



Coach and Trainer Profile

Annette Held

Born in: 1966

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Areas of Expertise

Diversity and integration
Gender communication / male and female competences
Intercultural business and globalization
Intercultural competences
Expatriate training and coaching
Personal success and development
General communication skills
Work-Life-Balance / Happiness research
Behavioral economics
Cognitive neuroscience
Positive psychology

Education and Training

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| 2011 – 2012 | Certified Trainer and Coach for Intercultural Competence Carl Duisberg Centers, Cologne |
| 2010 | Certified Systemic Coach, ICI Metaforum, Berlin |
| 1996 – 2009 | Training in NLP and Coaching in Germany and the USA NLP Master Practitioner, Coach in Energy Psychology |
| 1988 – 1994 | Degree in Business Administration University of Cologne, Germany and Ecole des Hautes Etudes Commerciales (HEC), Paris, France Selected for the CEMS Program (Community of European Management Schools) |



Language skills

Written and spoken: German, English, French, and Spanish – fluent incl. business language
Portuguese – fluent in everyday language
Italian – basic knowledge

Professional experience / References

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| Since 12/2012 | Trainer and Coach for Intercultural Competencies, Diversity and Personal Development; Clients include the German Army, Bayer, Thyssen-Krupp and City of Monheim am Rhein |
| 1994 - 2012 | Executive manager at Henkel AG & Co KGaA, Düsseldorf for International controlling and accounting, Country responsibility for France, the Middle East and Northern Africa, as well as most of Western Europe Expatriate for 2 Years in Phoenix, Arizona, USA as Director General Accounting Management of international change projects (e.g. Shared Service Center migration) |
| 1992 | Intern at KPMG Audit, Neuilly-sur-Seine, France, Year end audits (incl. French bank Société Générale) |
| 1989 | Intern at Crédit Foncier de France, Paris, France, Market study for entry into German bank market |
| 1985 – 1988 | Banking apprentice at Raiffeisenbank Monheim e.G. |

Hobbies

Dancing (ballroom, salsa, tango), travel, photography, cooking

My coaching and training approach

My understanding of diversity is that everybody is unique with his or her own talents, skills and competencies. This includes the competencies that we bring as part of our cultural imprint, such as national cultures or gender. To see and understand these competencies in ourselves and others is a key to success – both personal and professional. I strongly believe that you get the best out of people (including yourself) by focusing on strengths rather than weaknesses.

Therefore, as a coach I help my clients to become fully aware of the resources they have available. Even “weak spots” often turn out to be valuable competencies when used in the right way and the right context. In trainings – be it intercultural competences, gender communication or general communication skills – I teach my participants to take the perspective of the other person. Again, this often means that we first need to better understand ourselves and the way we are influenced by our personalities and cultures. And – last but not least – the fun factor is always important! As modern neuroscience shows us, we learn best when we have fun and when we get excited about what we learn.