

## **Coach and trainer profile**

### **Martina Lüttringhaus – expert in corporate culture and leadership skills**

Martina Lüttringhaus acts as a management coach and a sparring partner for top decision makers. Her core competence is the sustainable integration of employees' motivation and commitment with the company's objectives. The bases of the respective measures are objectives and success criteria that have been defined with the client.

### **Coaching subjects may include:**

#### **Objectives and visions**

Management as a balancing act between one's own ideas and the expectations of all stakeholders is even more successful the more clearly one can align oneself with objectives and visions – and the more credibly you can communicate these as a person in charge. This coaching session focuses on developing and clearly formulating objectives, identifying priorities and taking informed decisions.

#### **Management and communication**

The motivation of your employees is increasingly becoming a decisive competitive factor in times when management systems are increasingly pushed to their limits in terms of optimisation. Through this coaching you place your own management and communication behaviour under the spotlight and thereby safeguard this important skill as a top executive.

#### **Assuming a new position and challenge**

In this coaching session you will concentrate on sending out the right signals in your new field of responsibility, specifying factors for success and ensuring a successful debut. This will allow you to get to work on structuring the early days with self-confidence and purpose.

#### **Profile and self-management**

Intensively examine your own skill profile and your personal value system. How do you act under stress, what can you contribute to remain committed and fulfilled?

#### **Special features:**

- International experience
- All sessions can also be conducted in English
- Composure and capability, and therefore more effective at dealing with complicated subject and crises
- Credibility and experience
- Charisma and self-confidence
- Recipe for success with a long-term effect
- Belief in tapping into potential
- Confident handling of emotions
- Authenticity

**Training:**

- Business Coach V.I.E.L. Coaching (certified by the dvct (Deutscher Verband für Coaching und Training e.V.)), innovation trainer at motiv Cologne, therapeutic yoga teacher at the Institut für Yoga und Gesundheit (Institute for Yoga and Health)
- Industrial clerk, communication specialist, advertising specialist
- Accredited for Insights MDI personality tool

**Professional experience:**

- Self-employed management consultant, business coach and trainer since 2005
- Marketing management in several international IT companies, most recently with responsibility for marketing in Europe at Sterling Commerce, Düsseldorf including international management responsibility

**Key areas:**

- Executive coaching, corporate culture, management development, workshop moderation, team development, personal development

**Selected references:**

- Business Objects, Sterling Commerce, TDS Consulting, o2, Norma Group, Visteon, Nordex, Britax Römer, IP Deutschland, Mediengruppe RTL, Globus Fachmärkte, Logocos Naturkosmetik, Dalli Werke, Uniklinik Cologne, Kautex Textron
- Individuals regarding the subject of vocation coaching, career coaching

**Publications and media appearances:**

- 3 appearances as an expert on the subject of burn-out, work-life balance and workplace motivation at RTL Aktuell
- Book publications: EQ Tools by managerSeminare Verlag: "Das Identifikationsquadrat" [The Identification Square], "Emotional intelligente Entscheidungen treffen" [Making emotionally intelligent decisions]
- Articles in the compendium "E-Coaching und Online-Beratung" [E-coaching and online advice] by Prof. Dr. Harald Geissler, Research Centre for Coaching Expertise at the University of Hamburg

**Executive coaching in practice:**

Retail store management - site development

In a target-oriented coaching process, the store management was supported in creating "more time to focus on the essentials". The key success factors were personality development, preparation of an effective management style and the definition of realistic criteria for success to develop the site.

Managing director for consumer goods – Performance

Continuous sparring and feedback coaching of the new managing director in a business acquisition, providing him with support in increasing the company's key performance figures through a moderated and structured process and preserving employee motivation.

CEO industry – Change

Supporting and moderating the European management team during a culture shift following a takeover by a private equity company. Reflecting on one's own management style and improving communication through targeted personal development.

Martina Lüttringhaus

**ON.DevelopmentGroup**

Am Steinneuerhof 44

D-50997 Cologne

Germany

Tel.: +49-176-63633888

[martina.luettringhaus@](mailto:martina.luettringhaus@on-dg.de)

[on-dg.de](http://on-dg.de)

