

# Trainer – Profile:

## Christoph Kuzinski

### Senior Trainer & Executive Coach



#### Background & Experience:

- More than 10 years of experience in the Banking/Finance sector, predominantly in Sales and Trading functions of different major German banks.
- Working in the Financial Information, Software and IT area for more than 15 years. Positions held ranged from Sales, Sales Management functions up to Managing Director levels in large international corporations.
- Rendering services to a variety of business sectors as self-employed Trainer and Coach over the past 12 years
- Author of two books in German language: „Denkfallen vermeiden“ and „Verhandeln mit Empathie und Strategie“ (Haufe Publishing)

#### Specialist Expertise in Trainings and Coachings:

**Communication in B2B-Sales:** Standardized trainings and individual workshops to optimize communication in Sales and other business areas, dealing with different types of personality and cultures, improving influencing and persuasion skills leveraging cognitive biases and other psychological patterns and effects.

**Communication in Leadership and Transformation:** Workshops to resolve issues with subordinates, peers and management as well as dealing with conflict and motivational issues.

**Negotiations:** Structuring and planning of complex negotiations, mediation / moderation in all types of business-related conflicts. Find more information on this topic here: [www.ckuzinski.de](http://www.ckuzinski.de)

#### Working Methodology:

I work with a variety of concepts and tools that I have outlined in my books „Verhandeln mit Empathie und Strategie“ and “Denkfallen vermeiden“, depending on the purpose and scope of the assignment.

In addition to video-based feedback, my formats use personality analyses according to Insights Discovery or LINC Personality Profiler as required.

Furthermore, I use my own developments, such as an innovative feedback tool based on a neuroscientific model (SCARF), as well as concepts drawn from behavioral economics.

My working style is often described as „friendly, dynamic and challenging“ (original feedback)

#### Formal Certifications / Qualifications:

NLP-Trainer's Trainer and -Coach (DVNLP), System-Coach, Negotiation Expert and Master-Trainer, Certified Practitioner for: Insights Discovery and LINC Personality Profiler

#### Some Corporations, I've already worked for:

Deutsche Bank, Commerzbank, KfW, Invesco Perpetual, Ethenea Independant Investors, Franklin Templeton, Oracle, Vmware, Goetzpartners, Mazars, Thomson Reuters, Magna International, Frauenthal Automotive, Maersk, Electrolux, Wieland Werke, Ernsting's family, Handwerkskammer Frankfurt-Rhein-Main.