



# Loredana Meduri & Alessandro Spanu

Keynote speakers and business experts, wife and husband, charming and impressive. Meet Loredana Meduri and Alessandro Spanu. The interaction of these two, with their innovative style, moves and fascinates people. The expertise and personality of the duo are characterised by their many years of practical experience in sales & marketing, customer service and communication in the automotive and financial industries. Their clients include SMEs as well as international corporations. They work around the world and win people over with their professionalism and authenticity. Loredana Meduri and Alessandro Spanu make their open audience to change and inspire them to have more confidence in the future.

**"Shaping the future – SIMPLY achieving great things!"**

### Themes

› **BE GOOD. Focus on the good things.**

- Successfully living through change & transformation.
- Transformation: discover how to master change with curiosity and openness
- Top performance: experience how to achieve excellence in your team with appreciation and recognition
- Focus: learn how to focus on your strengths and use them to motivate people to do new things

› **BE OPEN. Digital readiness.**

- Ready for the future thanks to mental flexibility!
- Mental development: how to exploit the opportunities of the new world of work
- Creative instead of reactive: how to successfully combine innovation and tradition and use this to follow pioneering paths
- Digital and emotional power: how to be more courageous and self-confident in order to shape the future

› **BE WOW. THE PISA principle. A mistake or a masterpiece?**

- How to become your customers' main attraction.
- Customer profiling: do you know your customers? Do you know how your customer ticks? Why should you know that?
- Customer bewilderment: how to use the DOLCE VITA strategy to connect to your customers emotionally and in the long term
- Customer enthusiasm: stop boring customers! Find out how small

### References & Press

**Selected references:**

Robert Bosch GmbH, FERCAM AG, DESIGN OFFICES, ADIDAS, Merck Export GmbH, ALESSI, C3 Creative, Code & Content, Donghua University Shanghai

"Meduri & Spanu. Highly recommended – an absolute asset. They made our INSPIRATION DAY an extraordinary event with interesting anecdotes, special suggestions and inspirational methods."

**James Foster, Vice President Global Brands, Adidas**

"I can only recommend this refreshing duo. With their natural style and authenticity, they convey, with competence and ease, the know-how needed to improve work and life in the long term."

**Christian Hasenstab, Managing Director, Merck Export GmbH**

"A lively and refreshing talk with practical tips that can easily be integrated into everyday working life."

**Michael Schmutzer, Founder and MD, Design Offices**

### Inspiration

› **People, books and events that inspire me:**

Special impulses for special people.

"As Leonardo da Vinci said, "The true knowledge always comes from the heart." We inspire and touch people with our passion and our expertise. We love what we do. We believe that every person has ingenious and versatile skills."

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### Fees / Travel costs / Languages

**Keynote speech** Category **E**

**Daily rate** Category **E**

**Travel costs** **Stuttgart**

**Languages**

### Live-Booking



### Media

