

LIVE YOUR STRATEGY

STRATEGY EXECUTION . EXECUTIVE COACHING

Coach Profile: [Andreas Liebrecht](#)



Andreas Liebrecht

I was born in 1969, married. As an executive coach and expert in strategy implementation, I support my clients from line management to executive board members in national and international contexts. My working languages are German and English. I work both in face-to-face and in virtual formats.

Coaching Statement

As a systemic coach and organizational consultant, I have been working for more than twenty years in the field of performance improvement of executives, management teams, team members or even entire organizational units. Over the years, I have worked with numerous coachees from different industries and business areas (see coaching examples). These and my experiences as a manager and entrepreneur enable me to quickly gain the trust and acceptance of the coachee.

Focal points in coaching

Soft factors

- > Decision-making, (Re-)positioning
- > Leadership behavior and communication
- > Management Team Coaching, Change Management
- > Mediation, conflict resolution

Hard factors

- > Strategy Development and implementation
- > Sparring partner for business decisions
- > Create agile, fast business processes
- > Improving the performance of the business area

My approach

In detail, I am guided by the approach of "Challenging Coaching" by John Blakey, Ian Day. Accordingly a balanced approach between appreciation *and* challenge in coaching leads to growth and performance of the coachee. In individual and in team coaching settings I create a space for reflection that enables tangible progress.

What does that mean exactly?

I take my clients seriously with every one of their concerns. I will also confront them with new, different, maybe unfamiliar perspectives. That's where my added value lies. I am independent, honest and get to the point quickly. Absolute discretion is guaranteed.

Coaching Examples

- Coaching of a VP Finance in Energy Supply (MDAX). Executive Level. Focus: Self-management, "impact" and personal standing in a restructuring process.
- Coaching of a VP Real Estate Management in Energy Supply (MDAX). Executive Level. Focus: Reflection on leadership behavior, team building after restructuring.
- Coaching of a VP Controlling & Strategy in the Chemistry Sector (MDAX), Executive Level. Focus: Positioning in a carve-out process.
- Coaching of the director of customer relationship of a multichannel provider (GmbH). Executive Level. Focus: Leadership behavior and positioning in a restructuring project.
- Coaching of the head of software development of a portal service in the tourism industry (GmbH). Executive Level. Focus: Leadership behavior and decision-making after the M&A process.
- Coaching of an R&D VP in the automotive supplier industry (S&P500). Executive Level. Focus: Leadership and communication, feedback on external perception.
- Coaching of a plant manager in the automotive industry (OEM; S&P500). Upper Management Circle. Focus: Leadership in an M&A process (employees affected > 4,500).
- Coaching of the site manager of a pharmaceutical company (DAX). Upper Management Circle. Focus: decision-making, strategic realignment of the site.

Education and Training

- Diploma in Education, University of Lüneburg
- Systematic solution-oriented consultant, N.I.K. Bremen
- Mediator, ZWW, University of Lüneburg
- LaMarsh Change Expert, FORD Werke GmbH, Cologne, Germany
- Performance Improvement Manager, Ithaca College NY (U.S).
- Graduate of the Challenging Coaching Masterclass, Ian Day, John Blakey, UK.
- Psychodynamic Coaching and Organizational Development, IPOM, Munich

Development

- CEO, LIVE YOUR STRATEGY, Strategy Execution, Executive Coaching, Cologne
- CEO, Consultant and Coach LIEBRECHT RAU Performance Consulting GbR, Cologne
- Senior Consultant for Leadership and Performance Improvement, context, Cologne, Wiesbaden, Essen
- Lean and Change Management Consultant; self-employed, Cologne
- Project Manager Lean Manufacturing, FORD Werke, Cologne; Ford of Europe
- Consultant at Volkswagen Consulting, Wolfsburg
- Author at managerSeminare Verlag: "Fit for Change" vol. 1&2, 2009, 2010; and "EQ-Tools", 2011

With best regards,



Andreas Liebrecht

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Let's make it work.

ANDREAS LIEBRECHT

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