

## Dr. Claudia Borowy | Consulting, Training, Coaching

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LANGUAGES: German and English

### Profile and Methodology

Since 2006: **Organisational consultant and trainer/coach** with a professional focus on performance and impact, storytelling, management/leadership and internal/external communication.

In addition to many years of working as a **director** (including Münchner Volkstheater and Altes Schauspielhaus Stuttgart) I draw on my experience as **creative director and a member of the executive board of an online communications agency**.

My methodology is based on the assumption that basically every professional communication situation can be compared with a situation on stage.

Different abilities in the context of role and personality, **presence and interpersonal skills** and **storytelling** and **enactment** are required in order to act successfully in this stage situation. These abilities form part of the tools of actors and directors and can be trained.

In order to realistically portray specific personality types I engage **professional actors for theatre-based training programmes** (in particular for scenes on the topic leadership and client communication).

### Qualification and Training

- **Training as a systemic organisational consultant** with Professor Dr. Fritz B. Simon (University Witten/Herdecke)
- **Professional education as stage director** and job experience as director for theatres and tv-shows for more than 10 years.
- Studies and degree Dr. phil. in **theatre studies** at the LMU, Munich
- **Journalistic traineeship** at the daily newspaper SÜDWEST PRESSE
- Training as family support specialist at a children's hospice.

### Training Portfolio

- **Act Leadership** – Training Lab for managers.
- **Make the Difference - Tell a Story:** Storytelling tools in client communication
- **Pitch it** - How to wow clients or colleagues with your ideas.
- **More presence and impact** in presentations and meetings.
- **inszenio Online Academy:** the personal online coach for making an impact on the business stage.

### Awards



International German Training Award 2014/15 for the development and realisation of theatre-based training session "**Act Leadership**". Target groups are managers at different senior levels. Central learning objectives are agile and transformational leading skills.



### Professional Experience

- 5 years of experience as strategy consultant and member of the management of aperto Berlin.
- A total of 10 years of expertise as creative director in different full service online agencies.
- Basic knowledge of methods of agile project management.
- Numerous training courses, especially regarding customer communication for target groups in IT consulting and IT development.

### References (Selection)

- BASF
- Bosch AG
- Chiesi GmbH
- Communicode AG
- Daimler AG
- Deutsche Telekom AG
- Flughafen München GmbH
- Immobilien Scout 24
- Innogy Consulting GmbH
- Nestlé Deutschland
- OTIS Deutschland
- Q\_PERIOR AG
- T-Systems Multimedia
- Vodafone
- VR Bank Südpfalz