

- long-lasting experience as a director and chairman of the supervisory board of the European affiliates of an international company
- Proven professional experience in multi-faceted markets and functions
- Successful co-operation in companies with employees participation and a wide range of experience in labor negotiations and labor law.

## Project management

Are you planning projects for your company which are limited in scope and time, but you do not have or want to use internal resources?

Concrete project management for your company:

- Market analyses for clearing the potential and chances prior to entering the market
- Screening of potential alliances und cooperation partners, search for possible
- Search for cooperation and distribution partners for your products and services in other countries.

## Interim-Management

Are there currently any vacancies in your company, which you want to fill thoroughly and without time pressure? Or do you need timely limited support?

Interim-Management is a possible answer and solution when you want:

- a smooth continuation of business segments without major contractual obligations - timely limited
- the execution of clearly defined tasks which follow a commonly established time-table
- a transitory replacement.