

„Problem talk creates problems, solution talk creates solutions“ Steve de Shazer

Coach and trainer profile

Sibylle Schuld – expert in management development and employee motivation

Further education:

- Systemic business coach (Münchner Akademie for Business Coaching) (dvct certified), solution focused team-coach (solutions academy), trainer (IIK)
- Business studies/focus on marketing, language and communication sciences (MA)
- Reiss profile master (diagnostical instrument investigating individual motivation)
- Consultant for burnout

Professional experience:

- Freelance business coach, trainer and media consultant since 2013
- Marketing and sales expert of premium-brands in media, responsible for b2b-advertising-marketing of print business and high level publications such as Handelsblatt, WirtschaftsWoche, Die Zeit, der Tagesspiegel, mare etc.

Key skill areas:

- Coaching, training and sparring for senior and junior manager
- Solution focused team-coaching
- Communication skills and management of conflicts
- Setting objectives and self-marketing
- Presentation and rhetoric skills

Selected references:

- ThyssenKrupp, Dt. Bahn, Kölleermann GmbH, VDI Verlag, VNR Verlag für die Deutsche Wirtschaft AG
- references from individuals relating to setting individual objectives, positioning and career coaching

Publications:

- WirtschaftsWoche.de management blog, interview „Auf einen Teller mit...“ („Having lunch with...“)
- DUB entrepreneur magazine 1-2015, article on „So geht Erfolg“ („That´s the way to success“)
- SAALZWEI online magazine, interview „Selling at eye level“

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