



ANNETTE FÖRSTER-KRECHBERGER

LEADERSHIP COACHING · UNFOLDING CLARITY · SHAPING PERSPECTIVE

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

35+

YEARS OF PRACTICE

420+

TEAMS & INDIVIDUALS COACHED

12+

SPECIALIST CERTIFICATIONS

4

LANGUAGES · DE / EN / FR / ES

WHO I AM

THIRTY-FIVE YEARS GUIDING LEADERS THROUGH REAL TRANSFORMATION

I work with leaders and organizations at moments of genuine change – the kind that asks something of you. For more than three decades, I have sat across from executives and teams facing exactly the kind of transition that has no easy answer – which means I have likely seen a version of what you are facing now.

My formation deliberately spans the human sciences and the practical realities of organizations under pressure and Theology and Philosophy for the **long lens** – because leadership problems are rarely purely technical, and rarely purely emotional either. I also know the bodily and psychological limits of high performance firsthand – what it costs to keep pushing past the point most people quietly stop admitting they are exhausted.

Working between Germany and Spain means I move fluently between languages and different rhythms of leadership culture – so wherever you operate, I am not learning your context from the outside. That experience of living in-between is exactly what lets me help you hold the same in-between state – the one your organization is in right now – without rushing it.

"What shapes my practice most is not any single training – it is thirtyfive years of proof that I follow through on hard commitments long after the founding moment has passed. That is what I bring to yours."

REFERENCES (Selection)

Swabian Intruments, frechverlag GmbH, Mörk-Bau, Planung Engineering Nick, APO-Projekt GmbH, Verband Region Stuttgart, Communication Consultants, Mörk Immobilien, BUG Rohrreinigung, Haußer Wohnbau, GWG, Feinmetall, SCM Verlag, Demicon, Alten GmbH, Aconext Holding, Röckle Schaltanlagen, Merz Bildungswerk, Windhab & Partner, etc.

THE APPROACH

WHERE METHOD MEETS HUMAN DEPTH

You get an unusual combination: the rigor of formal negotiation training, the relational read of transactional analysis, solution focused leadership, and real intercultural fluency - so difficult conversations get resolved rather than just survived. I work with SMEs – their leaders and teams – on leadership capability, communication, conflict resolution, negotiation, and organizational 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 occurs. My role is to accompany you through that process without rushing it, whatever pace it actually needs. 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 against poverty and malnutrition. It is where I learned what leading through real scarcity actually requires. It began as a response to a need I saw firsthand – and more than 12 years later it is still running, which is the same staying power I bring to any engagement with you. 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: exhaustion, the injustice, the stubborn hope that transformation is possible."

This work is why I can sit with you in your hardest moments without flinching. I have sat in worse. I do not theorize 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)
2007	TZI (Odenwald Institut)
2008	Conflict Management Trainer (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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