

ANNETTE FÖRSTER-KRECHBERGER

LEADERSHIP COACHING · ETHICS · NATURE

STUTTGART, GERMANY · TENERIFE, SPAIN

My full story

Everything that shaped the guide you just met

"Sometimes life asks us to become someone new.

I am here for those thresholds – when the old skin no longer fits and the wings are not yet ready."

ANNETTE FÖRSTER-KRECHBERGER

WHO I AM

THIRTY-FIVE YEARS AT THE EDGE OF TRANSFORMATION

I work with leaders and organisations at moments of genuine change – the kind that asks something of you. As a management coach, adviser, and sparring partner, I have spent more than three decades alongside executives, teams, and individuals navigating transitions that resist easy answers.

My formation is deliberately layered: special education as a foundation for understanding human vulnerability and development; Theology and Philosophy (M.Phil.) for the long lens – the wisdom traditions, the weight of meaning, a master's thesis on leadership models in the Bible; organisational development and over a dozen specialist certifications for the practical reality of institutions under pressure. As a certified Stress Prevention Trainer, I also know the bodily and psychological limits of high performance firsthand – and what it actually means to sit, exhausted, under the proverbial juniper tree, as Elijah once did.

I live and work between Germany and Spain – two languages, two cultures, two rhythms of life. That experience of being in-between is not incidental to my work. It is my work. I understand threshold states from the inside, and it is this in-between place – neither fully the old self nor yet the new – that I help others learn to stand in.

"What shapes my practice most is not any single training – it is the decision to found a poverty-relief project in East Africa, and to carry it."

35+

YEARS OF PRACTICE

4

LANGUAGES · DE / EN / FR / ES

12+

SPECIALIST CERTIFICATIONS

THE APPROACH

WHERE METHOD MEETS HUMAN DEPTH

My work sits at an unusual intersection: the rigour of an Advanced Negotiator (Schraner Negotiation Institute, Zurich); the relational intelligence of transactional analysis and solution-focused leadership; intercultural fluency from decades of cross-cultural practice across different countries and contexts. I work with SMEs – their leaders and teams – on leadership capability, communication, conflict resolution, negotiation, and organisational development. Since 2009, I have also taught at university level across these same disciplines, which keeps my practice tethered to current research even as it stays rooted in lived experience.

Underlying all of it is a conviction I return to again and again: the most lasting change happens at the level of identity, not technique. Tools and frameworks matter, but they are not where transformation actually occurs. My role is to accompany people through the process of becoming – without rushing the chrysalis. I have learned, over thirty-five years, that the oldest stories – drawn from nature and from inherited wisdom – often speak to leaders more clearly than the latest model. Images carry weight where methods alone fall short.

LOKI FOR LIFE – LOKICHOGGIO, KENYA

In the remote north of Kenya, I founded and chair Loki for Life e.V. – a farm project working against poverty and malnutrition in Lokichoggio. It began as a response to a need I saw firsthand, and it has grown into an ongoing commitment, not a chapter that closed once the founding was done. It demands the same things any real transformation demands: patience, presence, and a willingness to stay when the work is unglamorous.

"Whoever founds a project like this knows the desert not as metaphor – but as reality: the exhaustion, the injustice, the stubborn hope that transformation is possible."

This work grounds everything I bring to my coaching practice. I do not theorise about resilience or perseverance from a distance. I have stood in the actual desert, not only the figurative one that clients describe in their own crises – and I know that the wait for change is rarely comfortable, and rarely fast.

FORMATION

A LIFETIME OF DELIBERATE LEARNING

ACADEMIC & FOUNDATIONAL

1979-83	Special Education – Pädagogische Hochschule Köln
1998-2003	Theology & Philosophy, M.Phil. – thesis on leadership models in the Bible (NCIU Florida)
2011-12	Intercultural Trainer, multinational teams – University of Jena / Interculture

PROFESSIONAL CERTIFICATIONS

1988-91	Therapeutic Pastoral Care – ITS Wuppertal / SSK Karlsruhe
2004-05	Stress Prevention Trainer (IFT München)
2006-07	Coaching (RKW Stuttgart)
2007-09	Personnel & Organisational Development (Moreno-Institut)
2008-09	Transactional Analysis (ITAS Stuttgart)
2010	Solution Focused Leadership – Ben Furman, Helsinki Brief Therapy Institute
2015-16	Advanced Negotiator – Schraner Negotiation Institute, Zurich
2023-24	Online Methods Coach (Coachingspace)

TEACHING & ACADEMIC ROLES

Since 2009	FOM / EUFOM Stuttgart – Conflict Management (BA), Psychological Competence (MA), Team Development, Performance Reviews and Negotiations (MA), Digital Management and Leadership (MA)
2009-24	HfT Stuttgart – Leadership & Communication, International Project Management

RECOGNITION & MEMBERSHIPS

ANCHORED IN A PROFESSIONAL COMMUNITY

- DVCT Award 2019 – 2nd place, German Association for Coaching and Training
- Registered brands – INPEGRAM®, INIKKOS®, KOMPETENZAMPEL®
- Member – DVCT · Gabal Netzwerk Lernen · Forum Werteorientierung in der Weiterbildung · Interculture e.V.
- Languages – German (native) · English (fluent) · French (negotiation level) · Spanish (proficient)

THE INVITATION

READY TO BEGIN?

If something in these pages resonates – if you recognise the threshold you are standing at – you are welcome to start the conversation.

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