



## Gabriele Herdin

### Profile

- As an expert in strategy processes and a HRD Professional, Gabriele Herdin advises both companies and managerial staff.
- After a bank apprenticeship and studies at the Frankfurt School of Finance & Management she obtained the Certificate of Banking Specialist (Chamber of Commerce and Industry)
- This was followed by various private academy teaching positions.
- While working, she also completed a Master Trainer Program at the international training academy TAM in Fulda with an audit in transfer of training and evaluation.
- Her next step was a psychotherapeutic qualification (psychodrama group therapy by Moreno) with Prof. Dr. Dr. Wolfram Bender, chief psychiatrist and psychodrama-therapist.
- She now runs her own consultancy company, Herdin Training, which was founded in 1992, and takes the strategic consultancy approach in HRD and systemic business coaching into account.
- In 2008 Gabriele Herdin received the “innovation award” at the CeBIT for her modular high-potential program.

### Gabriele Herdin is a member of the following professional organisations:

<b>ASTD</b>	American Society for Training and Development
<b>BDVT</b>	Bundesverband Deutscher Verkaufsförderer und Trainer e.V.
<b>GABAL</b>	Gesellschaft zur Förderung Anwendungsorientierter Betriebswirtschaft und Aktiver Lehrmethoden in Hochschule und Praxis e.V

## Services

### HRD Strategy Development

The main focus of strategic processes is the combined reflection on the company's reaction to an unknown future. Based on this process of reflection, decisions as to how the company approaches the future are made. The act of thinking, as well as the decision-making process itself, is influenced by the personal experiences of the executive board, the type of co-operation within the team and the company's corporate culture. Subconscious aspects that change the strategic process without being noticed often also play a role. These kinds of considerations are topics of Strategic based HRD.

### CEO Advisory Services

Gabriele Herdin acts as a consultant and sounding board for CEOs when it comes to issues which they can very rarely discuss with qualified people. The CEO's task is to deal with an unforeseeable future and ambivalence with regard to the decisions to be made, coupled with the unavoidable loneliness and a certain degree of isolation from the basis of the company. Alongside with the need to act quickly and make strategic decisions, it is similarly important that the CEO takes the time to think about the company's business culture.

### Board Advisory/Senior Team Advisory Services

In management teams, the quality of the decision-making processes is constantly influenced by the composition of the team and the quality of the co-operation. Good decisions are based on a balanced judgment, in which different ideas, beliefs and assumptions can be discussed in the open. Management teams do, however, often lack an open, efficient and well-developed dialogue culture.

### Transformation Advisory Services

Change processes within a company are often the result of strategic re-orientation or a strategic decision. Changes, however, cannot be organised but instead require a suitable framework that, on the one hand, incorporates the staff at the various levels into the design process. On the other hand, it must ensure that the antagonism, fears and concerns within the company are taken seriously and integrated.

## Components of the operative Advisory Services – your value chain



## References

- Akademie Deutscher Genossenschaften ADG e.V. – Schloss Montabaur
- Akademie bayerischer Genossenschaften GmbH – Beilngries
- Bain & Company - München
- Bayerisches Staatsministerium für Wirtschaft und Medien, Energie und Technologie – München
- bwgv-Akademie, Baden-Württembergischer Genossenschaftsverband – Stuttgart
- DZ BANK – Frankfurt, München, Hannover
- Fiducia AG - Karlsruhe
- Finanz Colloquium Heidelberg GmbH - Heidelberg
- Flughafen München GmbH – Freising
- GAD, Gesellschaft für automatische Datenverarbeitung e.G. - Münster
- Internationaler Messe- und Ausstellungsdienst, IMAG – München
- Krankenhaus Barmherzige Brüder – München
- SPARDA Bank München e.G. – München
- Volksbank Mittweida e.G. – Mittweida