



Prof. Dr. Brigitte Witzer: *“It’s not a bug. It’s a feature.”*

Executive Coaching

- :: understood as a highly professional **dialogue**
- :: **supported** by 34 years of experience, working in science, management, economy, politics, and consulting

Core competences

- :: Understanding highly complex **contexts** and creating **transparency**
 - :: Enabling a **change of perspective** towards radically different approaches
 - :: Facilitating insights and **solutions** in change management and leadership
 - :: Unfolding **impact** with tools and methods for “Leading Self” and “Leading Others”
 - :: Sparring and coaching for **CEOs and top executives** since 1998
- ... and, derived from a personal self-concept: **bringing women and success together**

Unique expertise

- :: **Science: Pioneering** in leadership and management
1994 **founder and leader of the course Media technique** at Leipzig University of Applied Studies

- :: **Economy:** Experienced in computer businesses (since 1985), with dotcom since 2001; focus on media and IT;
dealing with power, disruption and corporate life

- :: **Politics: Progressive thought** in the **contexts** of economic philosophy and psychology; supporting “wake-up calls” in sustainability and responsibility

- :: **Consulting:** Bringing issues forward in dialogue until clarity has been achieved; radical new perspectives and reframings;
deeply interested in **transformation, change and the emotional competence** to drive both

- :: **Distinct approach: postheroic, risk intelligent**

Publications

- 2015 **„Die Fleißlüge“**, Ariston // The industry of industriousness
- 2014 **„Die Diktatur der Dummen“**, Heyne // Idiocracy
- 2012 **„30 min. Risikointelligenz“**, GABAL-Verlag
- 2011 **„Risikointelligenz“**, Econ-Verlag // Risk intelligence
- 2005 **„Die Zeit der Helden ist vorbei“**, Redline-Wirtschaft //
Post-heroic management – personality, leadership and career
- 2001 **„Duden Satz und Korrektur“**, editor/co-author,
Duden-Verlag Mannheim
- 1992 **„Kommunikation in Konzernen. Führung und konstruktives Menschenbild“**, Westdeutscher Verlag // Communication in corporates. Leadership and core values.