



Dr. med. Stefan Frädriech

“Get to know Gunter, your weaker self”

Dr. med. Stefan Frädriech is a motivational expert and further education entrepreneur (GEDANKENTanken), as well as one of the directors of the Steinbeis Transferinstitut GEDANKENTanken of the Steinbeis-Hochschule Berlin. His team of trainers works across the entire German-speaking area and he has enjoyed success since 2003 as a trainer, speaker, coach and consultant, writing written several books including several best- and long-sellers. He invented the popular motivational mascot called „Gunter, your weaker self“, and has developed successful seminars (e.g. „Become a non-smoker in 5 hours“). Many people also know him from TV, where he has starred in a variety of his own TV shows (including on WDR, PRO7 and VOX) or has been a coach and guest on various other TV programmes. As a professional speaker, Stefan Frädriech motivates thousands of participants in his seminars or talks every year. His goal is to make complex relationships intelligible, logical and entertaining – and thus make an impact!

Themes

> The Gunter principle: how to motivate your inner weaker self!

- Do you know Gunter, your weaker self? He keeps you from doing anything that is new and courageous or sounds exhausting – unless you feed him the right thoughts...

The perfect motivational talk in times of continual change: Go on an exciting journey through motivational psychology, coaching and neuroscience! The presentation is guaranteed to be entertaining – even with your weaker self.

> Leadership: the 10 commandments of successful management

- Good leadership is one of the most important prerequisites for the success of any organisation! But how do you become a leader? Mostly through promotion, taking over or starting up your own company and usually without systematically learning about leadership...
- Find out about the most important principles taught at the GEDANKENTanken academy for executives in an entertaining and impressive format so that you can become a better boss!

> Sympathy in sales: how to become a ‚people magnet‘

- In the field of sales, sympathy is invaluable! Because sourpusses don't sell anything. Unfortunately, everyone hasn't grasped this yet...which means that anyone who knows how to become a ‚people magnet‘ has a real competitive advantage. Get to know the principles of interpersonal attraction – and use them for your own personal benefit!

References & Press

Extract:

Arag, BKK Bundesverband, BMW, BP, European Parliament, GlaxoSmithKline, Liebherr, Mercedes, Metro, Novartis, Procter & Gamble, Visteon, Westdeutsche LBS...

“Dr Stefan Frädriech cleverly manages to enable each individual to recognise his or her personal ‚Gunter‘ and learn how to put a leash on him in a particularly effectively way!” **Cash**

“The incantations of Dr Frädriech have surprising effects!” **RTL**

“Your speech was an invaluable addition to our event.”
Mail Boxes etc.

“What should I say? Trainer Stefan Frädriech has freed me of my vice.”
Bild

“Good advice – and above all doable.” **Die Welt**

Inspiration

> People, books and events that inspire me:

“We live in a fascinating world full of potential and possibilities. My passion lies in inspiring people and organisations to rediscover exactly that and to tackle things with energy and joy.”

Fees & Languages

Keynote speech	D
Daily rate	C
Languages	 

Travel costs



Media



Das Günter-Prinzip
ISBN: 978-3869361697
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Günter, der innere Schweinehund, wird Chef
ISBN: 978-3898430555
9,90 €

