



Top Management Coach

Reinhard Sprenger is arguably the most admired management guru in Germany and is the most-read management author in German-speaking countries.

He began his career lecturing at the Universities of Berlin, Bochum, Essen and Cologne, before becoming an economics adviser to the Culture Minister in the state of North-Rhein Westphalia.

Reinhard then moved to 3M as Head of Training and Development, before becoming a consultant and business coach. He has written several books and articles in which he shares his ideas on motivation, innovation and change. In "Mythos Motivation" ("The Myth of Motivation"), for example, he questions the whole principle of traditional motivational methods such as commissions, bonuses, incentive travel etc and concludes that the actual sources of demotivation must be dealt with first, but too many managers shy away from this.

Handelsblatt newspaper described him as "Germany's leading management author" and the Financial Times Germany called him "Germany's only Management Guru, who really deserves the description".

Topics (Selection):

- Management
- Leadership
- Teambuilding
- Human Resources