



## Jürgen W. Goldfuß

Since 1989 Jürgen W. Goldfuß has been a management consultant advising companies on leadership, service and „Employability“. Well-experienced as a project supervisor, product manager and marketing executive for national and international companies, Jürgen W. Goldfuß has published seven specialised books on communication, leadership and professional negotiation. Two of his titles were also published in China and Korea. The best-selling „Endlich Chef – was nun?“ („Boss at last – but what now?“) has become a standard work for executives. He is also writes for Handelsblatt („Die 5 Weisen“) and has a weekly column in the newspaper „Der Ratgeber“.

**„If there is a will there is a way  
– as long as you know your goals.“**

### TOPICS & CONTENTS

„Anything that could have ever been invented has been invented already, we should just close all patent offices“, the head of the American Patent Office said in 1899. At the time he could not imagine what ideas and visions the future may hold, which developments there might be to come. Similarly the changes and surprises today's companies and businesses may be facing in the future is something many people can't imagine – despite some future trends being predictable and foreseeable. The key is recognising new developments, analysing them clearly and looking at them from an external point of view. However entrepreneurs, caught up in the matters of every-day business, sometimes fail to recognize the prosperous business opportunities this ever evolving economy has to offer. The T.O.K. principle was created to provide a remedy for precisely this situation.



Jürgen W. Goldfuß  
**Führen in schwierigen Zeiten**  
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Umbruchsituationen lenken.  
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### FEES

Open Seminar (per day)	upon request
Individual Coaching (3 hours)	€ 1.500,-
Single Lecture (90 min.)	€ 3.500,-
Daily Fee	€ 4.250,-
Spoken language	German

### REFERENCES & PRESS

„Again, thank you very much for the help you gave us at the GfA-Falkenstein seminars. As the participants confirmed the topics discussed in your seminar are very much relevant and helpful to the matters of their current professional situations.“

*Treasurer of GfA*

„I very much liked the seminar, and I have taken home a huge amount of useful advice for my every day work. I especially appreciate the practice orientation and the picturesque ways the topics were discussed in. Using examples and case studies really enlivened the seminar.“

*Lufthansa Logistics Services*

„Tonight we have learned a great deal about the future of businesses and of ourselves – and about how to handle it.“

*Siemens-Forum*

„Again we would like to express our thanks for your lecture – it was a really pleasant evening. Our 150 guests were thrilled.“

*Elita Personalberatung*

„Thank you very much for your excellent speech which was appreciated by all participants. We are all looking forward to the next event.“

*Lexus-Forum*

„An incredible fundus for hands-on, straight-to-the-point examples.“

*Voss + Partner*

„The coaching of our executive personnel really paid off. You did a Great job!“

*Transtec AG, Staff Manager*