

A coach for the top management

At Cristian Hofmann's company, top executives are all over the place. Meanwhile, why a executive coach is also part of good manners among top leaders.

PORTRAIT
SCHAFFHAUSEN

Gabriella Coronelli / Translated by deepl

My car, my holiday home, my coach. The latter has become increasingly important over the last decade. What was originally associated with top-class sport has since expanded to include many other target groups. Today, the coach is also part of the "bon ton" in the professional context: even for leaders from the executive suite. But why do successful business people need a coach?

Self-optimisation as a North Star

"Executive coaching is for successful leaders who still want to be more effective.

Top Leaders who want excellence on themselves and the in the management team. In elite sport, the coach has long been part of the game, even though the athletes are already playing in the top league," explains Cristian Hofmann. His coaching services are not about passing on universal tools and secret recipes for success. The executive coach sees his task as providing his clients with suggestions for reflecting on their self-empowerment. "My executive coaching enables successful top-executives and management teams to effectively increase their leadership skills. But it also supports them in their self-responsibility to implement changes independently." In the age of self-optimisation, there is a strong desire in the business world to develop and improve.



The coach to whom top leaders entrust their challenges.
zVg.

Picture:

A basic prerequisite for becoming self-optimised. With the various crises of recent years, the complexity of achieving this self-optimisation has increased. Cristian Hofmann sees it as his passion and calling to work in this area of change. to offer its support.

From banker to executive coach

After his commercial banking apprenticeship, he was offered a position as team leader in a large bank. "I had the great opportunity to rebuild a lot of things and to shape them myself. That was motivating, but also challenging. As an inexperienced team leader, I mainly gained leadership experience through my own trial and error," recalls Cristian Hofmann. At that time, the opportunities for further training were limited almost exclusively to professional competence. When it came to leadership, Cristian Hofmann was on his own. But it was precisely for topics such as self-management, personal drivers, work-related needs, values and

motivational factors (leadership empowerment) the young supervisor was very interested in the topic. And so he began to delve into his favourite topic, successfully putting the knowledge he had acquired into practice. Inspired by the positive results, Cristian Hofmann always wanted to gain ever deeper insights into the matter.

His success did not go unnoticed. Time and again, leaders asked him if he could support them on one topic or another. "That's what I did; that was my first step into coaching, so to speak. After several seminars, training and further education, he completed a three-year master's degree in coaching 15 years ago.

Today, he advises an increasing number of high-profile executives from various companies at the Haus zum Einhorn on Fronwagplatz in Schaffhausen and Zürich and is convinced: "I would like to make a contribution to a different organization in the leadership context: an organization in which people once again realize how valuable all people are, and cooperation remains fit for the future."