

# LIVE YOUR STRATEGY

STRATEGY EXECUTION . EXECUTIVE COACHING

Coach Profile: [Andreas Liebrecht](#)



## Andreas Liebrecht

I was born in 1969 in Germany. As Executive Coach I support clients from line management to Executive Board Member in national and international contexts. My clients are DAX and M-DAX listed companies as well as family owned enterprises with footprints across the globe. My working languages are German and English.

### **Coaching Statement**

As a systemic coach and organizational consultant, I have been working for twenty years in the field of performance improvement of executives, management teams or entire business units. Over the years I have worked with numerous coachees from different industries and corporate functions. This and my experiences as a leader and entrepreneur allow me to quickly gain the trust and acceptance of the coachee.

### **Focal points in coaching**

#### **Soft factors**

- Decision-making, (Self-) Positioning
- Communication and Leadership (incl. 360° Feedback)
- Change Management
- Mediation, Conflict Resolution

#### **Hard factors**

- Sparring partner for business decisions
- Restructuring, Strategy development and – implementation
- Co-Creating agile, fast business processes
- Performance Improvement and Operational Excellence

### **How I work in coaching**

In detail, I follow the approach of "Challenging Coaching" after John Blakey and Ian Day. I strongly believe that a balance of appreciation *and* challenge in coaching leads to significant personal growth and performance of the coachee.

### **What does this mean in concrete terms?**

I'll take you seriously with any of your concerns. I will also confront you with new, different, unfamiliar perspectives. Therein lies my added value. I'm independent, honest, humorous and get to the point quickly. My approach to coaching is flexible.accessible.challenging, face-to-face and online. The form of coaching must fit to the schedule and daily business of the coachee not the coach. Absolute discretion goes without saying.

## **Coaching examples**

- Coaching of the Director Customer Relations of a Multichannel Sales Company. Senior Management Level. Focus: Leadership and positioning in a restructuring project.
- Coaching the Site Head of a Pharmaceutical Company, Senior Leadership Level. Focus: Decision-making, strategic realignment of the site.
- Coaching of a Plant Manager of the Automotive Industry (OEM), Senior Management Level. Focus: Standing and positioning after change into a new business unit.
- Coaching a COO in the glass-refining industry. Focus: Appropriate Leadership in a demanding strategy implementation process.
- Coaching the Head of software-development in the tourism industry. Senior Management Level. Focus: Leadership and decision-making after Company Sale.
- Coaching of the Head of R&D of an OEM in the Automotive Industry, Top Management Level, Focus: Leadership and Communication, 360° Feedback.

## **Education and training**

- Graduate Educational Sciences (University of Lüneburg)
- Mediator (ZWW, University of Lüneburg)
- Systemic-Solution-Oriented Organizational Development (N.I.K. Bremen)
- Certified LaMarsh Change Practitioner (FORD Werke GmbH)
- Performance Improvement Manager, Ithaca College NY (U.S).
- Challenging Coaching Masterclass, Ian Day, John Blakey, UK.

## **Career**

- CEO at LIVE YOUR STRATEGY, Strategy Execution, Executive Coaching, Cologne
- CEO, Consultant and Coach LIEBRECHT RAU Performance Consulting GbR, Cologne
- Leadership and Performance Consultant, context, Cologne, Wiesbaden, Essen
- Advisor for Lean and Change Management (self-employed, Cologne)
- Project Manager Lean Manufacturing (FORD Werke, Köln; Ford of Europe)
- Consultant Volkswagen Consulting (VW, Wolfsburg)
- Freelance trainer (L.I.F.E. Lüneburg Institute for Development)
- Vocational Education (Grone Schools of Lower Saxony)
- Expert and Author in the ManagerSeminare Publishings: "Fit for Change" Bd. 1&2, 2009, 2010; and „EQ-Tools“, 2011

Best regards,



Andreas Liebrecht

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Let's make it work.

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