



# Dr. Reinhard K. Sprenger

Leading Authority on Management Development and Motivation, Best-Selling Author



## CSA CELEBRITY SPEAKERS

Dr. Reinhard Sprenger is the "The Management Pope" - a renowned European management expert and advisor on shaping future management and guiding culture in enterprises. A lecturer at the Universities of Berlin, Bochum, Essen and Cologne, his ideas of self-accountability have shaken up the management world both in Europe and the US.

**"Germany's most read author on Management" - Der Spiege**

### In detail

Reinhard Sprenger studied philosophy, psychology, economics, history and sports at the Ruhr University Bochum, receiving his PhD in 1985 from the Free University Berlin. His books have sold more than half a million copies in Germany alone. The continued success of his books has made him one of the most-read management authors. His previous positions include being Executive of Human resource development and Training at 3M in Germany and scientific advisor for the Ministry of Culture in the state of North Rhine-Westphalia. His expertise has been sought from numerous national and international firms such as Coca-Cola, 3M, Mobil Oil, Philip Morris, Daimler Benz, Hewlett Packard and Siemens.

### What he offers you

Reinhard Sprenger embraces the vision of an individualised company, which places people as the main focus. "Leading" according to Reinhard, means above all encouraging, finding the right task for the individual to provoke superior achievement. He squarely confronts the notion that trust is a necessary foundation for individuals and organisations to maximise their potential over time.

### How he presents

His high-powered verbal style includes trailblazing formulas such as "guidance cannot be ordered, guidance is selected". His forward-thinking approach to change in international management structures leaves his international audiences inspired.

### Topics

Motivation and Self-Development in Business  
Self-Development, Motivation and Collaborative Leadership  
Change, Creativity and Innovation  
Personal Choice - Finding the Right Solution amongst the Best Solutions  
Towards the Future - Personal Development in Commerce  
What Managers can Learn from Football

### Languages

He presents in English and German.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2008

Steilpässe für Manager

#### 2007

Managing through Trust What Really Matters in Corporations  
The Self-Responsibility Principle Approaches to Motivation  
The Motivation Myth Escaping from a Cul De Sac

#### 2004

Trust: The Best Way to Manage

#### 2000

Rebellion of the Individual